



playful living

2023 - 2024







the essence of playful living

Amsterdam, September 2023

Welcome to our inspirational lookbook that showcases the seamless integration of our designs into a joyful daily living mode.

In collaboration with Edwin Pelser, the visionary owner of a design store in The Hague, we had the privilege of photographing our collection in his exquisite apartment in Amsterdam and his stylish store.

In this captivating showcase, we present a harmonious blend of two distinct worlds - the ethereal beauty of Studio ROOF's paper art collections and the exclusive, one-of-a-kind wooden art pieces created at our playground Atelier Toit.

At Atelier Toit, Studio ROOF's paper art takes on an extraordinary metamorphosis, giving birth to limited editions and unique wooden art pieces that are inspired by the essence of our paper designs.

This season, we introduce an inspiring capsule collection of Trees of Life by our designers, Ilya Yashkin and Jantien Baas.

They have reimaged the iconic Tree of Life symbol, infusing each design with their unique artistic perspectives. With a shared commitment to creativity and a passion for sustainability, Yashkin and Baas have brought the cardboard trees to life, presenting a remarkable fusion of art, symbolism, and environmental consciousness.

Moreover, we are excited to present our brand new mobiles Collection, comprising a large range of whimsical wonders. From charming lucky charm hangers to delightful mascot hangers and dreamy designs for above baby cots, there's something for everyone to revel in the magic of these captivating creations. Prepare to explore the perfect small gifts, charming birthday table accessories, and enchanting additions to any children's room.

Join us on this journey of playful living, where creativity, imagination, and joy are celebrated in all their senses!

