
ROLLOUT

ISSUE #2

FUTURE FOCUS.

**GREAT
VIBRATIONS**

PEOPLE, PATTERNS & PAPER



JONATHAN NODRICK



FIRST INSTALL



FIRST OFFICE/STUDIO/CLOSET

HAVE AN IDEA FOR ROLLOUT? WE'RE ALWAYS OPEN TO FRESH THINKING. EMAIL US AT COLLABS@ROLLOUT.CA

If I asked a robot to mark the first 20 years of Rollout, it would reply: "Over 7,305 days of operation, the firm generated 4,916 estimates. Of those, 2,280 converted to a sale. The catalogue of patterns and murals has grown to 788 individual Stock-Keeping Units. Congratulations to all."

Thankfully, robots aren't handling this party. Instead, we're sticking to our tried-and-true method for success: People, Patterns, and Paper. For 20 years, Rollout has worked with visionary artists and designers to deliver innovative, dynamic, and eye-popping large-format graphics to the trade. We curate a rich assortment of brand-aware visuals, and then we watch them wrap onto walls across North America. We transform spaces into stories.

The first pistons of this creative engine started firing on November 10, 2005 at the Alibi Room in Vancouver.

That's when myself and co-founder Anita Modha assembled a group of curious artists to showcase their experimental drops. Each of their panels had their output on our first large-format printer - the OG robot that put us in business.

That original printer, as well as its successor, have since passed on ("The Printer is Dead! Long Live the Printer!"). The closet-sized office in which our robot first started whizzing is now just a memory. The four spaces that followed have also been outgrown. Today, our latest, large-format printer lives happily in a studio of its own. It hums, beeps, and grinds out a steady stream of proofs and prototypes in our creative sandbox. Meanwhile, just down the street is Rollout's new command centre - World HQ. Our spacious new office is an open-concept gallery and showroom that overlooks the iconic gates of Toronto's beloved Trinity Bellwoods Park.

As I pull back to overlook the vista, it's clear that we've come a long way in a very short time. I think about the many friends, neighbours, artists, and collaborators we work with - people from around the corner and across the world who just keep showing up to do great work. All of them have helped me shovel continuous heaps of authenticity into the furnace of this giant locomotive of creative power.

This second edition of Future Focus is dedicated to the next 20 years of People, Patterns and Paper at Rollout. I can't wait to show you what's dropping next. **R**

JONATHAN NODRICK, FOUNDER AND CREATIVE DIRECTOR



FLOOR-TO-CEILING WINDOWS



NEW ROLLOUT WORLD HQ



THE GATES AT TRINITY BELLWOODS PARK



NEIGHBOURHOOD VIEWS

BIG VISTAS AHEAD

Rollout is transforming... again! Welcome to our brand-new HQ - a bright and spacious office/showroom in the heart of Toronto's vibrant art and design district.

Our stylish new digs are located on the uppermost third floor of 951 Queen Street West, where a giant bank of windows overlooks a glorious view of Trinity Bellwoods Park and its iconic gateway. Inside, expansive walls connect a wide assortment of spaces, each location presenting a generous canvas onto which we can showcase our growing catalogue of innovative patterns and murals.

World HQ will be both a hub and a hearth - allowing our staff, artist collaborators, and clients to immerse in the Rollout ecosystem and be nurtured by its dynamic and churning energy. The space comes equipped with a modern, service-focused kitchen, a built-in bar, a cozy little gas stove, skylights, and conference rooms. Everything we need to take our creative culture to the next level.

One of the first things we did when we got the keys was invite our friend, Anna Melnikoff, The Vibrational Apothecary, to perform a ritual Grounding, Clearing, and Intention-Setting ceremony. Anna later reflected: "Upon entering, I was struck by the luminous quality of the space, which is anchored by floor-to-ceiling windows all along the west wall. The view of the park and surrounding streetscape is spectacular. The space itself was clearly renovated with a lot of love and intentions for communal creative collaboration and celebration. In other words, a perfect fit for Rollout."

PHOTOGRAPHY BY ARNAUD MARTHOURET AND NICOLAS TIQUE

A promising outlook from Rollout's new showroom

BY MURLEY HERRLE-FANNING, OFFICE ADMINISTRATOR

Interior styling is ongoing and iterative. The initial design consultation was led by long-time Calgary-based collaborator, Carl Abad. Carl has been a part of Rollout's world from the very beginning: our classic skull-and-damask "Worth" pattern was created specifically for his original retail concept of the same name. Since those early days, Carl has established a wildly unique presence in the international fashion and style editorial scene, and Rollout's World HQ is a big, juicy project for his discerning eye and obsessive attention to detail. Carl is working with us to source specific furnishings to complement the sparkling new crystal murals from our Core Frequencies collection.

We proudly invite all our friends and colleagues to visit us at our new west-end showroom. For those wondering about the fate of our old space at 598 Richmond Street, fear not: we haven't moved out. In fact, we're transforming that one, too. "Studio 598" will continue to serve as a creative sandbox and streetwise event space for the Rollout community. **R**



ANNA MELNIKOFF



CARL ABAD

TUNING IN TO ELEMENTAL BEAUTY

How an installation
idea crystallized into a
wallpaper collection

BY SHAWN POSTOFF,
CATALOGUE AND
SPECIAL PROJECTS MANAGER



VISITORS TO IDS 2025 EXPLORE EVERYTHING HZ



INSIDE THE EVERYTHING HZ SHIPPING CONTAINER AT IDS 2025



KRIS GRUNERT SNAPS A SELF-PORTRAIT IN THE AMETHYST CHAMBER PROTOTYPE



KRIS GRUNERT FRAMING A BIG CRYSTAL



ROYAL PAIR (AMETHYST) - THE OG MURAL

Those familiar with the hypnotic world of crystals understand that they resonate at unique frequencies, and those vibes are present whether we're conscious of them or not. The molecular lattice of each mineral expresses into energetic shapes and colours that reflect characteristic physical and spiritual properties. At Rollout, we wanted to harvest the entire crystal-caving experience by transforming walls into mythic, fantastical, and immersive adventures.

We worked with our official supplier, Crystalworks Designs, to identify some of their most splendid geodes. It wasn't easy: with a beautiful gallery showroom located in Vancouver, Crystalworks, founded in 1984, has hundreds of magnificent pieces on display. We tasked our friend, Kris Grunert from Creative Project Partners, to point his lens at their intricate, up-close beauty. Kris captured dozens of specimens over several days of shooting, and sent us his most compelling imagery. Now we're excited to present this spectacular collection of dramatic, high-resolution graphics showcasing the majestic power and delicate grace of Earth's ultra-slow-motion masterpieces.

The initial idea for this collection was sparked in the depths of the Covid-19 pandemic. Rollout's Founder and Creative Director, Jonathan Nodrick, experienced a difficult stretch of days as he dealt with acute physical and mental health challenges. In the aftermath of those trials, he emerged with a clearer sense of purpose in both his personal and professional life. At the heart of his transformation was a commitment to designing for wellness.

