

Future Focus

COLLAB
FOR
ROLLOUT

Welcome Back.

As springtime blossoms, we’re breathing deep and finally celebrating the return to in-person living. For Toronto’s Interior Design Show 2022, we’ve printed this punchy little broadsheet so that our ink-smudged fingers remind us of the joys of getting real. This analog supplement is bursting with all the exciting “Extra!” that’s helping us focus on the future and set a brighter tone for the days ahead.

In these pages, you’ll read about HOME/WORK, our latest collection of wallpapers designed for post-pandemic walls that fuse personal and professional headspace into one. You’ll learn about our collaboration with Coolab, a local design shop whose techno-glitched, floral fantasia is currently on display at the NEON GARDEN food and drink lounge. You’ll meet Form & Sense, who built R-House — our immersive virtual showroom where designers and clients can audition our entire catalogue of patterns on demand. Finally, you’ll discover spotlights on a few of the talented artists who are a big part of Rollout’s continuing success.

It’s good to see you again.

ROLLOUT



Brutalist Mix

How an interior designer’s collaboration with Rollout produced the perfect colour-block patterns for mid-century-inspired spaces

by Aly Velji

My love for introducing pattern and texture in my designs is something that I am now known for. Textiles, fabrics, and wallcoverings deliver so much character and life to a space. Layering spaces is also key and by using of all these components, you can really create interiors with personality.

I have been a long-time supporter of Rollout, a company with a longstanding presence in the design world. I was introduced to them a few years after I started my career. I was so impressed by their wide range of unique patterns and that they were all customizable. Back then, using murals was something you would do in a commercial setting, but things have come a long way in design – there are no longer distinct rules of what you can use nor where.

A few years ago, I contacted Rollout to collaborate on a wallcovering and this joint venture started off in a completely different direction. I wanted the first collection to be about my African heritage and I wanted to pull inspiration from the shapes and designs found around some of the tribal colonies in Tanzania. We explored quite a few options and prototyped many more, but nothing was really working because these designs relied on a repeat of smaller patterns. They just weren’t creating that “wow” factor that I was hoping for, so we shelved the idea for a while.

Fast forward to a year later. As I was perusing a vintage design magazine, I came across some images of Brutalist architecture, which is a style that emerged during the 1950s and is characterized by minimalist construction – a building’s bare building materials were celebrated more than decorative elements. The magazine featured black and white photos that came across as quite harsh and heavy, but as you looked closer, you could see softness in the buildings’ forms.

I started doing a little more research online, reviewing hundreds of images, and then I began to draw. My team at Alykhan Velji Designs went through quite a few sketches, colour palettes, and interpretations until we arrived at our top three designs. Once we had all the Pantone colours finalized and the drawings completed, they were sent to the Rollout team to review. They ensured that all the files were correct and then tested the designs on their printers. We approved all the samples of each one as well as the overall layout to guarantee my vision was coming across as intended. We couldn’t be more pleased and are eager to put them to good use.

alyveljidesigns.com



Wallpaper can achieve so many goals when designing a space. Maybe you want to feature a large format piece of art, or perhaps you want to create a branded environment. Rollout’s catalogue offers hundreds of designs by a wide roster of incredible artists. And what we offer is by no means your off-the-shelf, old-fashioned paper product.

Reimagine Walls

Creating bespoke wallpaper since 2003, Rollout is at its best when collaborating with interior designers to create custom wallcoverings for their projects, tailored to meet the goals of their clients. We make the process easy and will work with you every step of the way. But come to the table prepared. To begin with, you’ll want to gather your design inspiration and mood boards to adequately express your vision. Scale is important – remember to also provide us with wall dimensions; in fact the more drawings and floor plans you can provide, the better.

Past that, let’s talk about materials. Choose from a wide variety of substrates, including traditional type II vinyl, LEED-eligible alternatives, window film, or metallic finishes. One of our dedicated project managers will work with you to make sure the paper serves its purpose, that deadlines are met and, ultimately, that your vision is realized. And remember: we offer competitive volume discounts, best suited to large commercial projects.

