

A calm interior

The RÓ collection of woolen delights, designed by Icelandic group RoShamBo, has been selected for FORMEX Young Designers show in Stockholm this January - making its first appearance outside Iceland. This new brand is a take on contemporary home items that cuts to the essentials, simplifying matters for body and soul. Handmade in Iceland the pure wool RÓ Mattresses and Cushions emphasize quality, aesthetics, ethical production and, environmental consciousness.

In the spirit of contemporary craftsmanship the RÓ mattresses and cushions are made of pure wool - inside out, and in every detail materials have been carefully selected utilizing the natural properties of basic and clean resources. The dense and soft wool upholstery, made by the danish company Kvadrat, is of supreme quality and a perfect accompaniment to the layers of pure Icelandic wool inside. Forming a unique whole where all the details compliment each other in a natural way. Every item is assembled by hand and thus one of a kind while always meeting required standards of quality.

Developed with a focus on utilizing local resources and in dialogue with local and international experts in their field, RÓ strives towards enriching life with overall well-being, simple pleasures and elegant aesthetics, where less is more.

RoShamBo is a collaboration of three artists and designers living and working in Seyðisfjörður, a small town on the east coast of Iceland. Hanna Christel Sigurkarlsdóttir, Litten Nystrøm and Þórunn Eymundardóttir have all been living in the inspiring surroundings of the eastern fjords for several years, brewing up innovative projects that draw from their environment and combine the team's collective aesthetics, craftsmanship and simple solutions.

RÓ arose from a desire to work with Icelandic wool in a new way and to provide a simplified, sound, healthy and environmentally friendly alternative to the modern bed. What RoShamBo came up with was the contemporary, yet timeless RÓ mattress and cushions, composed of layers of Icelandic wool and the most divine wool upholstery, provided by the Danish company Kvadrat. The outcome honors Icelandic traditions and builds on their ancestors knowledge of wools excellent properties as bed material.

The mattress is designed as a versatile and visually appealing object suitable for the bedroom and living spaces. It comes in all standard bed sizes and is perfect as a mattress topper, on it's own on a flexible base such as wood or canvas slats, as a folded ottoman or accompanied by the beautifully designed RÓ daybed base. The cushions come in three different sizes, the largest of which can be used as a floor cushion, combined with the RÓ daybed they make a great sofa. A perfect companion for the modern nomad as well as everyone in love with their home.

The team has taken great care to create a mattress that has all the benefits of wool while also being a source of amazing comfort. Wool is a natural fiber with many advantages compared to more commonly used mattress materials. Studies have shown that sleeping on a wool mattress actually lowers the heart rate, resulting in better and more restful sleep, along with several other health benefits. That in addition to its environmental advantages makes the RÓ wool mattress an obvious choice.

The RÓ items are filled with layers built up of multi colored Icelandic wool, composed of Tog which is very long and sturdy, and Thel, a short, extremely soft underlayer. The large volumes of air between fibres enhance the amount of breathing space for the naturally curly structures and elasticity of the wool. The dense upholstery covering the RÓ mattress and cushions comes in three color combinations; off-white, light turquoise and a mix of those two colors.

RoShamBo have their workshop set up in Seyðisfjörður where the RÓ mattress and cushions are carefully crafted, made to order and infused with the power of the magical nature that surrounds the remote seaside town.

RÓ is available at ro-selection.com and offers worldwide shipping.

¹ró
f -ar

1. (kyrrð) calm, rest, tranquillity

2. (friður) peace, quiet

3. (*phrases*):

í ~ **og næði** in peace and quiet;

vera ekki í ~nni have no peace of mind;

taka e-u með ~ take sth easy