The next couple of years became a period of exploration, contemplation, and rejuvenation, as Jonathan sought to understand his journey and articulate an authentic response. Central to this process was a dawning awareness of slow-growth crystals and the molecular frequencies at which they resonate. At Rollout's

Toronto-based "Studio 598," he converted the back office into a dedicated prototyping space that combined sound elements and reflective surfaces with a draft mural based on purple amethyst.

The result was a portal into new possibilities, and a commitment to evolve the idea even further. Around that same time, Interior Design Show (IDS) Toronto invited Rollout to exhibit a prototypical spa for the 2025 Show's main thoroughfare. Jonathan accepted, and resolved to take his immersive amethyst experience to the next level with an installation. He reached out to long-time collaborator Clayton Budd at Coolab, and together they imagined what could happen if a "Fortress of Solitude" collided with an "Infinity Room" inside a shipping container.

Crystalworks came on board as an official sponsor, enthusiastically supplying Rollout with a 700-pound amethyst geode to serve as the spiritual and visual focus of the experimental space. Sound designer George Kallika created an atmospheric audio component inspired by the specific frequency at which amethyst resonates. The exhibit was entitled "Everything Hz" - a winking play on words that recalled Jonathan's original trials at the outset of his inquiry.

IDS was an important milestone for Rollout, and in its aftermath the project was renamed to reflect its deeper purpose: Core Frequencies. Back at the studio, the production team got to work with substantial new additions to the growing collection of crystal wallpaper murals. Meanwhile, the original back-office prototype was demolished, and, within its empty walls, an entirely new enclosure was framed to ensure that all the surfaces were level and plumb. Sound insulation was added and the plywood walls were coated with EMF-blocking paint. On top of this, durable glass mirror panels were affixed to walls, ceiling, and floor, resulting in an ultra-personal, miniature infinity room.

The cozy enclosure was detailed with warm, salt-stone lighting, crystal artifacts, and a fully integrated sound system. The completed back-office now serves as a meditative sanctuary that allows Rollout's staff to briefly escape from the bustle of daily work-life.

In September 2025, Rollout's sparkling Core Frequencies collection was officially launched at Crystalworks' gallery/showroom. As predicted, eyes were suitably dazzled. The stars of the show - an ensemble of glittering crystals and minerals - were back-dropped by Rollout's luscious, hi-definition murals, and the effect was mesmerizing.

The Core Frequencies collection will continue to evolve. We have big plans bubbling. A selection of our imagery has been earmarked for pattern-making. Beyond that, we're working on concepts for a frequency-based boutique container hotel - an open-hearted experiment in environmental design. (If this project strikes a gong in your head, drop us a line at collabs@rollout.ca. We'd love to hear your ideas, thoughts, and reflections.)

All of the above is good news. But even better news is this: Rollout's entire array of crystal murals is now available to professional interior designers seeking to create bold and innovative spaces. Browse our website to learn more, and order free overnight samples from Material Bank - our exclusive North American distributor. **R**

SEE THE ENTIRE COLLECTION:
ROLLOUT.CA/COLLECTIONS/CORE-FREQUENCIES
ORDER A SAMPLE:
MATERIALBANK.COM/PARTNER/ROLLOUT
CRYSTALWORKS GALLERY: CRYSTALWORKS.CA

CORE FREQUENCIES COLLECTION

Transforming walls into exotic crystal vistas with great vibrations

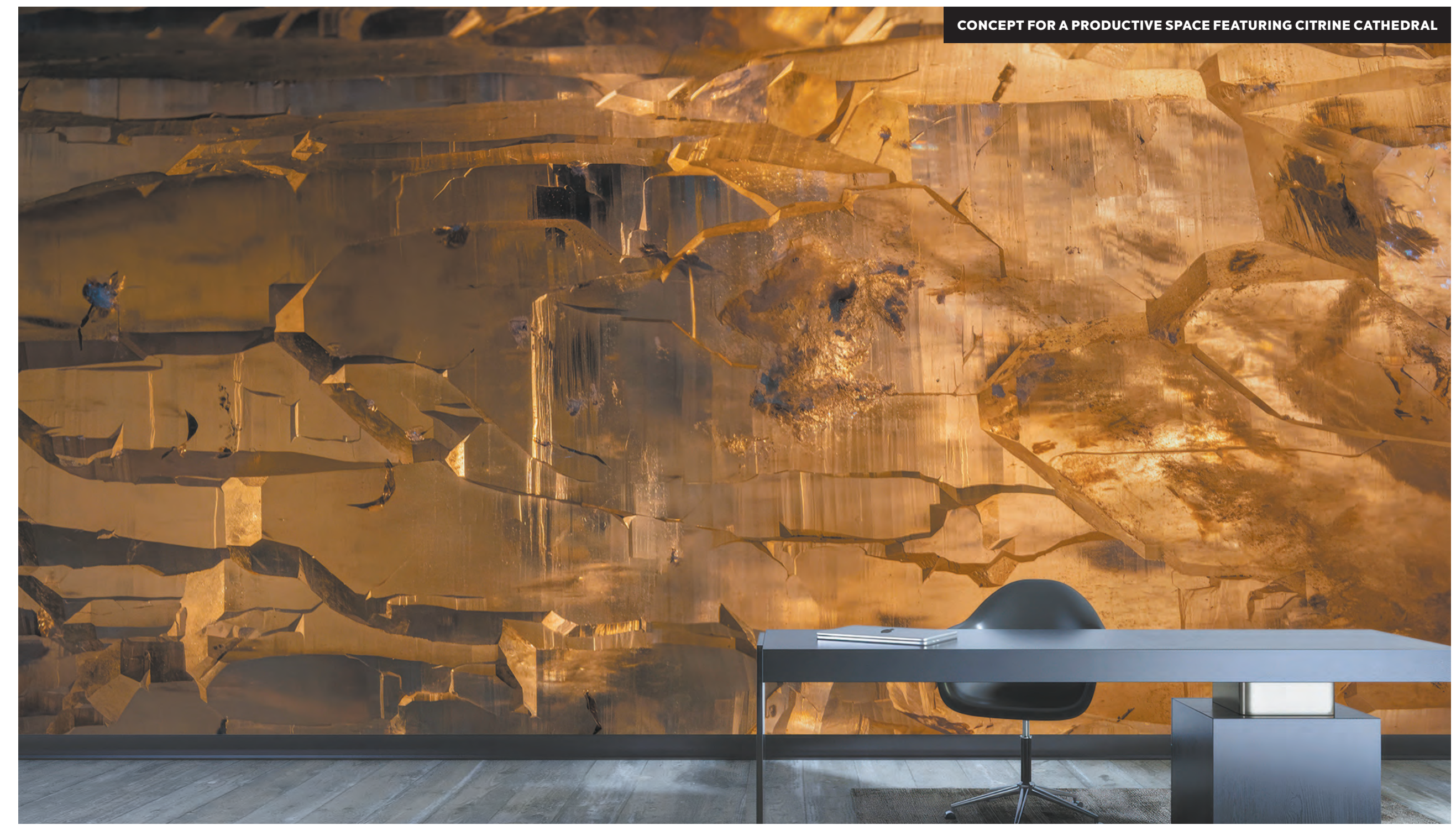
Rollout is pleased to partner with Crystalworks to launch a broad assortment of geologically inspired wallpapers that capture the vibrational energy of crystals and bring interior walls to life.

