

# Roll & Hill

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**ROLL & HILL, A NEW CONTEMPORARY AMERICAN LIGHTING COMPANY, WILL DEBUT ITS COMPLETE COLLECTION DURING ICFE (MAY 15-18) AT TWO EXHIBITION VENUES**

**Exhibitions at Javits Center and 45 Great Jones Street will include new products by Partners & Spade, Paul Loebach, Jason Miller, Lindsey Adelman and Rich Brilliant Willing**

NEW YORK—Roll & Hill, one of the most anticipated contemporary product-design brands to launch this year, announces its inaugural exhibitions during **ICFF, the International Contemporary Furniture Fair** from May 15 through 18, 2010. The company will exhibit its collection at the Jacob K. Javits Convention Center, as well as stage its full collection of products at its off-site venue, **Great Jones Lumber**, at 45 Great Jones Street in the Noho District of Manhattan.

Launched in January 2010 in New York City, Roll & Hill manufactures contemporary lighting fixtures by leading contemporary designers. As a design company within a realm that is mostly dominated by European brands, Roll & Hill is unique in its focus on modern and contemporary products for the North American market while also selling in the European and Asian markets.

Founded by designer **Jason Miller**, Roll & Hill launched with an initial collection of products from Miller, **Lindsey Adelman**, **Paul Loebach** and **Rich Brilliant Willing**. With an ethos of creating products that are modern yet relatable, the company simultaneously began design development on new lighting products, some of which will be shown at ICFE. Among these products will be a Monogrammed Table Lamp by **Partners & Spade**, a Turned Wood Table Lamp by Loebach, a new table lamp by Miller, the Agnes Electrified Chandelier by Adelman and the Excel Chandelier by Rich Brilliant Willing.

“New York is our home town, and we are excited that it will be the stage for our first major exhibition,” says CEO and creative director Jason Miller. “This presentation will serve as Roll & Hill’s coming out party, and hopefully a sign of

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the strength of the design industry in the United States.”

For four full days, Roll & Hill will exhibit its complete collection at ICFE, while specialized versions of the standard products will be installed at Great Jones Lumber, a now-vacant construction goods warehouse on the Bowery. The exhibit at Great Jones Lumber is a part of the inaugural year of the Noho Design District ([www.nohodesigndistrict.com](http://www.nohodesigndistrict.com)).

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