

Alien head? GhettoBlaster? Helmet? A mysterious gadget, made in collaboration with Freedom Of Creation, is to invade the advertising, PR and event campaign of Dutch rebel radio station 538

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



Amsterdam, October 2010 - It is on everyone's lips, the most discussed advertising campaign of the moment: commercial spots, online banners, print ads and every kind of events of the Dutch Radio 538 are all dominated by two indefinable, upsetting presences. Originated from the fertile imagination of Dutch BSUR (Be as you are) advertising agency, the creative concept finds its most garish and unexpected expression in stereoheads, designed together with and made by Freedom Of Creation.

The protagonist couple of the Radio 538 campaign, two young wild boys, wears headgears of a mysterious alien fascination, with the features of a ghettoBlaster and a pop and punk helmet, something really never seen before.

The Radio 538 adv campaign gadget is a rebel object, it is music to wear and to hide under, a sound helmet opposing the MP3 players' tendency of trying to become a tiny and neutral, almost invisible object.

This Radio 538 sound helmet was designed by the creatives team of the BSUR agency in collaboration with Freedom Of Creation (FOC), a company specializing in the innovation and application of rapid manufacturing processes / 3D printing and pioneer in the exploration of the above mentioned technologies in various fields, from design to architecture, from fashion to technology.

After designing the stereoheads, Freedom Of Creation has produced a limited series of these funky objects, applying advanced 3D printing technologies - an innovative printing process generating tri-dimensional objects - allowing manufacturing without the need of developing moulds in processes that are both time and money consuming.

Furthermore the innovative process of rapid manufacturing provides enormous expressive freedom to Freedom Of Creation, that can be seen in the creativity and products of the entire FOC collection as well as in the sound helmets for Radio 538, designed in collaboration with BSUR agency.

End Client: Radio 538

Responsible persons from Radio 538 side: Jan Willem Brüggewirth, Caroline Broeder, Cleo Zijlstra.

Our client (advertising company): BSUR Agency

Concept: Roger Matena, Gordana Lucic (BSUR)

Account: Judith Kampman (BSUR)

Production company: BSUR

Director: Roger Matena, Gordana Lucic

Camera: Coen Stroeve

Edit: Liquid film

Producer: Judith Kampman

Design Radio helmets: Gordana Lucic & Roger Matena (BSUR) & Janne Kyttanen (Freedom Of Creation)

Production Radio helmets: Freedom Of Creation

Photography: Marc Deurloo

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 and photo captions, please contact the FOC Press Office at: foc-press@bt-media.net





Freedom Of Creation | Cruquiuskade 85-87 | 1018 AM | Amsterdam | The Netherlands | Tel / Fax : + 31 (0) 20 675 84 15 | info@freedomofcreation.com

For the commercial 'Pineapple' click here:

<http://www.youtube.com/watch?v=5gkhDceBX4c&feature=channel>

For the commercial 'Nice Animal' click here

<http://www.youtube.com/watch?v=5AMeCxDKSOI>

For the commercial 'Pickup Ruud'

<http://www.youtube.com/watch?v=OFxUh0dFWok>