The Core Frequencies collection presents high-resolution graphics showcasing the luscious, glittering shapes and colours of planet Earth's ultra-slow-growth creations. From sparkling facets to swirling ribbons to brooding shadows and jagged formations, these expressive and eye-catching images offer professional designers a range of options to create bold and exciting spaces. **R**

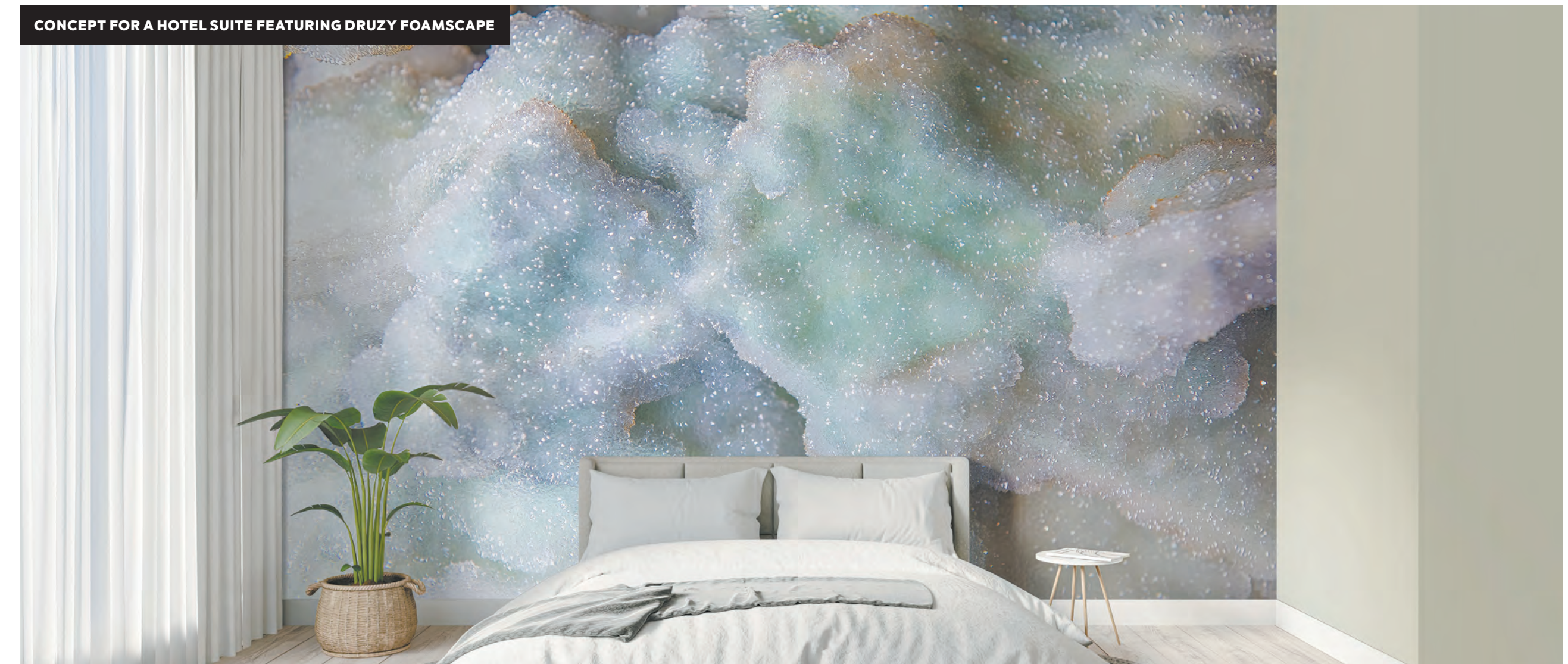
DOWNLOAD THE CORE FREQUENCIES COLLECTION LOOKBOOK AT ROLLOUT.CA



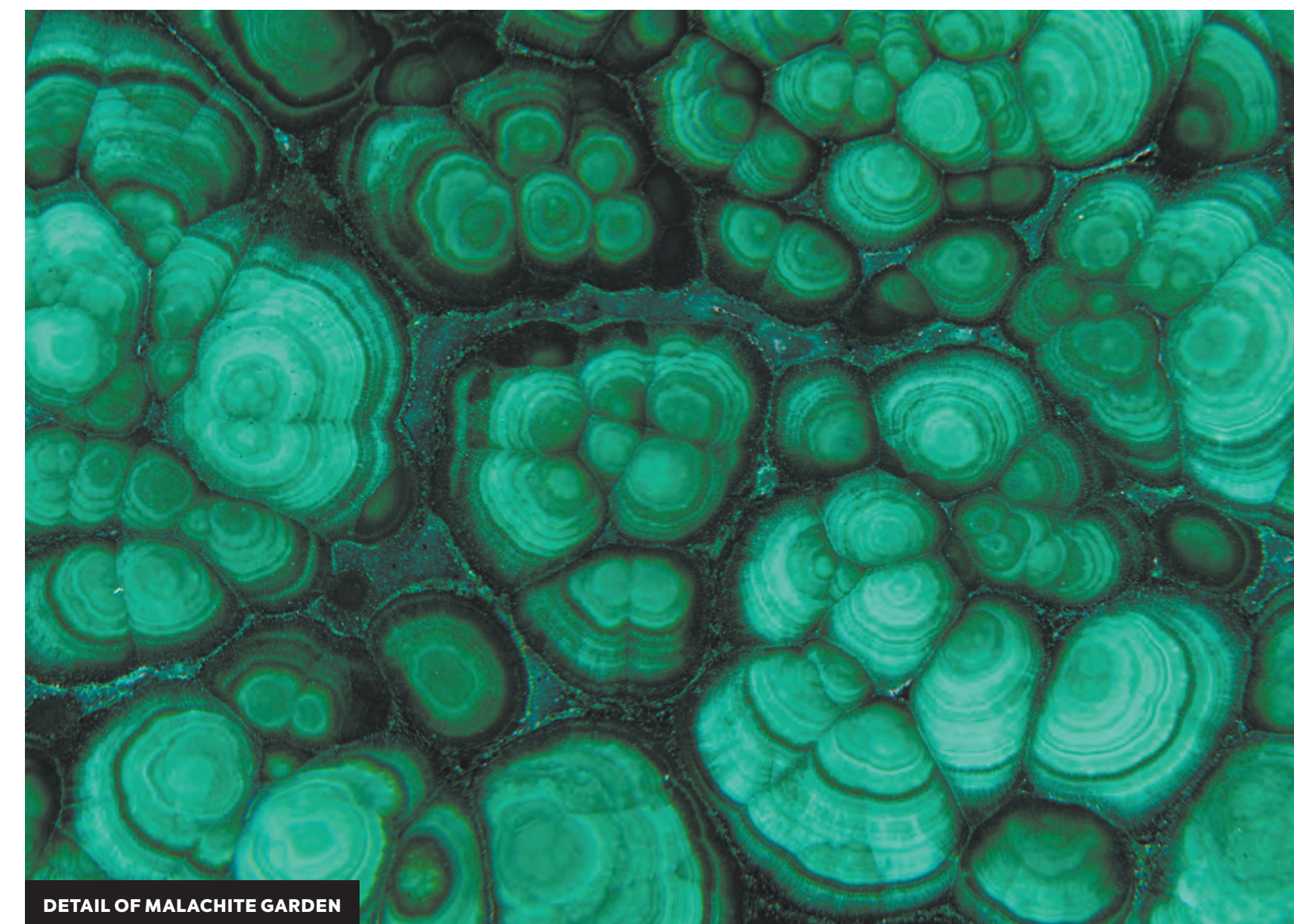
KALEIDOSCOPIIC STYLING BY CARL ABAD AND CREW, PHOTO BY ELUVIER ACOSTA



CONCEPT FOR A PRODUCTIVE SPACE FEATURING CITRINE CATHEDRAL



CONCEPT FOR A HOTEL SUITE FEATURING DRUZY FOAMSCAPE



