

Roll & Hill

Elle Décor (U.S.)
JUNE 2011



TALENT



CLOCKWISE FROM TOP LEFT: Lindsey Adams Adelman's Blow light fixture. Jason Miller in Roll & Hill's Brooklyn, New York, workshop with Adelman's Agnes chandelier. Miller's Modo table lamp. Jonas Damon's Trestle light. A wall sconce from Miller's Odds & Ends series. Halo, a pendant light by Paul Loebach.

circle of light

Designer Jason Miller had a bright idea—to bring new energy to American lighting by producing the work of a young generation



"We want to make lights that appeal to the American market," says Jason Miller, the Brooklyn-based designer who founded Roll & Hill, a contemporary lighting company that recently launched its second collection. Most lighting design today is European, Miller explains, and shares a minimalist aesthetic that's less appealing to Americans, who prefer something more substantial. "A perfect, glowing white orb is not really what people want here."

For years Miller had observed young designers in and around New York having success with lighting, and he sought to give them the infrastructure to be even more productive by putting a real manufacturer behind them. His cherry-picked group—Lindsey Adams Adelman, Paul Loebach (see page 64), and the trio Rich Brilliant Willing—made a splash at last year's International Contemporary Furniture Fair. Along with newcomers Jonah Takagi and Jonas Damon, the designers debuted their latest works at this year's Salone del Mobile in Milan.

Miller's own work for the 2011 collection references supergraphics, the bold abstract murals painted on buildings during the 1960s and '70s. For example, Endless is a modular system of connecting half-cylinders that



hangs from a ceiling or extends along a wall. "It can outline an entire space or create a new one," he says. His Odds & Ends series of sconces is comprised of three different shapes that can be combined in multiple configurations. Meanwhile, Adelman's Agnes chandelier was inspired by a 19th-century prostitute's candelabra, which could be set up quickly for instant ambience. And Takagi's Bluff City pendants are a decorative take on industrial chic.

Many of the interior designers who now seek out Roll & Hill's products were previously using vintage lighting. "Now that they've seen what we're doing, they have at least one contemporary alternative," Miller says. "There's a real opportunity for a company like ours." When asked what sets them apart, he adds, with a laugh, "We're awesome—that's what makes us different!" Very American. **STEPHEN TREFFINGER**