Photo courtesy of Demetres

So get in touch with us at info@rollout.ca. We’re excited to work with you and execute your bold vision.



Photo courtesy of SJM Resorts

Rollout Does Room Service

Our first international luxury hotel with wallpaper conceptualized with Karl Lagerfeld

The Karl Lagerfeld, the only hotel tower completely designed by the late fashion designer Karl Lagerfeld, is in the Grand Lisboa Palace Resort, Macau. A former Portuguese colony, Macau, in the Pearl River Delta by the South China Sea, is often referred to as “the Las Vegas of the East” and is a top gaming destination and resort city.

Lagerfeld spent five years designing and approving each element of the six-star, 271-room hotel tower. The \$5 billion project was announced in 2014, with the hotel initially slated to be open by 2017. Unfortunately, Lagerfeld died before the hotel's inauguration in December 2021, which today stands as a testament to his style and personality.

The interior design is a lavish blend of Chinese art with Western and Art Deco aesthetics. Several hundred guest suites have been embellished with Rollout's custom-made, abstracted Crystalline Cherry Blossom wallpaper. These murals – nearly 100,000-square-feet of wallpaper – were conceptualized by Lagerfeld and implemented by interior designer Edward Tsang, formerly of CHIL Design, with Rollout.

Through iterative experimentation and collaboration that spanned two years, Rollout worked with Tsang's team to visualize the motif at different scales and abstractions and execute colour matchings. A final

crystalline pattern was printed for a 1:1 prototype room built using the material finishes required for a final walkthrough.

Once approved, the murals were custom printed, packaged and shipped in pallets across the globe, complete and on-time. It was a true partnership between a fashion pioneer and a wallpaper innovator, and we couldn't be more pleased with the tailored results.

Rollout's work for The Karl Lagerfeld exemplifies our high-touch client care philosophy – a commitment that applies equally to large and small jobs. We delight in transforming spaces from around the corner to across the globe, from residential renos to international flagships. Drop us a line and tell us about your project: we're always happy to chat, and most of our catalogue can be customized to achieve your exact vision. Short on time? No problem. All our patterns can be effortlessly sampled and shipped overnight via Material Bank – the world's largest online material marketplace.

When your walls need something more, think Rollout.

IN FULL BLOOM



Install the Artivive app



NEON GARDEN

The blossoming Coolab and Rollout partnership

Coolab and Rollout – longtime friends of the Interior Design Show – have collaborated to serve up a luscious version of the fair's food & drink lounge. Called NEON GARDEN, the space is an invitation to step away from the bustle of the exhibition hall and settle into an immersive environment where organic beauty fuses with subtle techno-glitch surprises.

The breezy, 3,500 square-foot lounge is a communal space where patrons can sip, snack, and chat in a relaxed setting. Three evocative patterns from Rollout's latest collection of wallpapers grace the walls. The rich designs are titled "Black + Blooms", "Gilding + Greens" and "Linen + Lines." These patterns are the result of designer Clayton Budd's experiments with combining kaleidoscopic florals with geometric line-work, where textured and multi-layered plant-life emerges from a background of cavernous darkness to fill the walls with nature's bold self-assurance.

Clayton Budd is the founder and principal of Coolab – a Toronto-based branding outfit that harnesses the power of great design to create memorable experiences and environments. Over the years, Coolab has worked with some of Canada's biggest names – including The Hudson's Bay Company, Kraft Heinz, Cadillac Fairview, Cineplex and IKEA. But the firm remains approachable, cultivating strong partnerships with niche brands seeking unique and innovative identities.

Rollout's deep catalogue and stellar reputation is built on a foundation of fostering solid, long-term relationships with talented artists. CEO Jonathan Nodrick launched the company with a vision to bring novel, bespoke, and custom wallcoverings to the ID trade. The firm's success is the result of a high-touch client care philosophy, combined with an open invitation for its roster of designers to innovate, experiment, and push the limits of murals, patterns, and perception.