DETAIL OF MALACHITE GARDEN

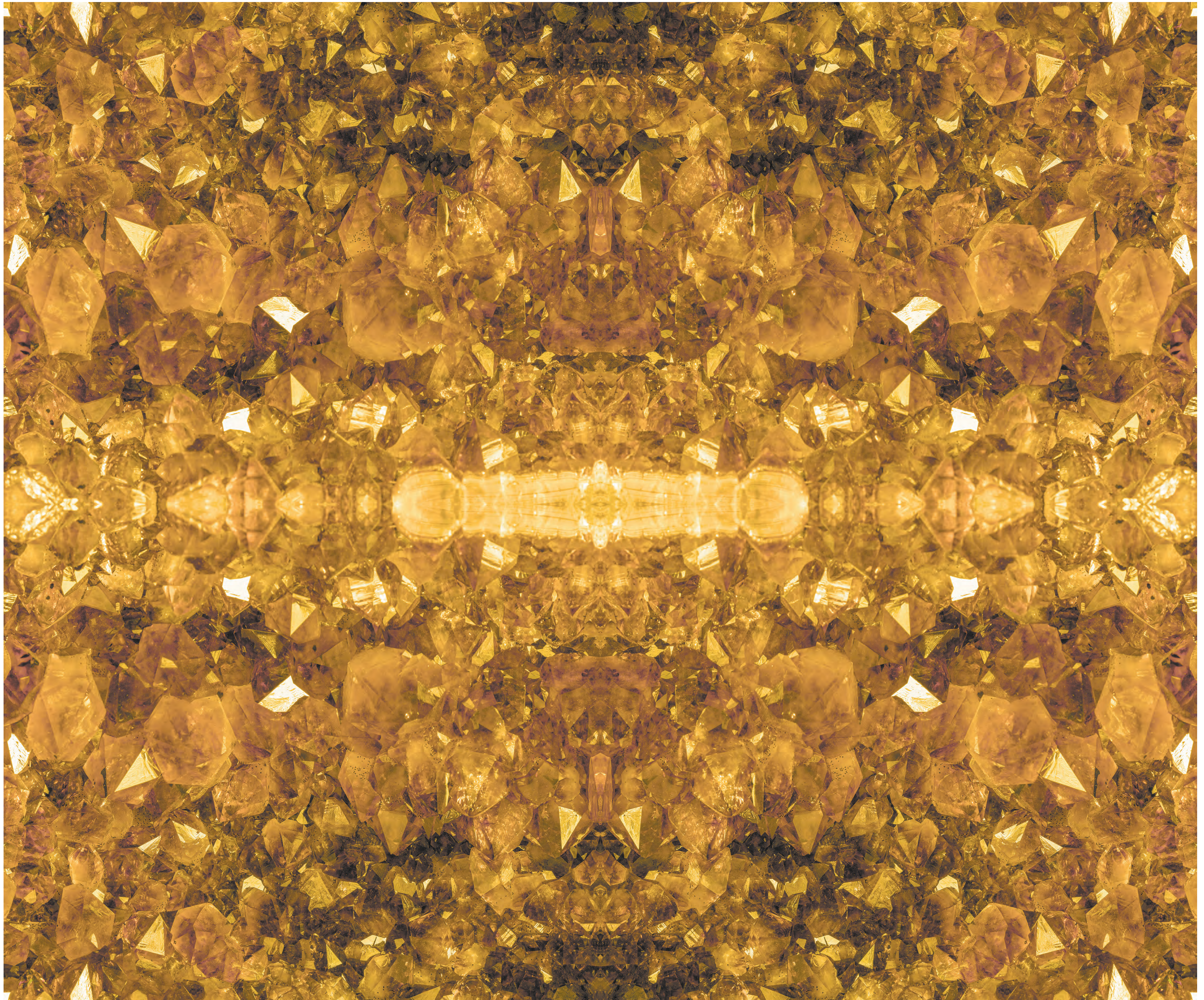
CRYSTALWORKS GALLERY

Purveyor of majestic minerals from across the globe

Based in Vancouver and operating since 1984, Crystalworks is a world-class gallery specializing in exquisite crystals, minerals, and fossils. Founded by the Lipsett family – Susie, Karen, and Andrea – the company offers fine crystals, mineral specimens, sculptures, jewelry, gem carvings, and related artwork to clients in Canada and abroad.

Crystalworks never sells treated, dyed, man-made, or radiated stones – only natural treasures of the Earth. The staff is friendly, knowledgeable, and passionate about sharing the beauty, wisdom, and spiritual energy of nature's most dazzling creations. **R**

