

Sensational Light Sensations by Freedom Of Creation Salon du Meuble Paris 2005

(Text in Word format & high resolution images available on request to foc-press-office@probusinessstech.net)

February 2005, Amsterdam, The Netherlands - Freedom Of Creation (FOC, www.freedomofcreation.com) unveiled its newest line of interior design and fashion accessories for the Paris "Salon du Meuble" design week. The new product line represents a milestone for personalized commodities, and shows a creative and innovative use of materials in the design solution.

Jiri Evenhuis and Janne Kytanen of the Dutch studio FOC rocketed into the design arena in 2003. With innovative lighting creations that immediately set them apart during Milan and London's design week events, the young designers received numerous accolades and awards for best new arrivals and best products for 2003.

FOC's unique production methods allow the studio to develop original, high quality and elegant styles never before available to consumers. Inspired from elements of nature, such as the cone flower, the new light collection exquisitely brings the complexity of nature into the home, creating subtle yet striking lighting effects. New to FOC's production is also a special durable protection, created to protect the lighting products from dust and dirt, and which also facilitates any eventual cleaning.

Consolidating several years of research for future textiles, FOC expands their portfolio in 2005 to include a line of fashion accessories, destined to open new opportunities for styling expression. The chain-mail like textile fabric, introduced first by FOC in 2000 as a prototype concept, has been refined into pure and sophisticated fashion realities. Luxurious and silky to the touch, the hand bags that make up the collection are characterized by a satin ivory feel.

The new line also includes the 'Paris' women's evening sandals with heels in the intricate form of Paris' city emblem, the Eiffel tower. Shown in Paris the concept model, 'Paris' can be made to order - form, size, and heel height and base are fully customizable according to the individual desires.

Also presented was FOC's most recent prototype concept 'Love your nails', nail extensions for a stylish manicured look that has no equal. The designers plan on working closely with material and technology leaders so as to perfect similar concepts and bring custom manufacturing ever closer to the mainstream public.

About Freedom Of Creation (FOC)

FOC <www.freedomofcreation.com> is a research and design studio that successfully brings leading edge technology to design. Numerous collaborations with interior design labels, research organizations and universities have established the design firm as a leader in manufacturing consultant services. FOC employs significant resources in research on new applications, materials and software in the field of Custom Manufacturing, was founded in 2000 and is based in Amsterdam, the Netherlands.

For editorial information please contact the FOC press office:
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Photo Captions & Product info

Image 1: 'Dahlia' softly illuminates, creating subtle and tantalizing effects for any environment.

Diameter 33 cm / Height 15 cm

220 volts

White polyamide (Dirt protected)

Image 2: '1597', a suggestive sconce mimicking the complex form of the cone flower, emits playful rays which captivate as they dance through the shadows.

Diameter 33 cm / Height 15 cm

220 volts

White polyamide (Dirt protected)

Image 3: 'Cube', a table light where geometric simplicity contrasts with striking design complexity.

Dimensions 20 x 20 x 20 cm

220 volts

White polyamide (Dirt protected)

Image 4: 'Venus', symmetry and balance create a kaleidoscope of light.

Diameter 21 cm

220 volts

White polyamide (Dirt protected)

Image 5: 'Punchbag' is a new, amazing handbag included in the fashion accessories collection produced by FOC. It is available in 2 sizes and is the result of significant research into material applications.

17 x 25 x 1.5 cm

Polished Polyamide

(Black / White / on request)

Image 6: 'Love your nails', FOC demonstrates design innovation has no boundaries as they open the path to a revolutionary prototype concept for hand beauty care. True versatility for the woman who demands manicures which emanate style and individuality.

Prototype concept, Nail Extensions

Image 7: 'Paris', fully customizable evening sandals; a perfect touch for a night out on the town with individuality and flair. Pictured here, the concept model shown in Paris.

Made to measure

Polished polyamide