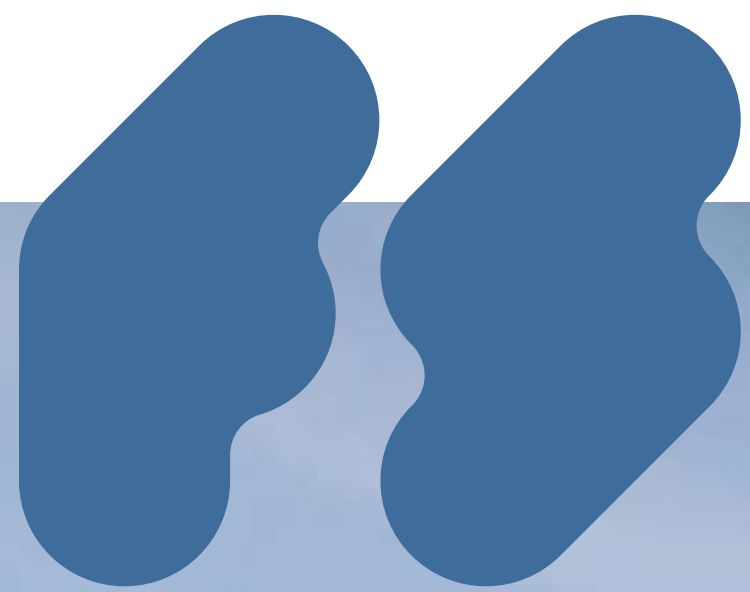
To this end, Coolab and Rollout have taken NEON GARDEN to a whole 'nuther level of interactive awesomeness. Guests of the lounge are invited to peer through their mobile device with the Artivive app to access the augmented reality hidden inside the featured wallpapers. The experience will also work with the printed overleaf of this broadsheet.

coolab.com



CONTEST ALERT: The adventure's not over. One son-of-a-gun will win a custom pair of VANS sneakers on April 11th that feature Black + Blooms' big, bold florals. Simply follow @Coolab_to and @Rollout on Instagram, tag a friend and add this hashtag, #CoolabXRolloutContest.

Good luck!



