



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!



A wooden cabinet with cane-fronted doors and drawers. It consists of a top section with two doors and a bottom section with four drawers. The cane is a light brown color. The cabinet is positioned against a white wall.

A large, colorful wall sculpture of a stylized face. It features a large blue eye, a yellow mouth, and a red nose. The face is mounted on a dark brown rectangular base. The sculpture is made of flat, cut-out pieces of wood.

A paper airplane mounted on the wall. It is white with green wings and a red tail. The wings have small red and white stripes.

A solid green circle mounted on the wall. It is positioned to the left of the cabinet.

A red lobster wall sculpture. It is a stylized, flat cut-out of a lobster, mounted on the wall to the left of the cabinet.

A blue wire basket with a handle, sitting on a wooden base. It contains a colorful abstract sculpture with a purple top and a green base.

A colorful paper plant on a bright orange stool. The plant has green leaves, a pink stem, and a blue bird-like figure at the top. It is made of flat, cut-out pieces of paper.

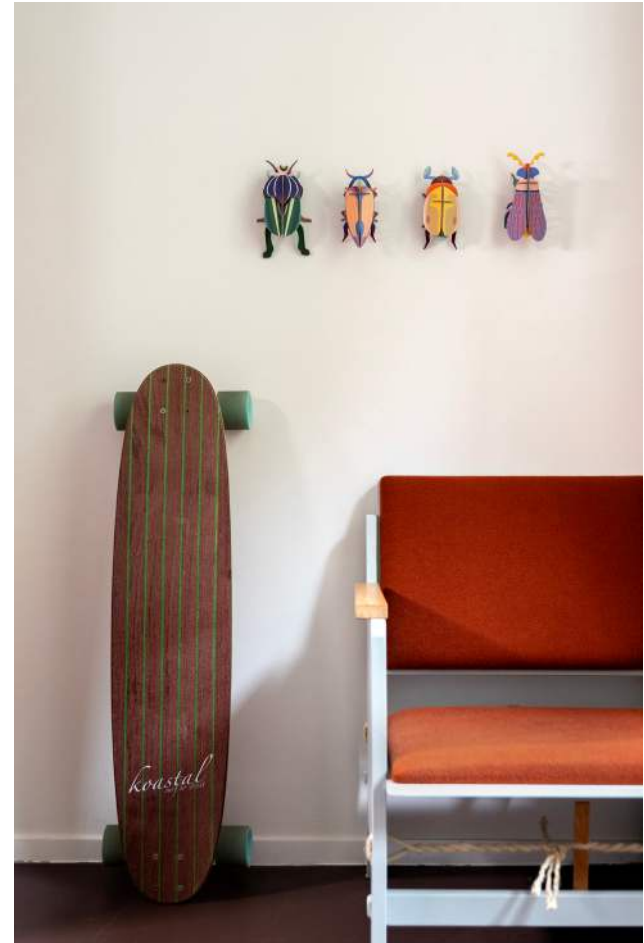
A light blue shelving unit with six shelves. It holds various decorative items: a chess set, a candelabra, two sailboats, a stack of plates, a candle in a holder, a colorful fish sculpture, and several books. The books have titles like 'LE CORBUSIER' and 'LE GRAND'.

A colorful beetle wall sculpture. It is a stylized, flat cut-out of a beetle, mounted on the wall to the right of the cabinet.



