

Freedom Of Creation at World Fashion Centre Amsterdam

A monographic exhibition celebrating a decade of astonishing creativity and excellent innovation in 3D printing

Further info and high resolution images on request to: foc-press@bt-media.net



Left: A moment at the FOC exhibition held at World Fashion Centre Amsterdam

Right: Edwin Denekamp, manager of World Fashion Centre, presents a piece of fashion art designed by Victor de Bie and developed by FOC to actress Jasmine Sendar in Amsterdam on February 22. From left, Janne Kytanen, Edwin Denekamp, Victor de Bie, Jasmine Sendar.

Mar 2010 - Freedom Of Creation (FOC), the leading innovators and the first company specialized in design for Digital Manufacturing, has shown a decade of research activity and creativity at the recent monographic exhibition "Future of Fashion" at Amsterdam's World Fashion Centre (WFC). Celebrated within the context of the WFC 2010 appointment of annual exhibitions dedicated to artists and creative minds able to influence the fashion world in an innovative and transversal way, the FOC exhibition has given visitors the opportunity to focus on the design philosophy, the work and the milestones in the career of Freedom Of Creation. It has provided an overview on ten years of excellence in 3D printed design, highly remarkable from both quantitative and qualitative standpoints. FOC designs have found a place in many international permanent museum collections, and their inspiration and technical quality have been universally acclaimed worldwide by media and design experts.

Beyond Freedom Of Creation's own designs and productions - including extremely creative solutions for furnishing, lighting, communication devices, personal and home accessories to mention just a few areas - the exhibition at Amsterdam's WFC has also presented projects and products conceived by Freedom Of Creation for global prestigious companies such as Tiger/Asics, and for new dynamic brands such as Feadship and Ted Noten: ten years of successful creativity and technical expertise able to meet the needs of very different customers, markets and cultures.

Alongside numerous iconic furnishing and home accessories - the delicious Filament and Palm lamps, the provocative Riot lamp, the various trays and stools with their unexpected patterns, to name just a few - FOC has also shown its less well known but equally brilliant fashion and accessories designs for fashion-victims.

The following pages provide the main facts on major fashion-related projects conceived by FOC, fruit of a decade of unchecked creativity and research, and part of the World Fashion Centre exhibition in Amsterdam.

Editorial requests for further info and/or high resolution images: foc-press@bt-media.net

Fashion-related projects by FOC:



The Black Box - design Victor de Bie

To celebrate the 10 year anniversary of Freedom Of Creation and the opening of the exhibition “Future of Fashion” at the World Fashion Centre commissioned artist Victor de Bie to design a limited edition special gift box, able to combine the best of three worlds: fashion, creativity and technology.

The Black Box designed by Victor de Bie has been developed by FOC and consists of a ring with three exchangeable iconic hats: a Crown, a

Paper Hat and Mickey Mouse Ears. The setting, a King with his subjects standing on a pedestal, recalls the typical scenes of Victor de Bie's paintings. Unlike the black box in aviation terms this mysterious box literally is black, the most timeless color in fashion.

In a limited run of 75 pieces, The Black Box was exclusively produced live with the latest 3D printing technologies during the opening of the exhibition.



Electric Light Shoe - design FOC

Client: Onitsuka Tiger - ‘ASICS’ / advertising agency Amsterdam Worldwide

Oversize LED-lit shoe, whose surface is transformed by Japanese symbols, icons, and a network of streets and highways.

The Electric Light Shoe was conceived for the 2008 advertising campaign “Electric Tiger Land” of the premium heritage Onitsuga Tiger

brand held by ASICS sportswear firm.

Realized in a unique meter-long version, the Electric Light Shoe has also been edited as a limited series of 40 an 70 centimeter long versions.

The project was completed by a collection of Electric Light Shoe accessories such as key-rings, USB-sticks, shoe displays, card tower.

The Onitsuka Tiger project has won the following awards and mentions:

Mobius Award 2010: Award: Winner

ADCN 2009 Award: Silver, Integrated

One Show 2009 Award: Nominated, Integrated Campaign

Meribel Ad Festival 2008 Award: Crystal award, Integrated

Eurobest 2008 Award: Shortlist: Integrated.

Dutch Design Awards 2008 Award: Winner: Brand and Strategy

Cannes 2008 Award: Silver, Cyber Lion

Cannes 2008 Award: Titanium Lion Finalist, Nominated

Clio 2008 Award: Finalist, Print

A detailed press release is available.



What's a left, without a right? - design FOC

Client: ‘ASICS’ / advertising agency Amsterdam Worldwide

Ten mysterious packages, designed by FOC and realized through 3Dprinting, have been sent to ten trend-setting bloggers around the world. The challenging task for the bloggers was to find each other in order to re-assemble the contents of the parcels: halves of iconic objects of the 80s such as a ghetto blaster, Rubik's cube and others. Part of the parcel itself, the objects' halves could have been extracted only after having destroyed the box.

