

Hedoco, or DIY (do it yourself)

Can design, fashion and advanced technology be combined with a new model of collaborating with product's end user? Starting from February 2, 2012, customers of Hedoco online shop are both creators and producers.

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 them themselves, for their own use. To do it, they just need to click to the "do it yourself" section of the site and download the projects or technological 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 that the market offers.

LedBag [Hedoco+Róża Szczepańska] contains a built-in LED light system. The light shines both inside and outside the product. The bag 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 electronic instrument for professional musicians, DJs, and performers. The instrument is shaped like a regular dodecahedron. Each face of this device has an "eye" with integrated infrared sensor which collects information on the presence and distance of the musician's hands.

"We plan to introduce subsequent new products throughout the first half of 2012. these include fashion collections, new bag designs, a swan-shaped lamp that responds to human emotions and The Time Is Now clock, which shows the time when touched. Each of these products will be made available through open licenses of Creative Commons' DIY" explains Paulina Jędrzejewska, Vice-President of Modern Arts Management.

Upon the launch of Hedoco's website and online shop, owners of the brand will use social networks for information-related activities. These will allow 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. 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/HEDOCO](https://www.facebook.com/HEDOCO) and www.hedoco.com