Form & Sense

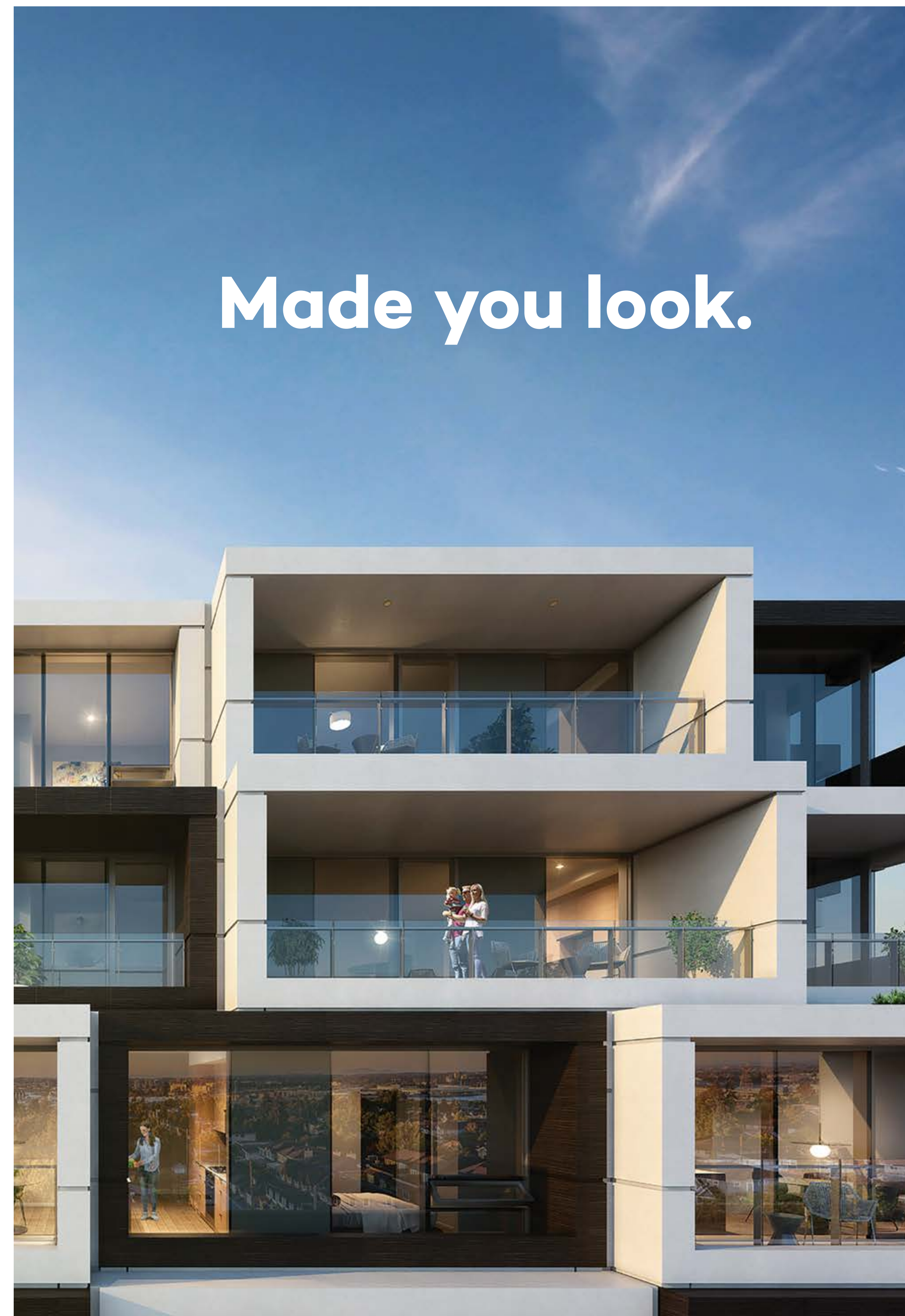
The perspective you've been looking for.

Form & Sense is a new creative visualization studio that drives edge-detecting conversations around architecture and design. Our core team builds on 20+ years of experience generating compelling A&D imagery for architects, property developers, and marketers. We render high-impact stills, vibrant cinematic animations, and sticky interactive experiences – all powered by an instinctive understanding of narrative flow and visual storytelling.

Humans are automatic meaning-making machines. Our eyes have evolved to perceive colour, contour, depth, and motion, and quickly assign survival or aesthetic value to everything we behold. Equally as fast, we dismiss the things that don't matter, allowing them to slip away unacknowledged. This decision – the instant we choose to pay attention or ignore – is the marketer's moment of truth.

At Form & Sense, we're laser-focused on that precise moment. Our mission is to ensure that every time an eyeball lands on our work, it stays there. We aim for imagery that captivates and enthrals a viewer with fast intuitive comprehension and clear emotional resonance. To accomplish this, we consult intensely with our client development teams to extract from their projects the most salient and sellable aspects. We then render those key elements into precise architectural imagery that makes it easy for eyes to envision the future.

formandsense.com





It's R-House

Rollout's virtual design campus is open for artists to participate

From dwelling in caves to building complex structures that reach the clouds, humans have been on a never-ending journey to create optimal spaces. Choosing where we spend our time is ultimately choosing who we want to be.

