

Roll & Hill

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**ROLL & HILL TO LAUNCH ITS 2013 COLLECTION
AT THE MILAN FURNITURE FAIR**

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THIS YEAR MARKS THE COMPANY'S DEBUT AT EUROLUCE

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NEW PRODUCT LINES INCLUDE *COUNTERWEIGHT* BY FORT STANDARD
AND *STELLA* BY ROSIE LI

NEW YORK—American lighting brand Roll & Hill is returning to Milan this year for the Salone Internazionale del Mobile, widely regarded as the world's foremost design event. Roll & Hill will exhibit for the first time at Euroluce, the bi-annual lighting exhibition, which takes place from April 9th through 14th at the Fiera Milano (Hall 13, Stand G02).

Roll & Hill will unveil two new product lines: *Counterweight* by Fort Standard, and *Stella* by Rosie Li. Both series combine natural, sensual materials like wood, brass, marble and glass with energy-efficient LED technology.

Counterweight is made of gently arching, steam-bent wood that uses marble and brass as ballasts. Whether acting to cantilever the arms of the mobile light, or fixed as the base of the floor lamp, the mass of the stone and metal acts as a foil to the otherwise lightweight frames.

Stella is a triangular sconce inspired by the work of painter Frank Stella. When illuminated, the light's half-mirrored glass diffuser reveals a series of nested geometric shapes. *Stella* creates the impression of infinite volume within a finite space.

Additionally, Roll & Hill is launching new versions of several of their most popular products lines, including *Modo*, *Agnes*, *Superordinate Antlers*, and *Halo*.

Now in its fourth year in operation, Roll & Hill brings a uniquely American perspective to the international contemporary lighting market. Roll & Hill produces original work by American and international designers, which is built locally in the company's Brooklyn and Long Island shops.



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NOTE TO PRESS:

Roll & Hill designers Jason Miller, Lindsey Adelman, Paul Loebach and Jonah Takagi, as well as Greg Buntain and Ian Collings (Fort Standard) and Rosie Li will be available for interviews at the Roll & Hill booth in Milan by prior appointment. High-resolution images are available on request. Please contact press@rollandhill.com

Counterweight



Stella



About Fort Standard

Fort Standard is a contemporary industrial design studio founded by Gregory Buntain and Ian Collings. Their collaborative work is a manifestation of their shared vision and progressive design approach that pairs timeless materials with modern processes. Often using traditional materials in innovative ways, the designers have developed a unique formal language rooted in simplicity and functionality. Their attention to detail, connections and materiality generate what Buntain and Collings describe as a “warm-contemporary” aesthetic.

About Rosie Li

Rosie Li was born in Zhengzhou, China and emigrated to the United States at the age of three. When her fourth grade art teacher discovered her above-average ability to render animals, Rosie was encouraged to pursue drawing and painting. This applied interest eventually led her to the Rhode Island School of Design in 2007 where she developed a sensibility toward materials and rational design. Blending graphic elements and geometric forms, Rosie creates work that challenges visual capabilities and perception. She currently lives and works in Brooklyn.

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