



**PRESS RELEASE**

NEW LINE  
*SERGIO ROGER*

*Barcelona, September 2019*

## **SOFTHEADS** RETURNS TO **MAISON & OBJET PARIS** AND PRESENTS, FOR THE FIRST TIME, HIS NEW LINE **SERGIO ROGER**



The Barcelona brand that specialises in creating elegant textile sculptures which reinterpret hunting trophies in a sustainable manner will return to **Maison & Objet Paris** for the sixth time to present the latest autumn & winter collection.

This year Sergio Roger, the founder and creative director of the brand, has chosen Maison & Objet Paris to present the launch of a new artistic line that bears his name, **SERGIO ROGER**.

To highlight the positioning and artistic character of the new line, the creative director has decided to bet on a new area of the fair, **Signature Unique & Eclectic**. For which he has developed a project together with the Hiha Studio architecture studio in collaboration with a specialist in luxury retail architecture, Marina Petit.



## New Line

### SERGIO ROGER

Sergio Roger, founder and creative director of the brand, chooses Maison & Objet Paris to present the launch of **SERGIO ROGER**. His artistic restlessness led him to develop a new line of creation, implying a return to his creative origins, where he can showcase his vision of the world and classical objects by reinterpreting them and magnifying the experience through the use of textile techniques and materials.

The new artistic line reinterprets iconic objects of art history through distinctive textile sculptures, which he elaborates with vintage pieces of linen and velvet. The result? A universe formed by unusual and unique textile sculptures, created with ancient fabrics of linen and velvet, that emulate elements of still life such as corals, fruits and pieces of meat. Each piece is constructed from valuable fabric scraps that Sergio buys in antique dealers or collects during his travels and are created exclusively by the artist himself. The pieces of the new line are one of a kind and are labelled with a serial number when conceived.





**IMAGES OF THE NEW LINE**  
**SERGIO ROGER**



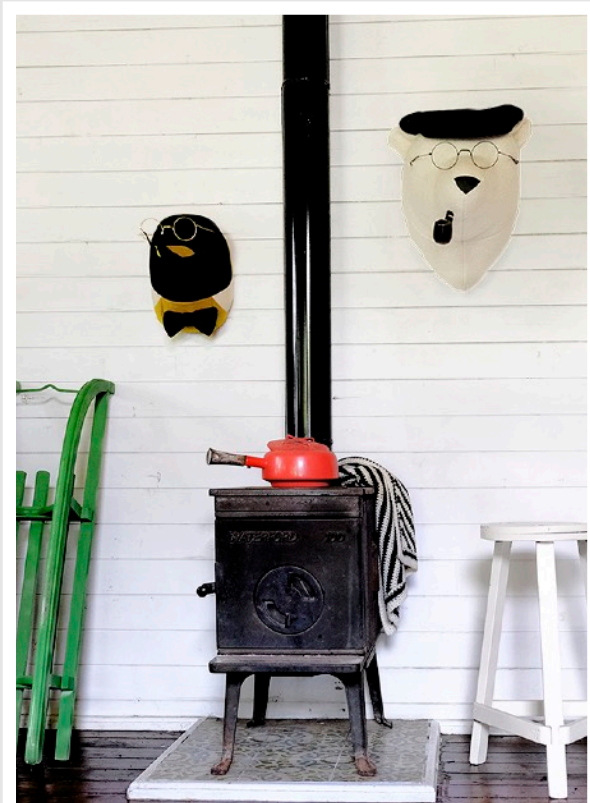
1. Meat, Bust and Coral (2019)  
linen and antique velvet  
Variable measurements

2. Elk (2017)  
antique linen, upholstery and wood  
120 x 120 x 23 cm

3. Bust #002 (2018)  
antique linen and green marble  
33 x 17 x 55 cm

# Softheads Capsule Collection

## LAPLAND



From September 6 to 10, Softheads travels to Paris to present its latest capsule collection. The Parisian show proposes, a meeting place for interior design trends, the best firms in the sector and great designers. In this context, Softheads returns to Maison & Objet Paris, as a consolidated international brand to present its latest creations from the Autumn & Winter collection. The pieces allude to the arrival of the cold with white tones inspired by the Lappish fauna (Lapland Collection).

## ABOUT SOFTHEADS

**Softheads** is an interior design brand specialising in the creation of original and elegant pieces that fuse sculpture, design and crafts to decorate any space giving it a unique and elegant touch. Sergio Roger, founder and artistic director of the brand, decides to undertake this project in 2011 to bring art to a broader audience.

The main idea is based on the artist's motivation to reinterpret hunting trophies sustainably with a tone of humour and good taste. Today we also find other decorative products that share the aesthetics and values of the brand.

Throughout the collection, a careful selection of fabrics from the best upholstery producers in Europe stands out. The pieces are born from the inspiration of Sergio Roger and are created, in Barcelona, in a workshop that is part of a foundation where women at risk of social exclusion work. In addition to the seasonal collections, they carry out customised projects of all kinds for interior designers and final customers.

**Softheads** clients include Barney's in New York, Selfridges in London, Palacio de Hierro in Mexico City, Hotel Yurbban Barcelona and Hotel Clarion in Oslo. It has also done an exclusive collaboration with Lázaro Rosa Violan. Softheads is sold in more than 40 countries including France, Italy, Germany, South Korea, the United States and Japan.



# IMAGES OF THE NEW SOFTHEADS CAPSULE COLLECTION

## LAPLAND



1. Soft Penguin - Leopold  
Wool, glasses and bow tie



2. Soft Bear - Otto  
Wool, hat, glasses and pipe

## THE ARTIST

The artist **Sergio Roger** (Barcelona, 1982) is the founder and creative director of Softheads. He lived in Berlin for several years where he made his name in the artistic scene of the German capital. He graduated in Fine Arts at the University of Kunste in Berlin (UdK).

His work of that period is expressed in the form of video art and proposes a transgressive dialogue about human identity, gender, body and beauty. His works are presented in international festivals and exhibitions.



During those years Sergio dedicated his work to investigating the limits between textile sculpture and videoperformance, which years later would become a stepping-stone into the artistic direction that he will undertake with Softheads. Sergio was awarded first prize of the Generations Contest organised by the Cajamadrid Foundation and was endowed with an important scholarship for his audiovisual project "Goodbye Horses". His work forms part of the Northern collection of the Government of Cantabria as well as important private collections.