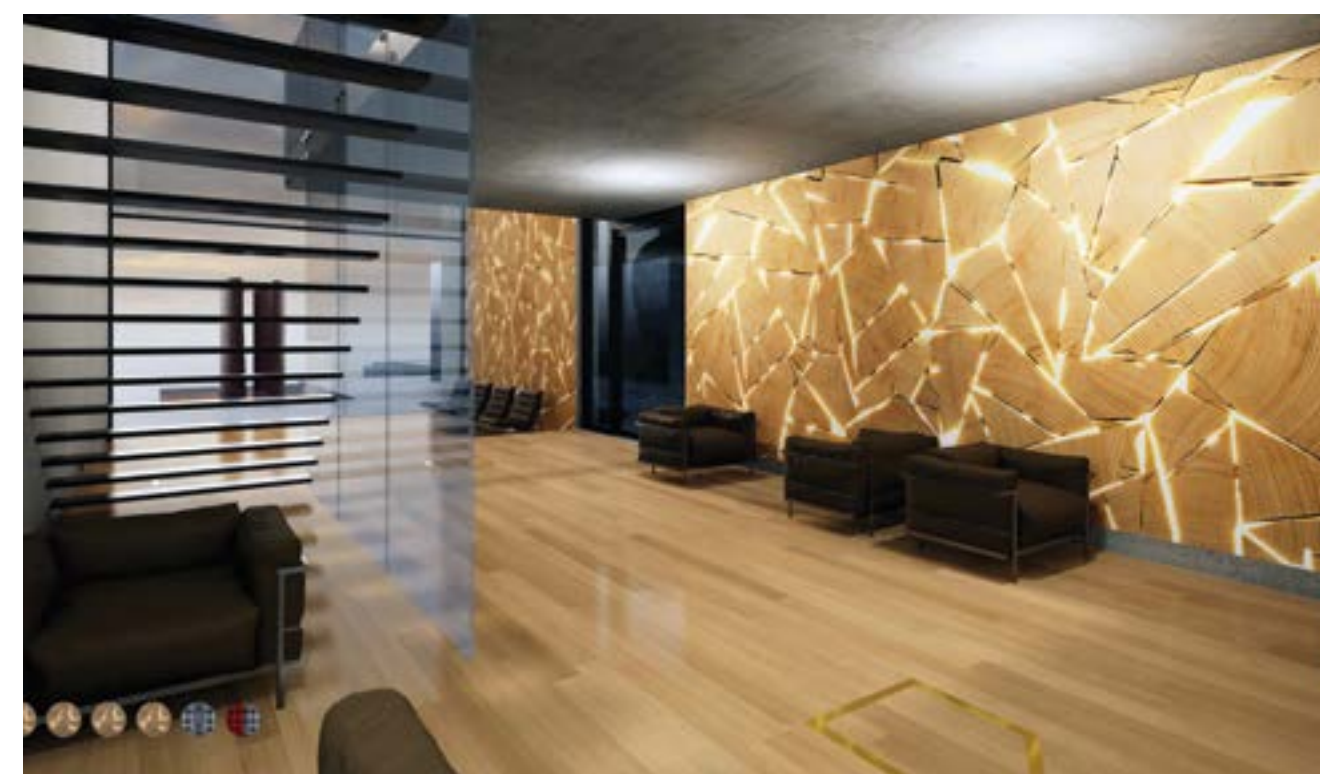
As creatives, Rollout is always looking for what is next on the horizon, dreaming of a playground where concepts manifest themselves without restrictions. The development of R-House came from the desire to create a headspace: A mood informed by boundless possibilities, and a vision in which others could participate. A virtual space with real-life consequences.

R-House is a metaphysical world currently in development with our Vancouver-based visualizer friends, Form & Sense. Not only does this digital platform promote our product but it is also a collaborative space in which artists can produce and showcase their designs. Partnership has always been a key tenet at Rollout and now we have the space to let it thrive.

When you teleport into our world you start outside, in a raw coastal landscape. A short walk brings you into R-House's most iconic dwelling – the soaring A-frame gatehouse – where we showcase a variety of wallpaper designs, in a reception-style setting. Past this, the campus opens up to reveal a collection of structures that exist on a dramatic coastal cliff. These buildings include a restaurant, an office, a workshop, and a gallery, all programmed with appropriate wallpaper solutions to choose from. Lastly, there is the lighthouse – a beacon of creativity – in which invited artists and designers will soon take up residency and produce patterns at their own pace.

Navigation is easy and seamless, simply move between markers on the floor. These points take you on a guided tour of the different sites. The experience is akin to visiting a museum that can change on the fly, equal parts structured and fluid. Here you have the power to switch the interior themes as they suit you: change out the decor, the furniture, and hand-select wallpapers to go with them.