VISIT THEM ONLINE AT CRYSTALWORKS.CA – OR BETTER YET, EXPERIENCE THEIR GALLERY IN PERSON IN VANCOUVER, BC



**ROYAL PAIR
KALEIDOSCOPE CITRINE**

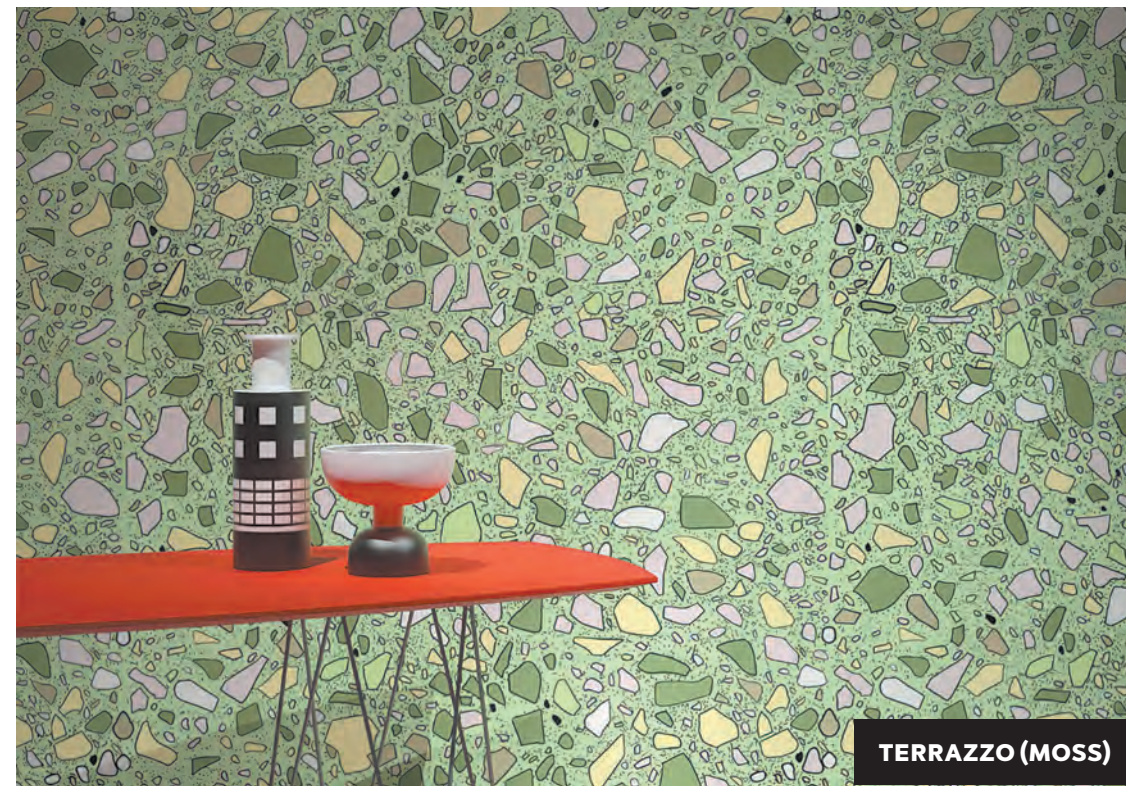
Citrine is what happens when an amethyst crystal is heated (either naturally or by human intervention). The process transforms it into a vibrant yellow colour. To create a similar effect for our Royal Pair murals, we digitally adjusted the colour from purple into citrine. Likewise, the Royal Pair Kaleidoscope mural pictured here is an outlier – it's the only image from our Core Frequencies collection where we took some poetic license with the composition. For the rest, each mural is a straightforward macroscopic expression of the original crystal specimen. We're proud to partner with Crystalworks to present the unadorned simplicity of planet Earth's majestic mineral beauty.

**DOWNLOAD THE CORE
FREQUENCIES COLLECTION
LOOKBOOK AT ROLLOUT.CA**

SERGIO MANNINO

An artist collaboration where hand-drawn patterns bring the outside in

BY FAYIAZ CHUNARA,
MARKETING AND
BRAND DEVELOPMENT CONSULTANT



At Rollout, every collaborative wallpaper collection begins with a question. With artist and architect Sergio Mannino, the question was: "What happens when we trace the built world back to the line?"

Sergio is an Italian-born artist and designer based in New York City, where his award-winning studio has completed more than 250 projects worldwide. Trained in Florence, he has collaborated with such luminaries as Ettore Sottsass and Remo Buti. Sergio's practice bridges architecture, interiors, and furniture, each infused with a distinctly expressive spirit.

His work is known for exuberant colour and sculptural sensibility. Shapes collide, hues vibrate, geometry bends. Yet beneath that energy lies something elemental: a connection to drawing itself. For Sergio, drawing isn't simply a stage in design but the act that anchors it. It's our oldest language – a mark in sand, a gesture on stone, a record of being here. To draw is to orient ourselves, to find meaning, to communicate.

At the core of Sergio's approach is the belief that design should preserve the looseness of the hand.

"I have been sketching my entire life, and often I am disappointed that the finished product doesn't have the same charm as the original drawing, with its uncertainties and lack of precision," Sergio says.

From that creative vision came a collection of 28 hand-drawn wallcoverings that preserve a sense of looseness – the human gesture alive in every mark – transforming familiar materials, like planks, bricks, and terrazzo, into something strangely alive.

Each pattern began as a drawing – pen to paper, thought to hand – before being digitally translated

into Rollout's large-scale wallcoverings. Sergio's "Planks" are rendered in both horizontal and vertical arrangements, evoking wood grain through long strokes and short hatches, each board outlined as if freshly sketched. The effect feels spontaneous and textural.

"Bricks" takes the stability of masonry and loosens it – cartoon squares stack and sway, creating a rhythmic wall that celebrates imperfection, the human hand visible in every wobbly line. And "Terrazzo" shifts the ground beneath our feet. Flecks of colour, scattered like geological relics, form a constellation across the surface and invite us to look straight ahead at what we once looked down upon.

For Rollout, the collection celebrates drawing's enduring relevance – a return to our first creative instinct. For Sergio, it affirms that design is not only problem-solving, but storytelling – through lines, textures, and playful contradictions.

We sat down with Sergio to talk about the collaboration, his lifelong habit of sketching, and the pleasure of imperfection. What follows is an edited conversation about process, inspiration, and the joyful challenges of turning hand-drawn lines into wall-sized works of art.

Rollout: You find beauty in everyday surfaces. What made you reinterpret the patterns that you did?

Sergio: I'm interested in man-made things. As humans, we have a unique capacity to imagine new worlds and then create them. I wanted to transform surfaces into something else, to explore the blurry boundary between the source and the new creation. When does it stop being one and become another?

R: What's your greatest source of inspiration? Are there artists or designers you look up to?

S: I find inspiration just by walking through the city. There are always exciting things that spark ideas. But I also look at many different artists – Murakami, Kusama, Hokusai, Dubuffet, Hockney and, of course, Sottsass.

R: What does your process look like? Do you sketch when inspiration strikes, or are you more regimented? What tools do you use?

S: I sketch whenever I see something that interests me and sparks an idea. I used to draw almost exclusively with a Sakura Pigma Graphic 1.0 black marker. Before that, I used a Pilot Bravo, which is harder to find. I worked with these pens for nearly 30 years – you can tell from my drawings. We would then scan the drawings and trace them in Illustrator. In the past few years, I've switched to Procreate on my iPad. The process is a lot easier, but I miss the physicality of it, and I still sketch on paper whenever I can.

R: What's next on the horizon for you? Is there a new suite of patterns you're exploring, or are you onto something altogether new?

S: I'm always searching for patterns, but lately I've been interested in animals with fascinating surfaces. Years ago, I did a whole series on butterflies because of their patterns. Now I'm looking at crocodiles, snakes, birds... I don't know if something interesting will come out of it – we'll see. **R**

SEE SERGIO'S VIBRANT WALLPAPER DESIGNS AT ROLLOUT.CA/ARTISTS/SERGIO-MANNINO

PORTRAIT PHOTOGRAPHY BY BEPPE CALGARO

UNIQUE AND UNAPOLOGETIC

How Interior Insights Group became a trusted brand partner

BY ESTHER DOROGI,
DIRECTOR, SALES AND OPERATIONS

Meet Andrea Hubbard of Interior Insights Group, Rollout's first independent, multi-line representative. Andrea, together with her husband, Casey Cain, represents our brand in Texas, Louisiana and Oklahoma, helping specifiers find products that bring their ideas to life. We sat down with Andrea to ask her some questions about how our wallcoverings fit into her product portfolio.

