

Exhibited For
MILAN DESIGN WEEK

With
MASTERLY

Location
PALAZZO GIURECONSULTI

Date
16th - 21st April, 2024

AUREOLE

COLLECTION

SUNS

ROLLO STUDIO

COLLABORATOR
SANDHELDEN



COLLECTION

First Release

London Design Festival

at The Truman Brewery

21-24 Sept, 23

The collection was first launched at The Truman Brewery for the London Design Festival, under a collaborative booth with 'Studio Recre,' a fellow design studio renowned for their range of 3D printed furniture.

This collaborative presentation aimed to be a noteworthy convergence of design and innovation, offering a unique opportunity to explore the boundaries of modern design with our lighting collection complemented by Recre's furniture pieces.



COLLECTION

New Editions Release

Milan Design Week

at Palazzo Giureconsulti

16-21st April, 24

This year, at the Milan exhibition, Rollo Studio is proud to announce the launch of an exhilarating extension to our luminary repertoire - four new additions to the Sun Lamp Collection. In a delightful divergence from their predecessors, these novelties boast a more compact form, making them perfectly suited for an array of spaces, without sacrificing their luminous impact.

What sets these new creations apart is not just their size but their extraordinary surface geometry. Each lamp is a testament to our relentless pursuit of innovation, featuring distinct textures that play with light in mesmerizing ways.



Insights 01

Celestial Sunflowers In A Cosmic Garden

The Aureole Collection isn't just about lamps; it's about crafting extraordinary art pieces. These experimental creations are born from the fusion of cutting-edge 3D printing technology and the enigmatic beauty of black sand. Like celestial sunflowers in a cosmic garden, these lamps exude an otherworldly aura, invoking a sense of wonder and mystique.

SUN v.2 | Aureol Collection



Process

For the creation of the Aureole Collection, we've embarked on a groundbreaking collaboration with Germany-based company Sandhelden.

Traditionally, sand printing found its niche in crafting sand molds for metal casting, primarily serving the automotive industry. However, seeing beyond convention and recognizing the intrinsic potential and beauty of sand as a final object. Through innovative techniques, they developed a method to infuse the sand structure, substantially enhancing the strength and durability of the 3D printed pieces. This advanced binder jetting process, applied to sand, unlocks possibilities previously unattainable with more conventional 3D printing methods.

With this collaboration, our aim was not only to illuminate spaces but also to push the boundaries of organic design, harnessing the capabilities of these machines. The result is a collection that blurs the lines between art and technology, a testament to the limitless potential of visionary collaboration.

Reduction | Step 1/5





Production video on request





SUN VXS.03



Insights 02

An Ode to Nature's Intricate Beauty

Inspired by the complex forms of the sunflower's inner disk flowers, the Aureole Collection is an ode to nature's intricate beauty and a testament to the studio's biophilic design principals. The aim was to explore spiralled structures that intertwine with each other, folding and curving to create layers of depth. Each lamp has its own unique surface geometry to distribute and diffuse light and shadow in different ways.

The Dance of Light and Shadow

As you move around the lamp, the spirals seem to gravitate, pulling you into their mesmerising embrace. But it's when you stand directly in front that the true magic unfolds. The pattern harmonizes into a visual synchrony, leaving the observer without a clear focal point, the experience becomes almost hypnotic.

