

Roll & Hill

Press Release

For Immediate Release
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ROLL & HILL TO LAUNCH ITS 2015 COLLECTION AT THE MILAN FURNITURE FAIR

ANNOUNCING NEW DESIGNER COLLABORATIONS AND SEVEN NEW PRODUCT LINES

NEW YORK—Brooklyn-based lighting brand Roll & Hill is returning to Milan this year to unveil its 2015 collection, including work by new designer collaborators Karl Zahn and Ladies & Gentlemen Studio, at Salone Internazionale del Mobile, widely regarded as the world's foremost design event.

From April 14-19, 2015, Roll & Hill products will be part of three exhibitions during the fair: Euroluce (Fiera Milano, Hall 13, Booth H12), where they will present their full 2015 offering in a stand designed by Husband Wife Architects; Spotti (Viale Piave, 27), which will include a broad selection of pieces, including Agnes, Halo and Modo; and BDDW (Via Santa Marta, 19A), which will include select new work by Karl Zahn, Ladies & Gentlemen Studio, and Lindsey Adelman.

Roll & Hill will unveil seven new product lines during Salone: Bounce and Cora by Karl Zahn; Shape Up by Ladies & Gentlemen Studio; Castle and Mini Farrago by Jason Miller; Eclipse by Philippe Malouin; and Astral Agnes by Lindsey Adelman. Additionally, Roll & Hill is presenting new versions of many of their existing lines, including Halo, Gridlock, Seed, Knotty Bubbles, and Modo.

Bounce derives its name from its setup: a small, adjustable light source projects onto a folded aluminum shade, which floats by a thin chain from a single point in the ceiling, and diffuses light back toward the source. Because the shade doesn't require an electrical connection, it's free to gracefully move around. The light source is also moveable, and can be placed on the floor, a table, or mounted to a wall.

Cora is another name for the goddess Persephone, daughter of Zeus and Demeter, who was kidnapped by Hades and brought to the underworld. When convinced by the other gods to release her, Hades tricked her into eating the seed of a pomegranate (the food of the dead). Cora must return to Hades every year, and when she does, she brings the light and warmth of the earth with her. The stark metal and warm illumination from Karl Zahn's series evoke Cora's captivity and deciduous return.

Shape Up is a versatile lighting series celebrating geometric shapes. These playful collages upend traditional notions of symmetry in favor of a dynamic spatial harmony. The collection's abstracted shades are networked via connecting cords and hubs. The

resulting modular system allows the shapes to be suspended and composed in response to a space's architecture and function.

While the shape of these pieces occasionally resemble the turrets of a castle, the name actually comes from the game of chess. The rook can jump any distance, yet it is restricted to moving orthogonally. Likewise, the glass in Castle extends to different lengths, but is always horizontal or vertical.

Like Endless, Jason Miller's Mini collection was originally conceived to be a light fixture as architectural element. However, the scale and construction of Mini is inspired by wooden ship's masts. Before advanced materials and industrial production, wooden sailing ships were the engineering marvels of their time. By necessity, the construction was as inventive as it was beautiful.

Named for its resemblance to the celestial phenomenon, this semi-spherical Eclipse sconce by Philippe Malouin creates a corona of light that becomes larger and brighter as it extends from the wall.

Based on Lindsey Adelman's Agnes collection, Astral Agnes reconfigures the modular units of the original series into radial, symmetrical forms that channel galactic phenomena and space travel.

Now in its sixth year in operation, Roll & Hill collaborates with some of the most exciting independent designers working today to create a collection of beautiful and unique lighting fixtures. Roll & Hill was founded in 2010 by Jason Miller, whose experience as a designer and producer inspired him to create a company that might harness the talents of those independent designers, while offering a small-batch production model that's more often associated with boutique studios.

Bounce



Cora



Shape Up



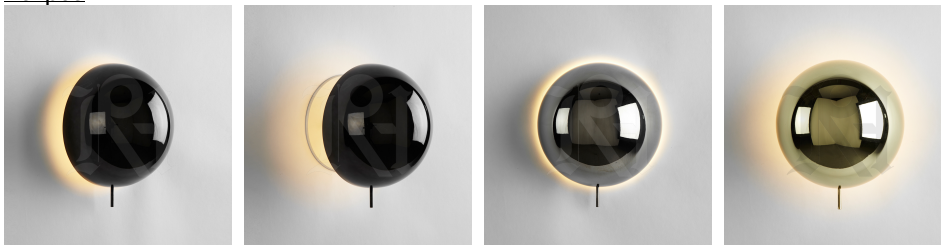
Castle



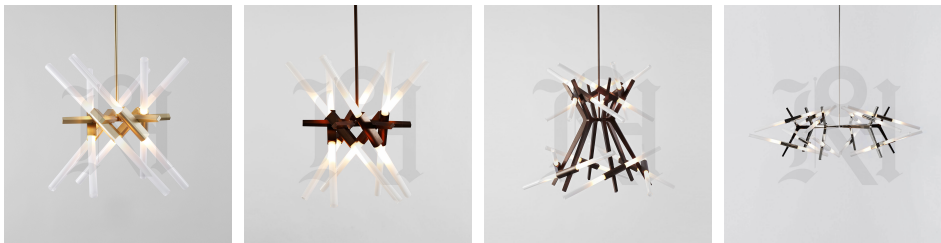
Mini Farrago



Eclipse



Astral Agnes



About Karl Zahn

Born and raised in rural Vermont, Karl Zahn's work with wood and natural materials developed out of his time spent playing in forests and wood shops. His designs express a pared-down simplicity and stark aesthetic that blends modernist hard lines with traditional furniture craft. After earning a degree in product design from the Rhode Island School of Design in 2003, Karl travelled to San Francisco, where he immersed himself in the creative and complicated metalworking culture that thrives there. In 2007, he moved to New York to begin working on his own. He lives in Greenpoint, Brooklyn.

About Ladies & Gentlemen Studio

Ladies & Gentlemen Studio is a Seattle-based design studio with a diverse focus. Founded by Dylan Davis & Jean Lee in 2010, L&G Studio's playful explorations in materiality blend their resourceful curiosity with the desire to find unexpected pairings of material and function. The results possess an expressive yet refined purity, and range from jewelry to home furnishings. Their open, multidisciplinary approach to design yields an ever-evolving set of ideas collected from their daily experiments and discoveries.