

Roll & Hill

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ROLL & HILL LAUNCHES ITS SECOND COLLECTION IN NEW YORK AT THE INTERNATIONAL CONTEMPORARY FURNITURE FAIR

*New products include **Endless, Halo, Knotty Bubbles, Odds & Ends, and Trestle**
by designers **Lindsey Adelman, Jonas Damon, Paul Loebach and Jason Miller***

New York, NY—Roll & Hill announced itself to Europe last month by debuting 3 new products at the Milan Furniture Fair. This month, Roll & Hill will present its full 2011 collection at the International Contemporary Furniture Fair (ICFF) at the Jacob K. Javits Convention Center in New York from May 14–17, 2011. This collection of new products is the first collection specifically designed for Roll & Hill.

The 2011 collection includes new work by Roll & Hill creative director, **Jason Miller** as well as, **Lindsey Adelman, Paul Loebach, Jonas Damon and Jonah Takagi**. “It’s a great group of products by an exciting group of designers,” says Miller. “There is so much beautiful lighting being designed in the United States currently, it makes my job very easy.”

The new collection will be on display at the company’s booth (Number 1926), and also at the **ICFF Bar**, a special space within the show that will feature lighting from Roll & Hill and furniture from Swiss manufacturer **Vitra**.

Roll & Hill’s 2011 Collection includes:

Endless, a modular lighting system designed by Jason Miller that is comprised of half-cylinder units that can be joined back-to-back or end-to-end into numerous configurations. Endless can be a wall light, a hanging light or both. Large installations can be used to define space.

Knotty Bubbles, a series of lights designed by Lindsey Adelman made from hand-blown glass “bubbles” suspended with knotted rope.

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Odds and Ends, a series of wall lights designed by Jason Miller made of hand-blown glass or acrylic and brass. Basic shapes can be combined to create larger installations.

Halo, designed by Paul Loebach, is a minimal chandelier made of concentric metal rings, housing LED strips. Rings can be combined in various ways to create different shapes.

Trestle, a desk lamp designed by Jonas Damon that resembles a traditional wooden sawhorse. The lamp is illuminated with an array of LEDs on the cross bar. The cross bar can swivel nearly 360-degrees, allowing it to be used as a task lamp, table lamp or even a wall lamp.

Bluff City, a pendant lamp by Jonah Takagi, was inspired by emergency lights and merges a cage and solid metal shade. Debuting at ICFE is a new 14-inch pendant.

About Roll & Hill

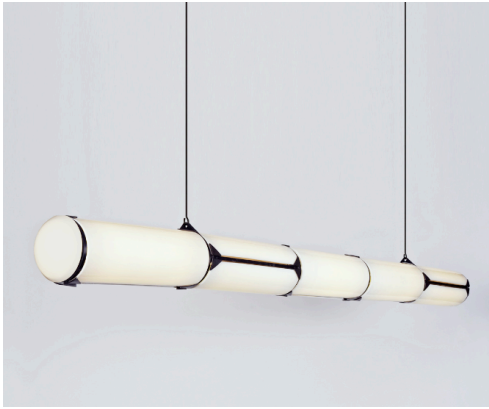
Launched in 2010, Roll & Hill has quickly become one of the most notable new design brands in North America and a leading American manufacturer of contemporary lighting. Its products are currently distributed in the U.S., Canada, Europe and Asia. In 2010, its products were featured in *The New York Times*, *The Wall Street Journal*, *Vanity Fair*, *Wallpaper**, *Dwell* and *Details*, among others.

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“Endless” by Jason Miller



“Odds and Ends”
by Jason Miller



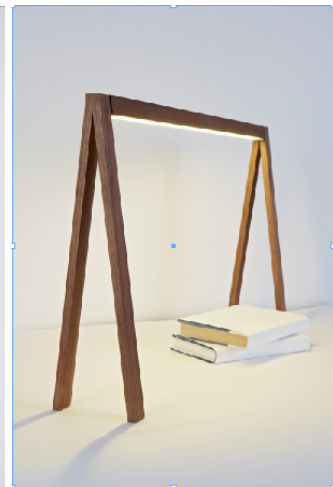
“Bluff City”
by Jonah Takagi



Knotty Bubbles
by Lindsey Adelman



Halo by Paul Loebach



Trestle by Jonas Damon

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