Rollout: You initially approached us to propose working together. What drew you to Rollout?

Andrea: Rollout stood out to me immediately. The visuals are unlike anything else in the market... bold, artistic, and conversation-starting. The mural wallcoverings felt fresh and original, and I knew I wanted to represent a brand that inspired designers to think differently about what a wall could be.

R: You offer a full range of products for commercial interiors. How do Rollout's wallpapers fit into your clients' overall designs or project vision?

A: We work with a mix of commercial and hospitality designers, and what's fun is seeing how differently they use Rollout's product. Sometimes it's the spark that kicks off an entire design story. Other times, it's the element that pulls everything together. Watching their creativity come through in both cases is one of my favourite parts of the job.

R: If you had to describe Rollout in one word, what would it be and why?

A: Unapologetic. Rollout has this fearless confidence. It knows who it is and isn't afraid to stand out. That authenticity makes the brand.

R: You've described yourself as a textile nerd. Are there any parallels with wallcoverings?

A: Yes! Textiles and wallcoverings share so much in common. Rollout's designs have depth, character and mood, which are the things I love in a great textile design.

R: What feedback do you hear from clients about Rollout?

A: Designers love that Rollout feels unique, it's not a catalog brand. And they appreciate that customization is easy and collaborative.

R: What are your favourite Rollout patterns?

A: Oh, that's tough. Picking just one feels impossible! I'm really excited about the "Core Frequencies" collection. It's creative and unlike anything I've seen before. I can't wait to see it installed. But I also love classics like "Dune" and "Terra." They have such beautiful movement and depth, and that organic quality makes them timeless.

R: Any commercial or hospitality trends we should be keeping an eye on?

A: Colour with depth. The era of all-neutrals is over. The trend is toward rich, immersive colours that surround you and give space its soul.

Rollout is thrilled to have Interior Insights Group on our team. Visit them at interiorinsightsgroup.com. After a few short years, we are completing large hospitality projects and are excited about our growing portfolio of shared work. Designers and specifiers, keep an eye out in your areas. Rollout is working on expanding our roster of experts like Andrea across Canada and the U.S. in the near future. **R**



ANDREA HUBBARD

EVERY WEDNESDAY

Good food and a simple ritual builds the dream team

BY LARA ZAPATA,
PEOPLE & PROCESS
MANAGER

Sharing food in a creative workspace is more than a pleasant break from the daily grind – it builds community, sparks collaboration, and nurtures creativity. When we gather at the table, passing dishes or swapping condiments, the atmosphere shifts from work formality to human connection. Barriers dissolve, and conversations that might never occur in a meeting flow with ease. Food is a universal language; it invites openness and creates common ground, even among people from different backgrounds or roles.

Every Wednesday, the team at Rollout comes together for a shared lunch. Sometimes we cook for and with each other; sometimes we order from a local spot. But the Wednesdays that feel truly special are when we're treated to a home-cooked Filipino meal from Lola's Kitchen. Erlinda Javier, lovingly known as "Lola," has been cooking since childhood. The third youngest of 11 siblings, she grew up in the kitchen, where a daily

chore became a lifelong passion. Now 86, the retired nurse prepares two, sometimes three dishes for our team to enjoy together. For her, cooking is art – it gives her purpose and belonging.

In a creative environment, that same sense of belonging is essential. Innovation thrives not in isolation, but in relaxed exchange – when designers, artists, and managers casually share ideas over coffee and homemade banana bread. Communal meals encourage spontaneity and playfulness, both vital to fresh thinking. They remind us that creativity doesn't just happen alone at a desk; it grows in shared experiences and sensory moments, like tasting something new or enjoying a colleague's family recipe.

Togetherness-food fosters empathy and appreciation. It's a simple, generous act that says, "I really value this team." **R**



LUNCH IS SERVED



ERLINDA "LOLA" JAVIER

GABRIELLE LASPORTE

Emotional liberation through flow – the art of permission in the everyday moment

BY JARED PATTERSON,
STRATEGY CONSULTANT IN
BRANDING AND ORG. HEALTH

Rollout proudly presents a new collection by multidisciplinary artist and creative designer Gabrielle Lasporte. Known for her intriguing linework, expressive colouring, and signature batik technique, Lasporte's practice bridges painting, installation, and digital design. Her work, both personal and abstract, speaks to an emotional depth that invites viewers to pause, feel, and reconnect with themselves. Each piece hums with energy – a fusion of structure and surrender, precision, and intuition.

Produced in her Toronto studio, Lasporte's process is steeped in exploration. Amid the splatter and speckle of fabric dyes, she applies wax to cloth using the ancient batik method – a wax-resist dyeing technique originating over 2,000 years ago. These hand-rendered patterns are then photographed, digitized, and transformed into playful, geometric compositions. The result: an interplay of organic movement and digital precision that captures her philosophy of emotional liberation.

This theme defines Lasporte's latest collaboration with Rollout – a collection that celebrates self-reflection, transformation, and connection through visual rhythm. Her art offers permission to feel, creating spaces that invite introspection and energetic release. There's an undercurrent of stillness in her work, an unspoken encouragement to journey inward and emerge lighter, more open.

Below, Lasporte shares insights into her creative process, inner dialogue, and the emotional current that fuels her art.

Rollout: There's a noticeable flow across your work – abstracts, installations, portraits. Is that intentional, or do these expressions emerge from the same place?

Gabrielle: There's a huge correlation between my abstract work and my portraiture. There's a lot of flow, letting go. It's a circle because they all feed each other. There's flow in my portraiture, flow in my installations, even flow in the patterns I make.

R: You've spoken before about doing inner work and how it shows up in the outer work. How important do you think self-reflection and self-awareness are for artists?

G: It's huge. I talk about this all the time – art is so intimate. I'm creating and literally saying: here you go, here's who I am. How do you like it? It's horrifying and soul-exhilarating at the same time. Some of the most brilliant artists have struggled deeply. For some, creativity keeps them balanced. For others, it doesn't. They need to get it out so they don't go completely mad. I'm creative but also very practical. Like – buck up, you got this. Part of my mission is to invite people into that, to show them they can resolve so much if they tap into themselves.

R: So, it's an energy exchange? The internal work the artist does pours out into the work, and that connects with the viewer – perhaps even unlocks something?

G: It gives them permission.

