

Fire comes full circle

Market launch and presentation of the first rollable fireplace

A project for Conmoto saw sieger design bring together two things crucial to human evolution - the classical element of fire and the shape of the wheel - to create the Roll Fire ethanol fireplace. Following a positive initial reception at PASSAGEN in Cologne 2010, this rollable fireplace was showcased to an international audience at Progetto Fuoco in Verona.

History books tell the story of fire as a driving force for civilisation. In particular, myths and legends recount the ways in which many different peoples have worshipped the power of fire since the dawn of humanity. Throughout this period, humans have been alive to the possibility of mastering the element's properties and tailoring its versatility to meet their needs. The Roll Fire fireplace demonstrates this versatility in abundance and can be positioned anywhere within a room. "Fire's mobility is the core idea behind the product concept," explains Michael Sieger: "As the fireplace can be rolled around, it can be situated almost anywhere in the house and could keep you warm while you're cooking, having a meal or curling up in front of the TV."

With the Roll Fire, sieger design has redefined the wheel as an item of furniture and this fireplace is characterised by its unique shape and sculpted quality. In collaboration with Conmoto, the attention was devoted to the design, the selection of the right materials and the right characteristic of the product. Hence the ball-bearing-mounted stainless steel tank is perfectly balanced within the 65-cm-diameter fireplace, allowing the flame to constantly remain level. The glass on both sides makes this unique heat and light source completely see-through and can be removed to enable the ethanol tank to be filled. Even though mobility is one of Roll Fire's defining characteristics, it nonetheless comes with a bracket to allow it to be fixed to the wall or floor.

The interest and appreciation shown by retailers at the product's first trade fair appearance has left both agency and client feeling confident. Many years of collaboration with Conmoto have already resulted in a diverse spectrum of products such as the Plaza fireplace, a range of fire irons, table lanterns, a garden shower and a trade fair stand concept.



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