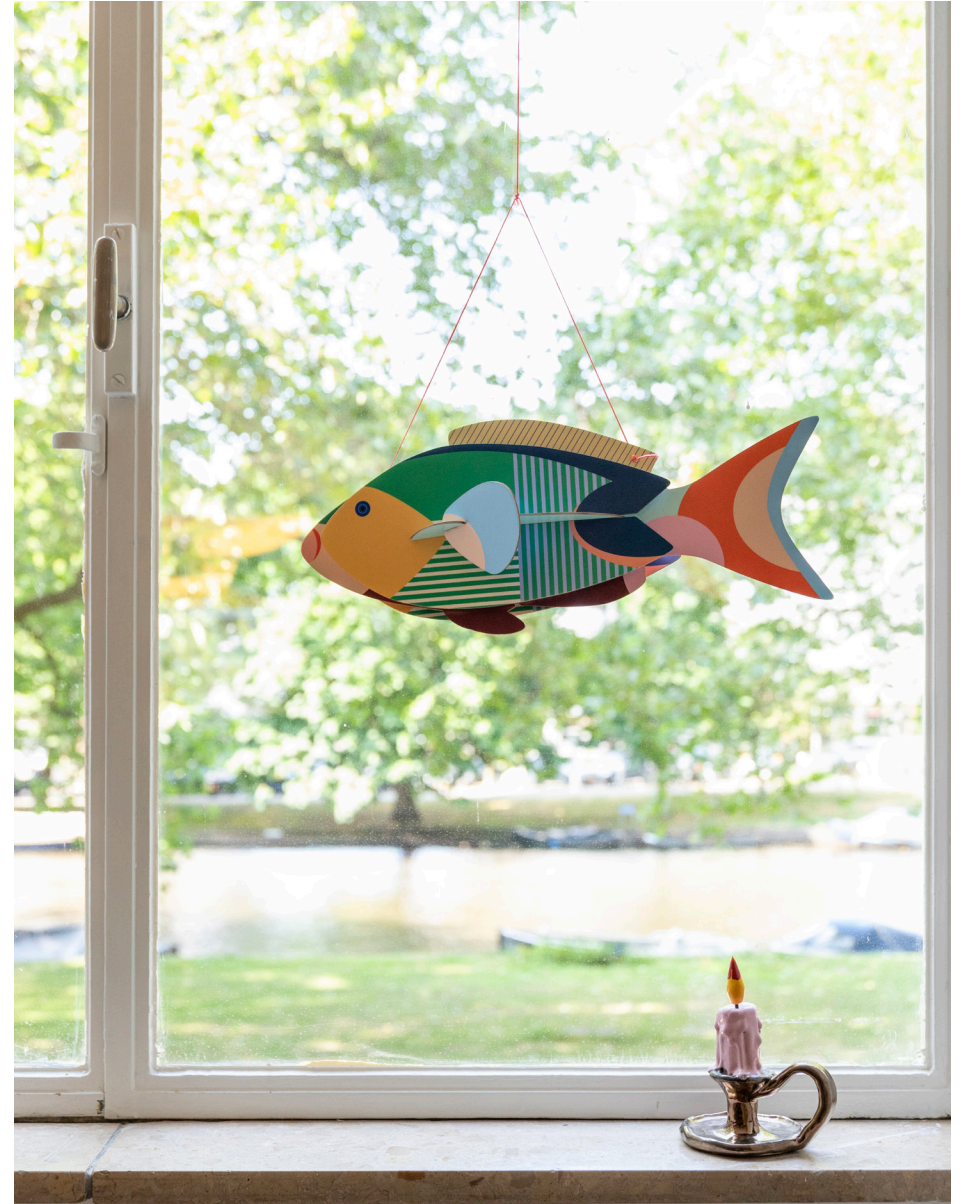
Romy & Ilya

Warmest wishes from all of us in the team!





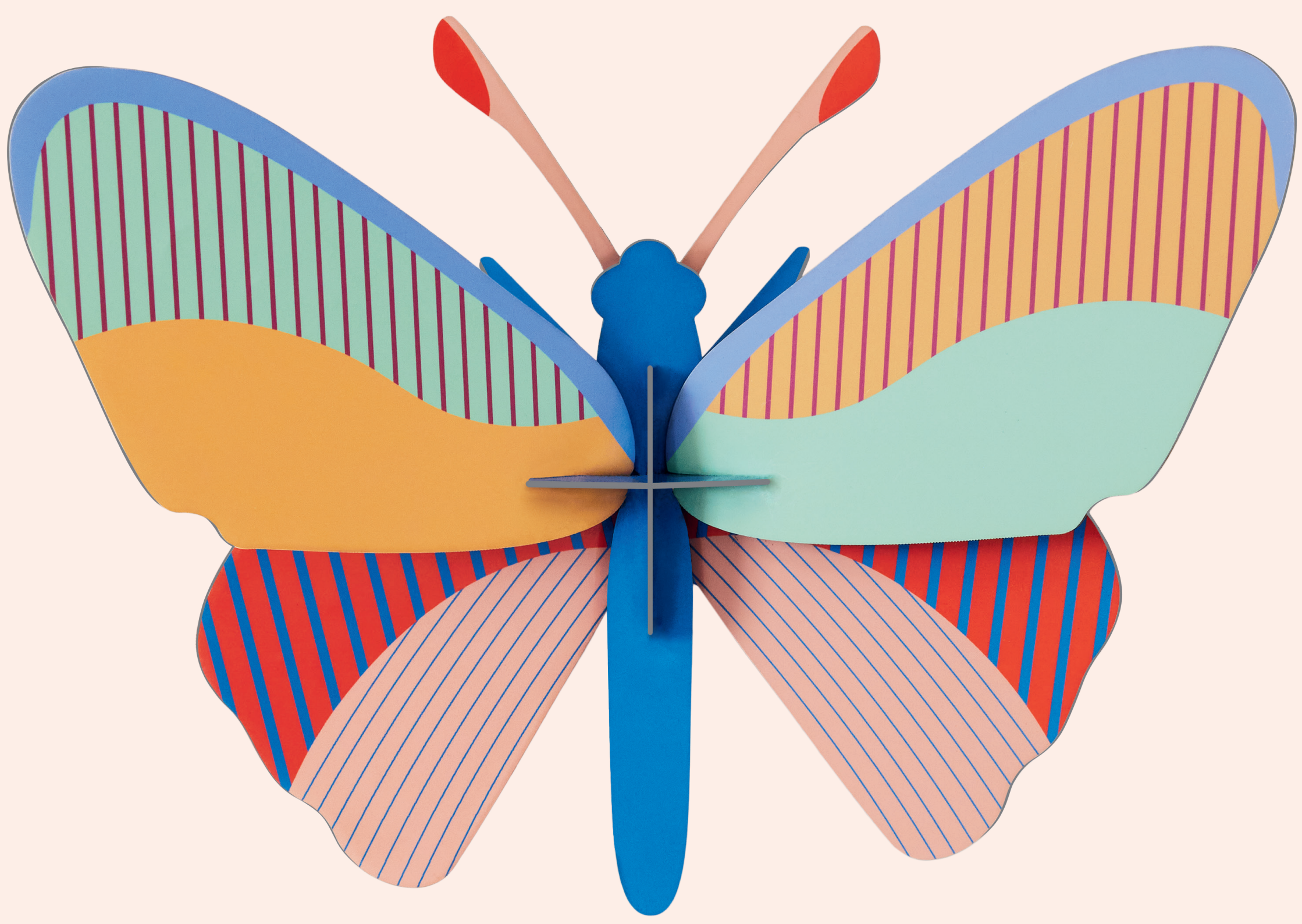
Tree of Life,
a symbol that transcends time and cultures.

