

**Hedoco, or DIY (do it yourself)**

**Can design, fashion and advanced technology be combined with a new model of collaboration with product's end user? Customers of Hedoco online shop are both creators and producers, because Hedoco is the first brand in Central and Eastern Europe, which produces and sells only open-source design.**

Hedoco is a new brand that employs a different collaboration model between the product's inventor, manufacturer and customer. Open Source technologies provide the basis for this model, allowing the buyer to freely create and alter the products. This kind of activity blazes a new trail in the Polish market, particularly in the field of fashion and design.

*Hedoco offers products created by young Polish designers and engineers. Users can buy them in our online shop or make themselves, for their own use. To do so, they just need to visit the "do it yourself" section on our web-page and download the projects or technical specifications free of charge – says Piotr Grabowski, President of Modern Arts Management company and Hedoco brand co-founder.*

First products offered by the online shop are fashion accessories - ledBag and Eleven Brothers bags - and Dodecaudion, a high-tech gestural music controller. All three products stand out from others offered on the market.

LedBAG [Hedoco+Róża Szczepańska], made of felt, contains a built-in LED light system. The light shines both inside and outside the bag. It lights up when opened, but the lighting mode can be changed. Eleven Brothers bag [Hedoco + Knockoutdesign] is made of 324 identical high-quality leather rhombus-shaped pieces. The bag's handles are carved from on oak wood by a sculptor-artist. Dodecaudion [Hedoco+panGenerator] is an spatial controller for professional musicians, DJs, and performers. The instrument is shaped like a regular dodecahedron. Each side of this device has an "eye" with integrated infrared sensor which collects information about the presence and distance of the musician's hands.

*"We plan to introduce subsequent new products within the first half of 2012. These include unique fashion collections, new bag designs, and an innovative lamp that responds to human emotions. Each of these products will be available through open licenses of Creative Commons!"* explains Paulina Jędrzejewska, Vice-President of Modern Arts Management.

Upon the launch of Hedoco's website and online shop, owners of the brand use social networks for information-related activities. These allows the company to tweak its products and exchange information with their users, who will be able to explore new solutions and applications for the products offered through Open Source licenses.

**Hedoco** is a new brand created in 2011 and owned by Modern Arts Management, Ltd,

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operating in the stream of open design. It comprises unique, high-quality products designed by young Polish artists and designers. The offer includes inventions based on open technologies, fashion collections and accessories, as well as industrial design items. For more information, visit: [facebook.com/HEDOC0](https://facebook.com/HEDOC0) and [www.hedoco.com](http://www.hedoco.com)