



V&A Christmas Tree by Studio Roso

9 December 2011 – 5 January 2012



To celebrate the festive period, the V&A has commissioned design duo Studio Roso to create a Christmas Tree for the Grand Entrance of the Museum.

The handmade 'tree' is made up of 3.3 miles of elastic cord and will reach over 4 meters high. A total of 1500 individual strands have been combined to create the outline of a traditional Christmas Tree. Within these cords Studio Roso has created a number of geometric shapes, referencing both traditional Christmas ornaments and the crystalline structure of snowflakes and icicles, providing a decorative garland throughout the installation. The design for the tree was inspired by the intricate craft of bobbin lacing, a technique often used in traditional Christmas decorations.

On working with the V&A Studio Roso said; *"This is the fastest we've ever worked on a project. From receiving the commission to installing, it's been a process which has evolved very rapidly and we have found this way of working tremendously exciting. We have really enjoyed creating this highly crafted installation in response to the Museum setting."*

Louise Shannon, Deputy Head of Contemporary Programmes at the V&A, said; *"We selected Studio Roso for this year's commission as they had such a special take on the concept of a Christmas Tree, creating the tree and decorations out of very simple materials to create a stunning installation. We loved their innovative approach and the idea that each section is so meticulously hand built."*

Established in 2008, Studio Roso is a creative partnership between designers Sophie Nielsen and Rolf Knudsen. The studio combines backgrounds in architecture, art and design and their multidisciplinary approach allows the duo to work in the built environment creating site-specific sculptures and designs on a more intimate scale. Studio Roso are currently working on commissions in Canada and have recently completed a project for Syon Park Hotel, London. Rolf and Sophie are both graduates of the Royal College of Art MA in Design Products and hold degrees in architecture.

For further PRESS information or images please contact Alice Evans in the V&A press office on 020 7942 2508 or email a.evans@vam.ac.uk or press.office@vam.ac.uk