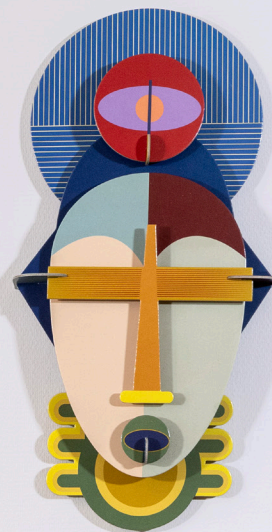




A collection that brings a touch of enchantment to any living space.









step
into a
flowery
hallway!





wings of
wonder



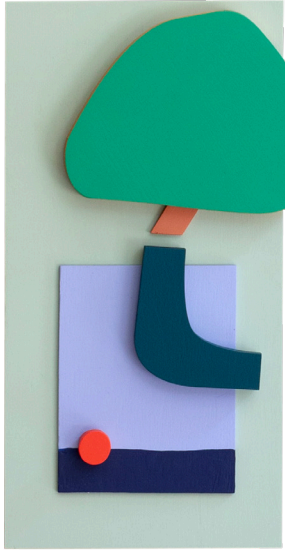






Tiny tokens of joy that are ideal for gifting to loved ones.





The Uniqueness of Art:
A Kaleidoscope of Perspectives...



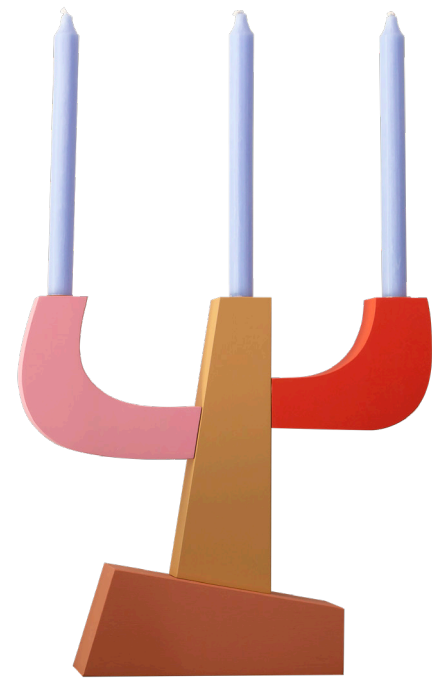


Persley,

Light

my

freee!



thank you!



We want to express our heartfelt gratitude to Edwin Pelser for graciously opening his home and store to us. His passion for design and creativity is evident in every corner, and we were absolutely delighted to immerse our designs in the captivating world that he has curated.

Edwin's warmth and hospitality made us feel like old friends, and we cherish the deep connection we've established through our shared love for art.

For anyone visiting The Hague, we wholeheartedly recommend a visit to Edwin's uniquely curated store. It's a treasure trove of artistic wonders that will leave you inspired.

Address:
Piet Heinstraat 123, The Hague

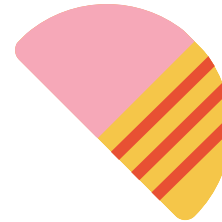
wholesale account

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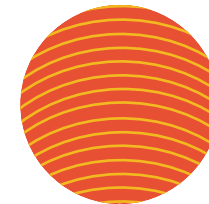
product catalogue

Explore the complete overview of our collection in the "catalogue" section on our website.



store

Studio ROOF and Atelier Toit, it's now a store! Come visit us! Prinsenstraat 11H, Amsterdam

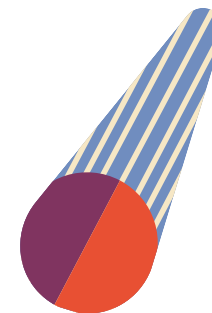


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