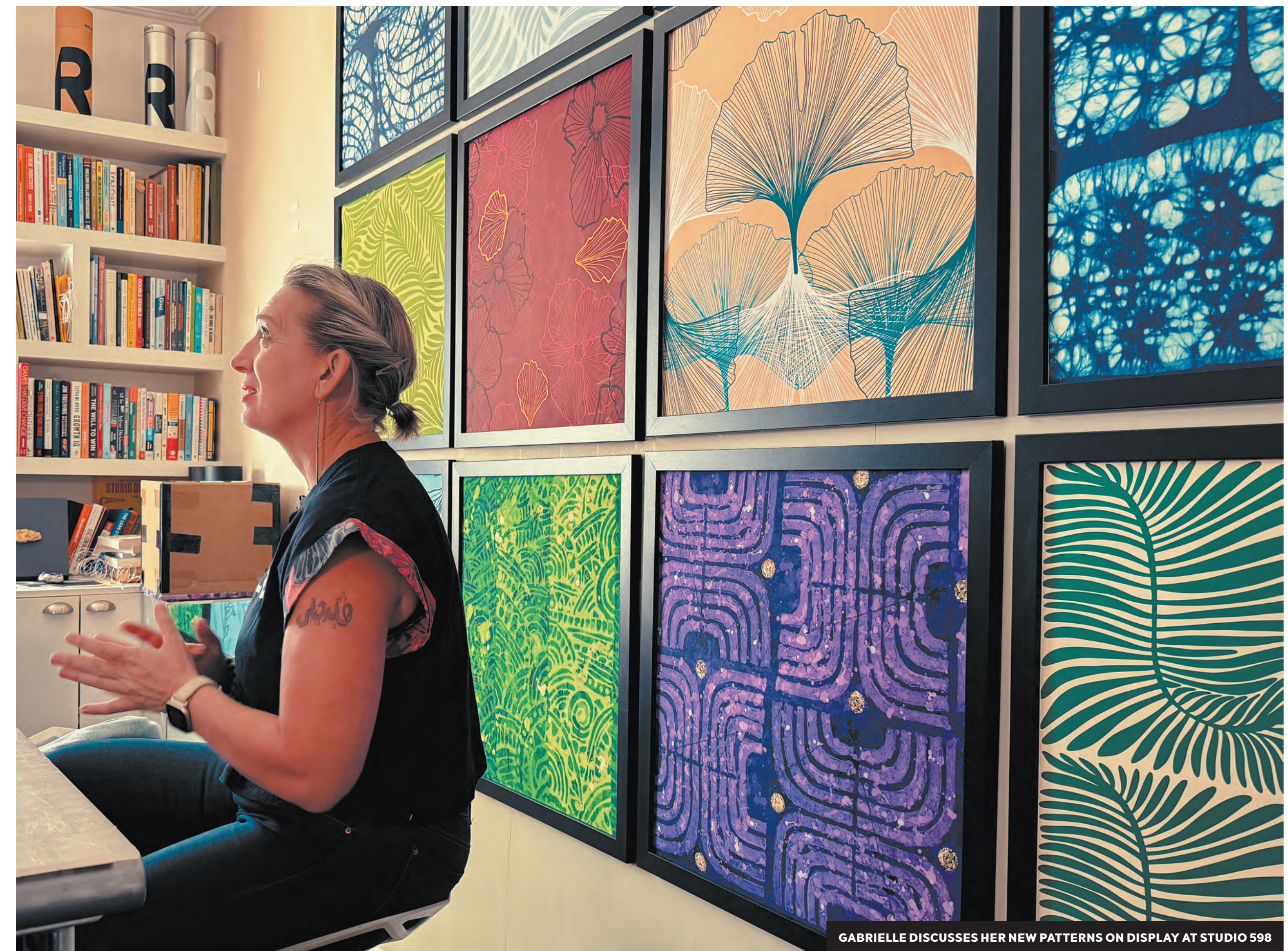
R: Permission to be vulnerable?

G: Yes – to look at things and feel. To know themselves through that. At my recent art installation, *Fluid Connectivité*, people were hesitating to enter, so I literally put up a sign that said: "You're encouraged to interact." And once you're in there – "How do you feel?" That's what I'm interested in.

R: Let's talk intention. What do you want your work to do for society?

G: For the longest time, I didn't really know. I just knew I had to get it out. But I've realised my mission is to help people tap in. Lately I've been using the phrase "emotional liberation," because I love the idea that looking at something can give someone permission to feel a certain way. I was doing that unconsciously for a long time. Now, I know that's the work. **R**

EXPERIENCE GAB'S EMOTIONAL LIBERATION
FIRST-HAND AT ROLLOUT.CA/ARTISTS/GABRIELLE-LASPORTE



GABRIELLE DISCUSSES HER NEW PATTERNS ON DISPLAY AT STUDIO 598



THE TOOLS OF BATIK: WAX-RESIST FABRIC DYEING



GABRIELLE LASPORTE



GABRIELLE'S PROCESS IS BOTH ANALOG AND DIGITAL

PORTRAIT PHOTOGRAPHY BY AJAYAN PRASANMAN @IAMAJUJI. ALL OTHER PHOTOGRAPHY COURTESY OF GABRIELLE LASPORTE



ROLLOUT'S PARADISE GARAGE IS A SANDBOX FOR DJs TO EXPERIMENT AND PLAY. DJ VEE-LEN, SHOWN

EMERGENT SOUNDSCAPES

Rollout's wallpaper catalogue is filled with the work of artists and designers whose top-notch talent we're proud to represent. Founder and Creative Director, Jonathan Nodrick, has always thought of the company as a kind of record label for visual artists, and one of his biggest jobs is promoting their collective creativity and innovation to the industry.

This comparison is the result of Nodrick's deep and long-time connection with music, especially as it relates to the mysterious art of place-making. So it's not surprising to see the Rollout brand beginning

to carve out space for a small but respectable rack of sound equipment. Says Nodrick: "The interplay between different artistic mediums and formats leads to an infinite number of creative possibilities. When fine and decorative visual art combines with inspired musical soundscape, the mix produces dynamic spaces and unforgettable experiences."

In other words, music is emerging as another exciting area of Rollout's growing creative catalogue. While DJs and live performances have always been the cornerstone of our events, the company is starting

Music Production is Ambient at the Office

BY ESTHER DOROGI, DIRECTOR, SALES AND OPERATIONS

to explore the world of recording. We're excited to provide dedicated space and equipment for the musicians among us to pursue their sound-based projects and passions.

Expect to hear more from us as we groove into the next 20 years of Rollout. **R**

FOLLOW @ROLLOUT ON INSTAGRAM



COOKIN' & CUTTIN'

An Afternoon with DJ Bles-sed

Our good friend, DJ Bles-sed (@dj_bles_sed) is celebrated for her seamless mixes and unwavering dedication to record culture. Based in Brooklyn, she has shared her eclectic, soulful sound with audiences across North America for the last 20 years. She's particularly passionate about 7-inch vinyl, and she brings all kinds of freshness to the art of party rocking with 45s.