The “Left/Right” project has won the following awards and mentions:

Mobius Award 2010: Winner New Media, Winner Best of Show New Media, Category: New Media

Cristal International 2009: CYBER Cristal Winner, Category: Viral Marketing

Event: EuroBest 2009: Bronze, Category: Best Use of Social Media

One Show Interactive Finalist - (Winner to be announced), Category: Interactive Advertising: Other Interactive Media - Single

Festival of Media Finalist - (Winner to be announced), Category: Best Use of the Digital Landscape

A detailed press-release is available.



Textile samples / Dress - design Janne Kyttanen and Jiri Evenhuis

While exploring in 2000 the possibilities of 3D printing, Jiri Evenhuis came up with the idea to create textiles. Three years later, this idea became a reality thanks to the collaboration with Janne Kyttanen. Freedom Of Creation has created many patterns like the X pattern, Flex pattern, Mobius pattern, 8 pattern and the 3, 4 and 5 in 1 patterns.

Having invented these 3D printed textiles, materials that the textile and design industry never had even dreamt of, FOC designed a dress in order to visualize their application. The textiles by FOC have been selected for the permanent collection of the MOMA, New York.

Punch Bag - design Janne Kyttanen and Jiri Evenhuis

Selected for the MOMA museum collection in New York, Punch Bag is the outstanding example of 3D printed textile application. Eye-catching detail of this bag is its handle inspired by knuckledusters.

White base Laser Sintered Polyamide, black, white or purple, any metal coating can be applied.

Sizes: medium 30 x 28 cm; large 34 x 30 cm.



Card Bag - design Janne Kyttanen

An every day bag for small items such as credit cards, iPods, cell phones, etc.

White base Laser Sintered Polyamide, any custom colour and any metal coating can be applied.

Sizes: 12 x 8 cm.

Slim-bag - design Janne Kyttanen

The ideal bag for 30-80 GB iPods and large organizers/mobile phones. Slim-bag can be used either on the shoulder or, with an additional longer strap, it can also be carried across the chest.

White base Laser Sintered Polyamide, any custom colour and any metal coating can be applied.

Sizes: 65 x 40 x 14 cm. Additional strap: 45 cm





Jewelry designs by Ted Noten

Visionary jewelry designer and transversal artist Ted Noten has explored FOC's skills in 3D printing in order to realize ironic and dreamy fashion accessories. Part of the "Haunted by 36 women" collection, are the Miss Piggy rings, the name says it all, as

well as the Fashionista necklace, composed by a series of miniature high heels of different style.



Street Headphones - design Brian Garret with FOC

With the Street Headphones, designed by Brian Garret as a graduation project in 2009 in collaboration with Freedom Of Creation, FOC is offering customization at its best. Trendy fashion accessory and visible statement of style consciousness, the headphones produced by FOC can be decorated with 3D writing to express the names of musicians, artists and bands, music genres or song titles. The laser sintered polyamide headphones are made-to-order and assembled with state of the art electronic components.



Morphogenesis - design Pauline van Dongen with FOC

Designed by Pauline van Dongen as a part of her graduation project at the Fashion Institute Arnhem (FIA), Morphogenesis is a shoe featuring a sculptural form with organic lines. In collaboration with FOC and in particular with Janne Kyttanen, the Morphogenesis shoe has evolved into a functional high fashion item that, thanks to the infinite creative possibilities given by 3D printing technologies, boasts a futuristic look.

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.

Further images of the Freedom Of Creation at World Fashion Centre Amsterdam exhibition

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E. Denekamp, J. Kytтанen, V. de Bie



V. de Bie



Monarch stool



Macedonia space divider



The black box, ring, V. de Bie



The black box, ring+hands, V. de Bie



"Haunted by 36 women" series, T. Noten



Miss Piggy, ring, Ted Noten



Fashionista, necklace, Ted Noten



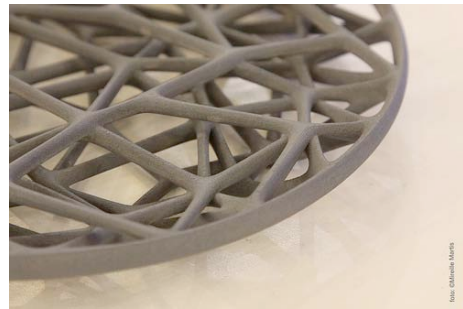
"Haunted by 36 women" series, T. Noten



Street Headphones, FOC



"Electric Light Shoe" project, gadgets, FOC



Trabecula tray, FOC



Palm light, FOC



Riot lamp, FOC



Filament lamps, FOC

All images are available as high resolution files.

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