

Roll & Hill

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LET THERE BE LIGHTS

Waterford mashups, duct-taped club chairs — for years, the designer Jason Miller has made a living reinterpreting Americana. (Last winter, he went so far as to style his Williamsburg, Brooklyn, apartment like a 1970s rec room.) But nothing has brought him more fame or funds than his Superordinate Antler Lamps. To Miller, the success of a big, expensive ceramic chandelier makes total sense. “A light is the first thing people notice when they walk into a room,” he says, “so you want it to say something, and you’re willing to pay more for it.” With that in mind, Miller has created an as-yet-unnamed lighting firm, with products set to make their debut at next spring’s furniture fair in New York. He will produce his own work and will cherry-pick the best of his colleagues’, like Paul Loebach’s triangulated aluminum Himmeli lights or Sarah Cihat and Michael Miller’s rocker-chic porcelain-and-chain lamps. For now, Miller will be keeping the whole affair stateside, sourcing American designers and local manufacturers. As for the branding campaign, he’s already chosen the perfect all-American delegate: Andy Spade. **JILL SINGER**