SUN v.2 | Aureol Collection



SUN v.3 | Aureol Collection

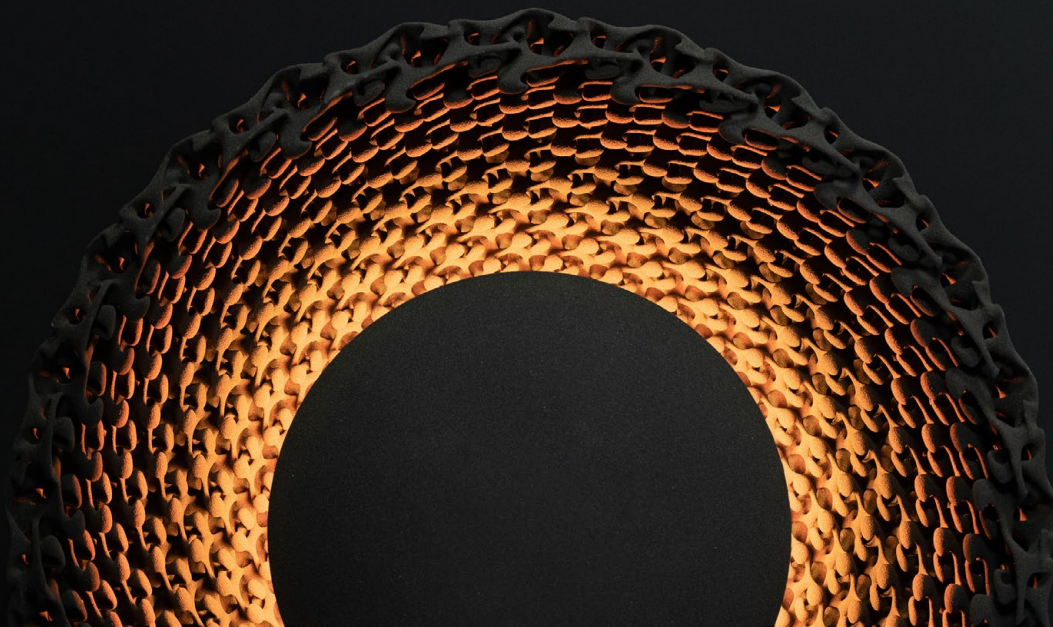


Insights 03

Embrace the Unconventional

This collection challenges conventions, blurring the line between functionality and artistry. These lamps are not merely sources of illumination; they are portals to a world of experimentation, luxury, and uniqueness. Each piece is a testament to our commitment to pushing the boundaries of design, creating not just lamps but statements that ignite conversations and enhance contemporary spaces.

SUN v_2 | Aureol Collection



KEY ELEMENTS

Studio Background

Rollo Studio, founded in October 2020, is a leading design brand known for its innovative and sustainable lighting products, incorporating principles of biomimicry into design processes.

Collection Concept

The Aureole Collection is an exploration of precision and elegance, inspired by the intricate structures of sunflower disk flowers, brought to life through advanced 3D printing techniques with Sandhelden.

Collaboration Partners

The collection debuts at London Design Festival in collaboration with 'Studio Recre,' a design studio specializing in 3D printed furniture, offering a unique fusion of lighting and furniture design.

Production Process

Utilizing cutting-edge binder jetting technology applied to black sand, the collection achieves unparalleled strength and durability while pushing the boundaries of organic design.

Launch Event

The Aureole Collection will be unveiled at the London Design Festival, held at the Truman Brewery from September 21st to 24th, showcasing the intersection of artistry, innovation, and precision in contemporary design.



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INTRO

ROLLO BRYANT

Founder of Rollo Studio

Motivations and design philosophy



As the founder of Rollo Studio, I am deeply committed to using nature as a source of inspiration and then combining it with modern tools and digital fabrication techniques to create a unique form language. My design philosophy is centered around embracing craft in the digital age, with a focus on material and lighting innovation. As a designer, I have always been fascinated with naturally formed organic structures and have developed an aesthetic identity of similar character and taste. My aim has been to create structures that look as if they've almost grown straight out of the ground, resembling the wild and untamed character of organic matter.

By taking inspiration from nature and using it as a source of innovation, I am able to create designs that blur the boundaries between nature and modernity, leading to a world that is more in tune with the organic and untamed aspects of the environment. I believe that by valuing 'wildness' over the flat, smooth and straight designs that have become so common in today's world, society will be motivated to show greater respect and care for the environment.

Ultimately, my work seeks to contribute to a world that is less divided from nature and more attuned to its inherent beauty and complexity. I believe that my designs are about communicating a deep respect for nature and a sense of connection to the environment while also pushing the boundaries of what is possible with modern technology and materials.

STUDIO

Introducing Rollo Studio, the avant-garde design brand that is reshaping the global design industry with its cutting-edge approach to sustainable lighting products. Since its inception in October 2020, Rollo Studio has swiftly risen to prominence, captivating design enthusiasts and earning accolades by participating in major design weeks and securing representation in prestigious galleries.

At the heart of Rollo Studio's ingenuity lies in its commitment to biomimicry - the art of drawing inspiration from nature's finest designs and processes to create functional and aesthetically pleasing products. With a specialization in contemporary lighting pieces for interior design, the studio seamlessly integrates organic geometry and earthy materials, pushing the boundaries of modern technology while cherishing traditional craftsmanship.

"We are Rollo Studio, and our mission is to create a harmonious blend of nature and modernity. By employing digital fabrication techniques and modern tools, we transform nature's wisdom into captivating forms," shared Rollo Bryant, the visionary behind Rollo Studio.

As pioneers in their field, Rollo Studio leverages computational software to merge freehand sculpting with digital fabrication, resulting in captivating and sustainable designs that are unlike anything seen before.

Sustainability forms the bedrock of Rollo Studio's creative journey. By utilizing sand, a renewable resource, the studio breathes life into its various Collections, seamlessly marrying biomimetic design principles with the natural beauty of Earth. Rollo Studio firmly believes that sustainability goes beyond the mere reduction of waste and energy consumption; it's about fostering an intrinsic bond between individuals and their environment.

"Our commitment to sustainability extends to every facet of our work. Through our designs, we aim to inspire appreciation and stewardship for the world we inhabit," emphasized Founder Rollo Bryant.

Rollo Studio continually explores innovative ways to reduce its environmental footprint, not only in its production processes but also in the themes it passionately embraces. Notably, collections like 'Urban Stem' exemplify the studio's dedication to sustainability by focusing on increasing biodiversity in urban spaces and creating artificial habitats.

With each project undertaken, Rollo Studio exemplifies how design can serve as a catalyst for positive change and a brighter, more sustainable future.