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PRESS KIT

August **2023**

DUNE

COLLECTION



ROLLO STUDIO

C O N T E N T S

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BRIEFS & VISUALS

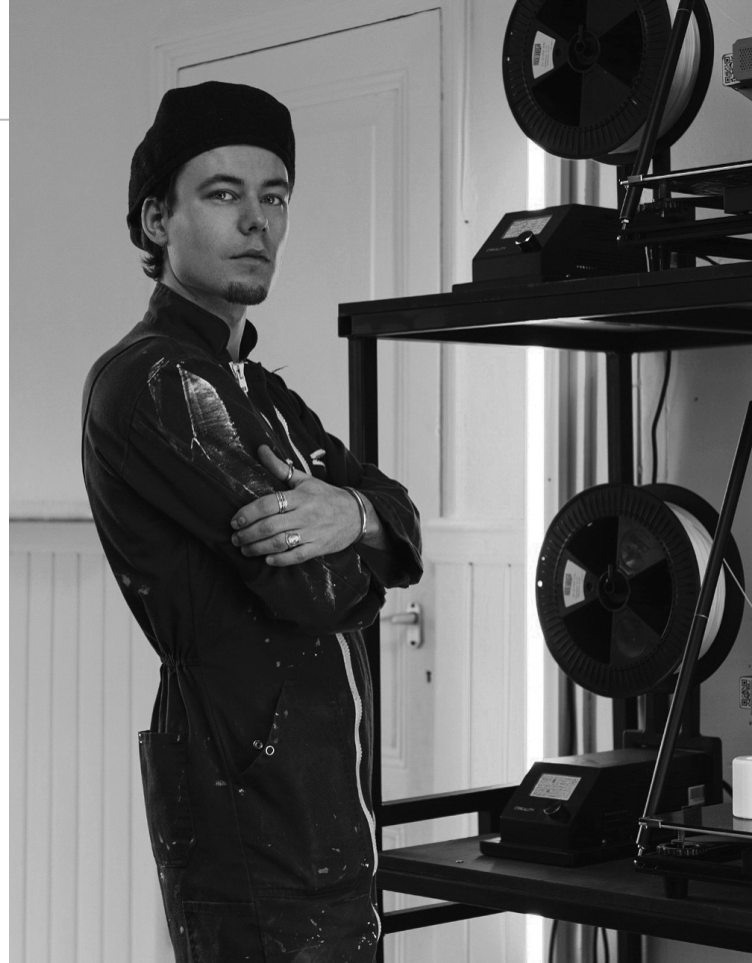
END NOTES

ROLLO STUDIO

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 worldwide 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.



DUNE

COLLECTION

ABOUT

The Dune collection is a series of lighting pieces that showcases the beauty and versatility of quartz sand. Each lamp in this collection is created using the same high-quality materials and state-of-the-art 3D printing technique. Each lamp features a unique organic geometry that mimics the flow and movement of sand dunes, creating a sense of harmony and tranquility between the different design outputs.

The diffusion of light through the quartz sand material produces a gradient of soft, ambient illumination, adding a sense of warmth and comfort to the living space. As an ongoing collection, new iterations will be added soon, including a bracket and pendant light.

ROLLO STUDIO

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PARA Dune | Info

The Para table lamp, part of the Dune Collection, was inspired by the natural beauty of the desert landscape, and has been meticulously crafted using advanced 3D printing technology from quartz sand.

The lamp emanates a warm, ambient glow that evokes the hazy reds and oranges of a desert sunset as the light diffuses through the sand material, creating a captivating interplay of light and shadow. The design language of the Para Dune lamp is both flowing and organic, evoking the undulating shapes and textures of desert sands. Its shape is a balance between delicacy and boldness, creating a simple sculptural beauty.

The piece is a reflection of the studio's dedication to artistic innovation and craftsmanship. The emphasis on biomimicry is apparent in the naturalistic form and light output. With its sophisticated form and high-quality materials, this lamp is a true representation of our commitment to artistic innovation and design excellence.

Dome Dune | Table Lamp



ROLLO STUDIO



KEY PRINCIPALS | *End Notes*

| Design brand that specializes in creating sustainable lighting products.

| Produces unique collections of lighting pieces that blur the line between art and design.

| Commitment to biomimicry and its focus on organic geometry with earthy materials

| Leveraging digital fabrication techniques and computational software

| Guided by a philosophy of innovation and artistic expression

| 3D printed works from Bavarian quartz sand

From the team at Rollo Studio

THANK YOU

ROLLO STUDIO

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