The result: a modern-day pirate's cove of good design. Built in Unreal Engine by Form & Sense, R-House is just the beginning of Rollout putting itself out there, and inviting people in.



HOME/ WORK

Assignment Complete

Rollout's latest collection seamlessly fuses home and office space

Rollout is proud and excited to launch HOME/WORK, our bold new collection of commercial-grade wallpapers. This latest assembly represents a carefully curated assortment of compelling designs that embrace the fluid mind-set of contemporary, post-pandemic life.

The collection includes eye-catching new work from our roster of top-tier artists, including Robert Sangster, Alykhan Velji, Clayton Budd and FormNation. We challenged each to create innovative, rhythmic, and soothing patterns that foster a sense of well-being and belonging, regardless of the task at hand. In response, they delivered thoughtful, assured, and striking imagery that perfectly captures the hybrid spirit of the times.

Our goal with this latest release was freshness and versatility: we envisioned walls that can effortlessly fuse work and play together

into a seamless whole. We wanted interiors that easily encourage both productivity and relaxation. Many of the patterns are perfect for showcase walls: they artfully leverage the power of large-scale murals to create narrative progressions across a broad area. Other designs are more understated, trading on the subtle detail of tightly knit repeats that don't upstage other elements of the decor.

As a collection, the new wallpapers featured in HOME/WORK are meant for melded spaces and blended environments – multi-purpose rooms where people mix personal and professional mind-space into a unified and functional whole.

See the entire collection at rollout.ca.



Photographic Sprezzatura

by Arnaud
Marthouret

In a recent conversation online, two acquaintances of mine made the case that it made no sense whatsoever to represent architecture (specifically in drawings and photographs) without people, since architecture is, you know, primarily made for people.

They're absolutely right. Putting people in architectural representations is sensible as it gives a sense of scale, flow, and suggests that the space being depicted is in service of its users. Not to mention that we intuitively respond better to our environment when it contains living organisms, as they attract our attention more readily than inert objects.

One of the commentators suggested that it would make sense to push this idea further and photograph spaces in their natural state: dirty dishes, socks lying around, etcetera. While this makes sense, the problem with it is that we don't perceive a space in 3D the same way we do with a 2D depiction of said space. Clutter, when reduced to two dimensions, exponentially takes on epic proportions. Small objects in the wrong spot, stray wires and such have the potential to render an image merely average, even if all the other aspects of the photograph are spot on.

This is why stylists exist. They take a blank space and visually turn it into one that naturally looks lived in. But if you were to walk through the scene, their staging would make no sense to you as it's purely designed to evoke a certain atmosphere from one point of view alone. That's because, as previously mentioned, the three-dimensional experience of a space bears no link to its two-dimensional depiction.

Male fashionistas love to chase after the idea of sprezzatura, or studied carelessness, which aims at composing extremely deliberate outfits. These are near perfect in every way and then some random element is added to make it look effortlessly elegant. It often manifests itself in leaving a button undone or tying a scarf in a slightly imbalanced way. In reality, they've spent hours looking at themselves in the mirror to create this look.

