

17th Century meets 21st

At Hilton The Hague luxury business hotel, the subtle beauty of FOC's Palm chandeliers complements Vermeer's "Girl with a Pearl Earring"

(High resolution images on request to: foc-press@bt-media.net)



#1: Grand Café Pearl at Hilton The Hague is dominated by Vermeer's "Girl with a Pearl Earring"; on top in the center: FOC's Palm chandelier; further references to Dutch craftsmanship: Delft Blue tile cladding the counter and traditional lace patterns on the columns

The Hague / Amsterdam, October 2010 - With the wish to become a trendy meeting point in The Hague, a place to meet friends and business partners alike, to have breakfast, stay for lunch or enjoy dinner, the new Hilton The Hague luxury business hotel opens its Grand Café Pearl not only for hotel guests, but also invites non-hotel guests to share the experience. And indeed, guests, insiders of the scene and passers by are attracted by this enchanting lounge bar, characterized by the subtle beauty of Vermeer's painting "Girl with a Pearl Earring" and the sparkling "Palm" chandeliers by Freedom Of Creation.

Interior Designer Angelika Kok of Barzileye Concept & Design, in charge of the interiors of several public spaces, cafés, meeting rooms and the Royal Suite of the hotel, points out: "I have combined the essence of the 17th century with the latest techniques."

For the interior design of Grand Café Pearl, The Mauritshuis museum in The Hague provided a high-resolution reproduction of Dutch painter Vermeer's painting "Girl with a Pearl Earring". Printed on stained glass in an impacting dimension, the 17th century's masterpiece hangs above the bar. Four Palm chandeliers, designed by Janne Kytanen for Freedom Of Creation, create intriguing reflections on the painting and confer a sparkling, precious and prestigious atmosphere to the environment. Further references to Dutch craftsmanship, such as the Delft Blue tiles and traditional lace patterns interpreted onto modern materials complete the delicate conversation between past and future, evoked by the 17th Century painting of Vermeer and FOC's future-oriented lighting designs and production technologies.

The fascination of FOC's Palm chandelier arises from the simplicity of its structure - four concentric, vertically shifted rings made with chromed steel - contrasting the blooming shape of 37 shades. Each shade, produced in polyamide with the latest technologies of 3D printing, recalls the bark of an exotic palm, the shell of a tasty pineapple, the petals of a fragrant flower and diffuses soft and moody light contributing to the exclusive atmosphere of Hilton The Hague's Grand Café Pearl.

Prominently located in the embassy quarter of the city centre and set in the restored 1950's shell of the former Royal Dutch Telecom Headquarters, Hilton The Hague offers top class hospitality in 195 bedrooms and first class business services in eleven meeting rooms including a ballroom. Several bars, lounges and restaurants as well as a fitness center provide wellbeing, relaxation and diversion. The hotel is on the doorstep of some of The Hague's best shopping, with art galleries and high-end shops, as well as the rich cultural heritage and architecture of the many stately buildings, renowned museums and points of interest. Hilton The Hague has been nominated for the category "Hotel Chain design of the year" of The VENUEZ Hospitality & Style Awards Hilton 2010

Hilton The Hague, Zeestraat 35, The Hague, Netherlands 2518 AA, Tel: 31-70-710 7000,

About Freedom Of Creation - www.freedomofcreation.com

Freedom Of Creation believes in a future where data is the design product, and where products are distributed in the same way images and music travel through the internet today. FOC visions a future where storage is virtual, and the materials used for creating tangible products can be recycled and reused for any future creation people's hearts desire. FOC's work has something revolutionary, its products and services are part of a new movement that is changing the world. The journey of FOC started in 2000 with creating products for interior design. The company has come a long way and is now spreading the Freedom Of Creation message to a vast selection of clients in all areas of product development all around the globe.

For further editorial information, including request for high resolution images, please contact the FOC Press Office at: foc-press@bt-media.net



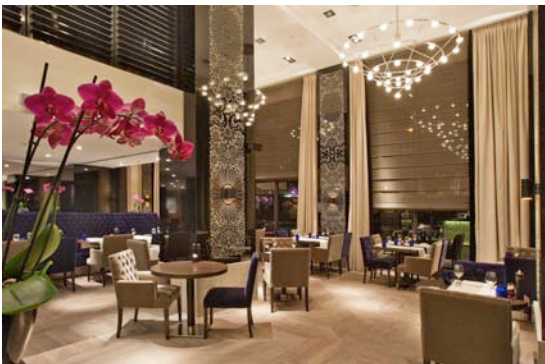
#2: Grand Café Pearl with Vermeer's "Girl with a Pearl Earring"; on top in the center: FOC's Palm chandelier



#3: FOC's sparkling Palm chandelier creates delicate accents and reflections



#4: At Hilton The Hague's Grand Café Pearl, FOC's Palm chandelier creates a glamour atmosphere



#5: At Hilton The Hague's Grand Café Pearl, FOC's Palm chandelier creates a glamour atmosphere.



#6: a view towards the ceiling offers a special perspective on FOC's Palm chandelier