Over the years, Bles-sed has been a fixture at Rollout's musical events, and she's a key player in the creative culture we cultivate. She recently popped by World HQ to present a record-spinning workshop with some of our team. She brought with her a reliable crate of singles, and briefly transformed our kitchen into a thumping show. The DJs are budding at Rollout, and the music plays on. **R**

PHOTOGRAPHY BY @RAISEBYFILM

COLOUR US TWENTY

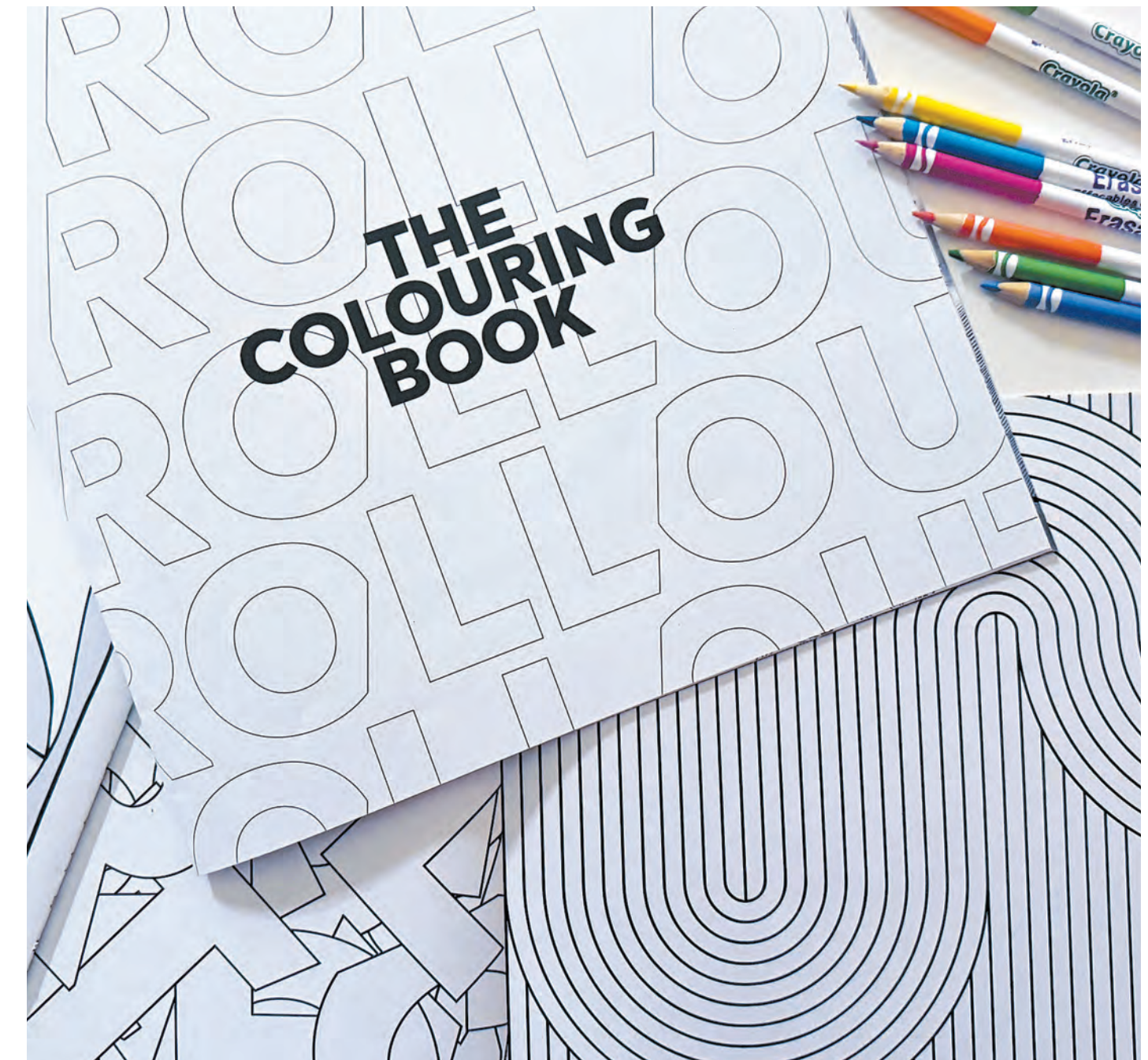
Rollout turns 20 with a playful look back

BY SHAWN POSTOFF, CATALOGUE AND SPECIAL PROJECTS MANAGER

It's been about 20 years of dropping cool paper, and we figured it would be fun to acknowledge the fact. Way back in aught-five, Rollout began designing and printing large-format murals for the interior design trade. Since then, we've grown into a leading North American supplier of bold, innovative wall coverings that transform spaces.

We wanted to do something special to mark the occasion, so we asked our designer friends at Sali Tabacchi to assemble a winking retrospective. We said to them: "Build us an emergency colouring book that can help with occasional escapes to random creative alcoves." To source the artwork, we rummaged around our catalogue and assembled a little trove of random patterns. We stripped the colour, sharpened the linework, and created a whole new way to see and interact with Rollout. **R**

REACH OUT TO US AT [INFO@ROLLOUT.CA](mailto:info@rollout.ca) WITH THE SUBJECT LINE: "HOW DO I GET ONE OF THOSE NIFTY COLOURING BOOKS?" WE'LL ADD YOU TO OUR MAILING LIST AND ENTER YOU INTO THE DRAW.



SUSTAINABLE SUBSTRATES

Rollout is porting its catalogue to PVC-free Terralon

BY TIM ARANAS, CLIENT PROJECT MANAGER

When it comes to choosing the best material for wallpaper, there are many factors to consider. Type II Vinyl has long been our go-to substrate for its durability and colour saturation. But at Rollout, we strive to go above and beyond in finding the perfect solution for every space - one that's right not only for the wall, but the world as a whole.

With DreamScape's Terralon, we've found the ideal balance: a sustainable wallpaper solution that delivers high-quality results. As the leading PVC-free wallcovering in the industry, Terralon offers an eco-friendly alternative to vinyl with extremely low VOCs and the potential to contribute to various LEED credits.

Composed of 31% post-consumer recycled material, Terralon continues to pave a greener path in interior design - without sacrificing the elevated quality Rollout is known for. And because it's lighter than vinyl, there's less risk of moisture or mold.

Terralon can be fully customized to achieve any hue or graphic, making it a versatile choice for designers. It's available in three finishes: Standard (rough surface), Regatta (light canvas texture), and Smooth (texture-free).

When there's an opportunity to reduce our environmental impact, we're proud to help bring that choice to any space. **R**

REACH OUT TODAY TO [INFO@ROLLOUT.CA](mailto:info@rollout.ca) TO LEARN MORE ABOUT THIS ECO-FRIENDLY OPTION.



SIGNAL & SPACE

How Sound Connects Interior Worlds

BY OLA MAZZUCA, PROJECT MANAGEMENT CONSULTANT, ROLLOUT SOUND

We recently launched a spin-off adventure called Rollout Sound. This new initiative is a multidisciplinary studio specializing in music programming, immersive events, and audio-visual production, creating original soundscapes and human-centred experiences that span a wide range of creative disciplines. Anchored by a dynamic roster of artists and DJs, Rollout Sound blends deep musical knowledge with a strong commitment to craft, championing local voices while fostering meaningful cultural exchange.

This January, Rollout Sound produced the musical component of the Opening Party experience for the Interior Design Show. Responding to the theme of Connected Realities, we curated a dynamic soundscape that fused art, music, design, and people into a cohesive and immersive narrative. The jam-packed program was titled Signal & Space: How Sound Connects Interior Worlds and it had the Metro Toronto Convention Centre abuzz. **R**

WHERE WILL ROLLOUT SOUND LAND NEXT? STAY TUNED FOR MORE TO COME ON THIS MUSICAL FRONT.





**NEW
SHOWROOM**



**STAY
TUNED**