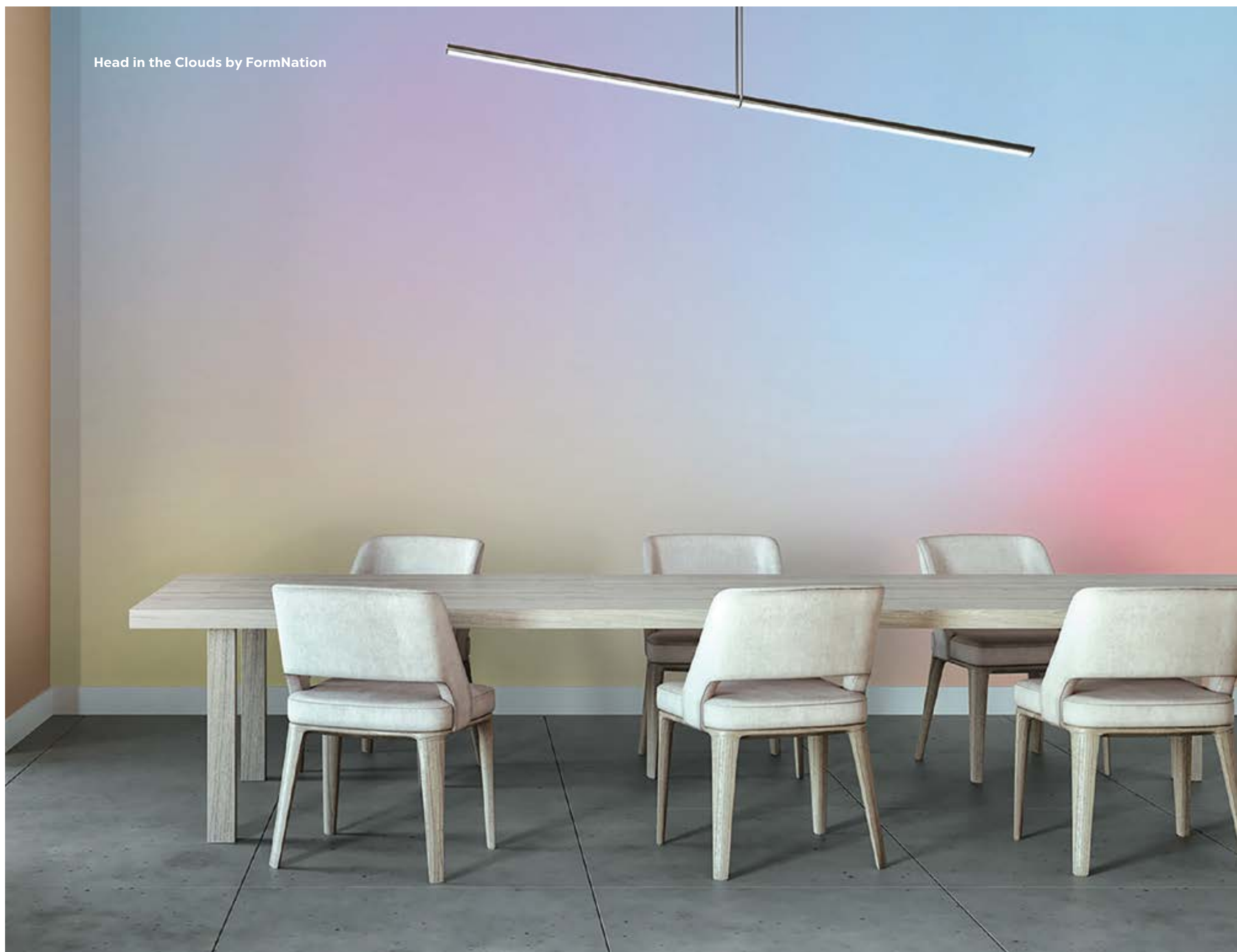
This analogy applies to photography of human spaces. If I photographed your kitchen the way you left it untidy this morning, the pictures would look like crap. But if I carefully recomposed the essence of that mess, making it look good from a certain angle, it would look, to an outside observer, as if I tried to randomly spread your dirty dishes around without rhyme or reason. In truth, the composition is calculated.

So, if you have the desire to make your space look lived-in, remember the idea of sprezzatura, making it look good seemingly without effort, all in service of that one image that will convey a certain ideal. And keep in mind that a stylist or a photographer agonized for hours over the composition of that one shot.

We're always walking a fine line between reality and deception, but I'd argue that so long as no false promises are made, all visual trickery is fair game.

Arnaud is a creative storyteller based in Toronto who photographs, thinks and writes about architecture a little too much.

Photo credit: ©2022 A. Marthouret / Révéléateur Studio.
Model: Malcolm Smith
Post-production: Erich Deleeuw



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Camofoil by Geert Decock

Digital Version