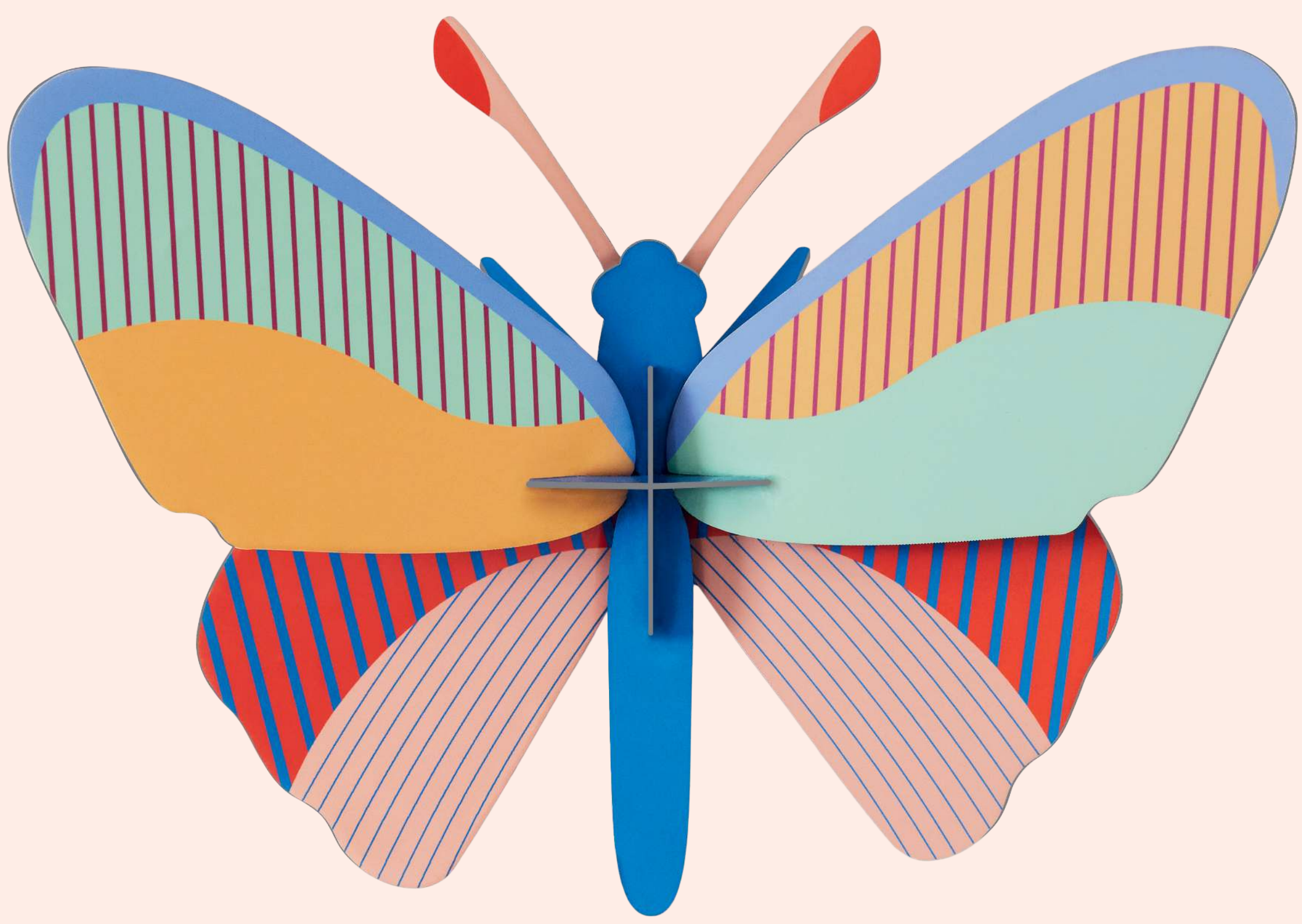
Tree of Life,
a symbol that transcends time and cultures.





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









step
into a
flowery
hallway!



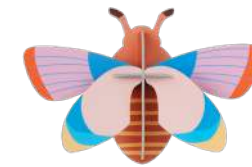


wings of
wonder









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





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



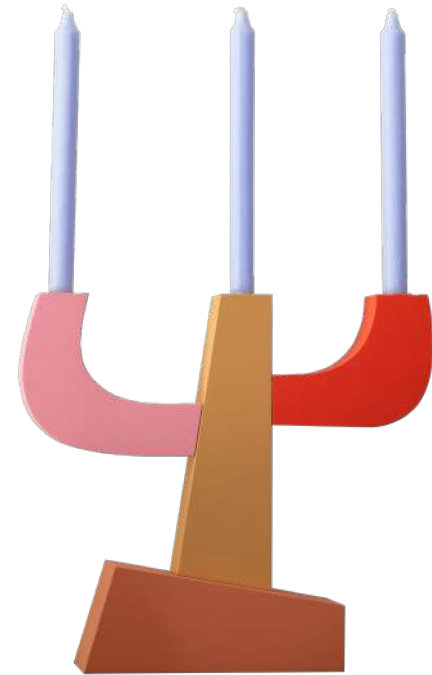


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Light

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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

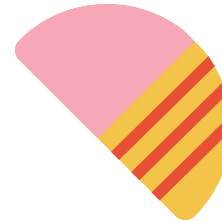
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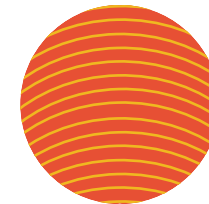
product catalogue

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

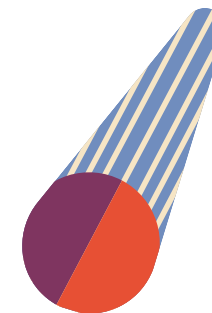


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