

Roll & Hill

Press Release

For Immediate Release
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ROLL & HILL ANNOUNCES PARTNERSHIP
WITH RENOWNED PARISIAN DEALER B&B ITALIA/ SILVERA

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Inaugural exhibition to be held during Maison & Objet in January

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On display will be products by Lindsey Adelman, Bec Brittain,
Paul Loebach, Rosie Lee, Philippe Malouin and Jason Miller

NEW YORK — Roll & Hill is pleased to announce an exhibition during Maison & Objet in Paris. Beginning January 22nd, the company will kick off its new partnership with prestigious Italian brand B&B Italia and French powerhouse Silvera with a display of products at the B&B Italia Showroom on Rue du Bac, off of Boulevard St-Germain. This showroom is one of twelve showrooms operated by Silvera throughout Paris. B&B Italia and Silvera opened the showroom in 2010 as the Parisian flagship of B&B Italia. The space was designed by the architect Jean-Marie Massaud and occupies 750 square meters on 3 levels.

The beginning of the year is often regarded as the high season of the European furniture market, with major shows in Cologne, Paris, Stockholm and Frankfurt staged successively after each other. "Roll & Hill is experiencing growing interest and demand in Europe," says company founder Jason Miller. "We are excited to be partnering with one of the premier dealers in France, if not the whole of Europe."

B&B Italia is one of the most renowned Italian furniture brand and Silvera carries some of the major contemporary furniture brands in the world, and Roll & Hill will be one of the few American brands in its roster. "Silvera decided to represent Roll & Hill because of the

creativity and quality of its collections. With Roll & Hill, we feel that we are offering our clients valuable design pieces to collect," says B&B Italia showroom director Brigitte Silvera.

On display, will be furniture by B&B Italia: creations by Patricia Urquiola, Antonio Citteri and Doshi Levien and, Roll&Hill collections: Gridlock by Philippe Malouin; Fiddlehead by Jason Miller; Halo by Paul Loebach; Knotty Bubbles and Agnes by Lindsey Adelman; Maxhedron by Bec Brittain, and Stella by Rosie Lee. This will be the first time Gridlock and Fiddlehead are exhibited in France. Gridlock collection will be sold exclusively in Silvera showrooms in Paris.