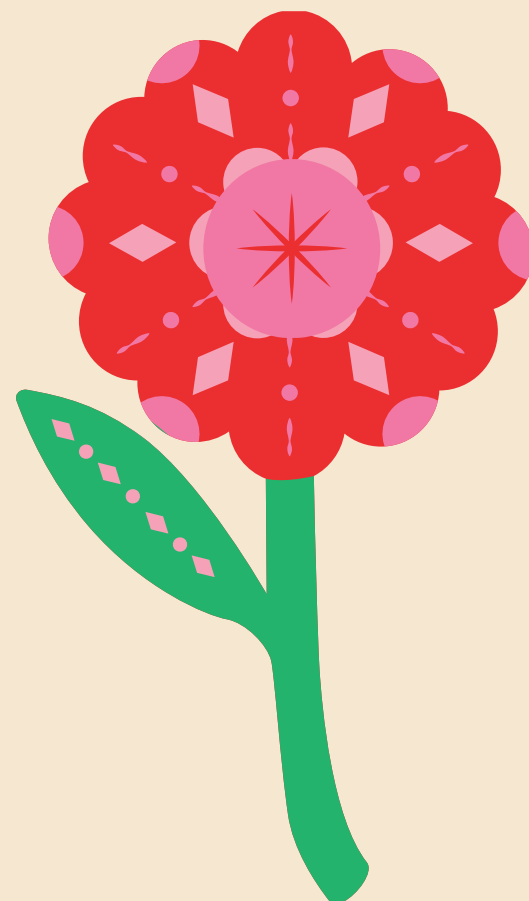


studio ROOF



Once upon a morning in Amsterdam
2026



Every morning, Amsterdam wakes up in its own way.

Bicycles cross the square. Flowers change hands. Friends meet over coffee. Music drifts through the air. People of every age pass one another, each carrying their own story.

And then, almost unnoticed, imagination arrives.

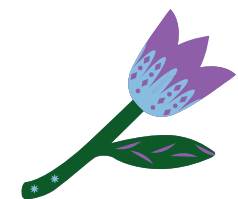
A butterfly lands where you wouldn't expect it. A bird joins the conversation. A bouquet becomes more than a gift. A fish appears to have escaped the canal. Small moments become little stories, shared between strangers, friends, children and grandparents.

This is the world of Studio ROOF.

For over twenty years, we have been creating colourful objects that invite people to pause, smile, give, wonder and connect. Not simply to decorate a wall or a room, but to brighten everyday life and celebrate the moments we share.

As you turn these pages, wander through our Amsterdam. Meet its characters, discover our newest collections, and see how every design begins a story of its own.

Now the story continues.





chapter one

One Morning in Amsterdam
A story of simple encounters.
Pages 5–31



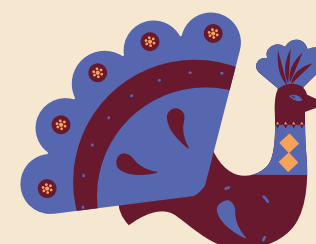
chapter two

Meet the Collections
From butterflies to bouquets.
Pages 32–59



chapter three

The House of Studio ROOF
Where every piece finds its place.
Pages 60–89



once upon a morning in Amsterdam

Every story begins with an encounter







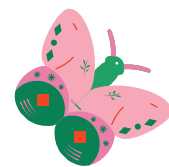








Some encounters
last only a moment...



Others stay
with us forever.















meet the collections

wall art

Butterflies & Beetles	34
Birds	38
Sea Creatures	42

flowers

Everlasting Flowers	44
Bouquets	46
Ceramic Vases	48
Pop-out Cards	50
Floral Wall Art	51

kids wall art

Zoe Miller	52
Wild Animals	53
Donna Wilson	54

seasonal

Ornaments	56
Christmas	57

Display Solutions	58
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wall art
small insects



Blue Diadem Butterfly
IMA121



Luzerne Butterfly
IMA120



Large Fox Butterfly
IMA123



Rosora Butterfly
IMA124



Crysalus Butterfly
IMA122



Fern Striped Butterfly
IMA85



Blue Copper Butterfly
IMA67



Speckled Copper Butterfly
IMA87



Peacock Butterfly
IMA52



Gold Rim Butterfly
IMA88



Pink Bee
IMA54



Honey Bee
IMA48



Claudina Butterfly
IMA86



Yellow Butterfly
IMA51



Sapphire Dragonfly
IMA70



Bumblebee
IMA72



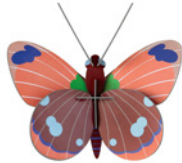
Lilac Comet Butterfly
IMA91



Yellow Monarch Butterfly
IMA73



Ruby Dragonfly
IMA69



Delias Butterfly
IMA74



Coccinelle Rouge
IMA125



Coccinelle Couple
IMA82



Rosalia Beetle
IMA45



Rainbow Leaf Beetle
IMA76



Lemon Fruit Beetle
IMA84



Violet Click Beetle
IMA81



Green Fig Beetle
IMA78



Fungus Beetle
IMA62



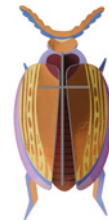
Queen Beetle
IMA75



Elephant Beetle
IMA77



Azure Stag Beetle
IMA126



Cuprum Beetle
IMA127



Lumen Pink Beetle
IMA128



Jade Grasshopper
IMA129

The smallest creatures often
leave the biggest impression.



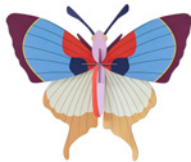
Pink Dragonfly
TTM237



Blue Dragonfly
TTM238



Cepora Butterfly
TTM184



Plum Fringe Butterfly
TTM150



Cattleheart Butterfly
TTM185



Mint Forest Butterfly
TTM146



Ochre Costa Butterfly
TTM151



Green Dragonfly
TTM106



Lilac Comet Butterflies, set of 3
TTM198



Yellow Butterflies, set of 3
TTM197



Fern Striped Butterflies, set of 3
TTM190



Gold Rim Butterflies, set of 3
TTM191



Swallowtail Butterflies, set of 3
TTM108



Plum Fringe Butterflies, set of 3
TTM196



Honey Bees, set of 3
TTM110



Peacock Butterflies, set of 3
TTM192



Giant Stag Beetle
TTM71



Imperial Beetle
TTM188



Lunar Jewel Beetle
TTM189



Japanese Beetle
TTM69



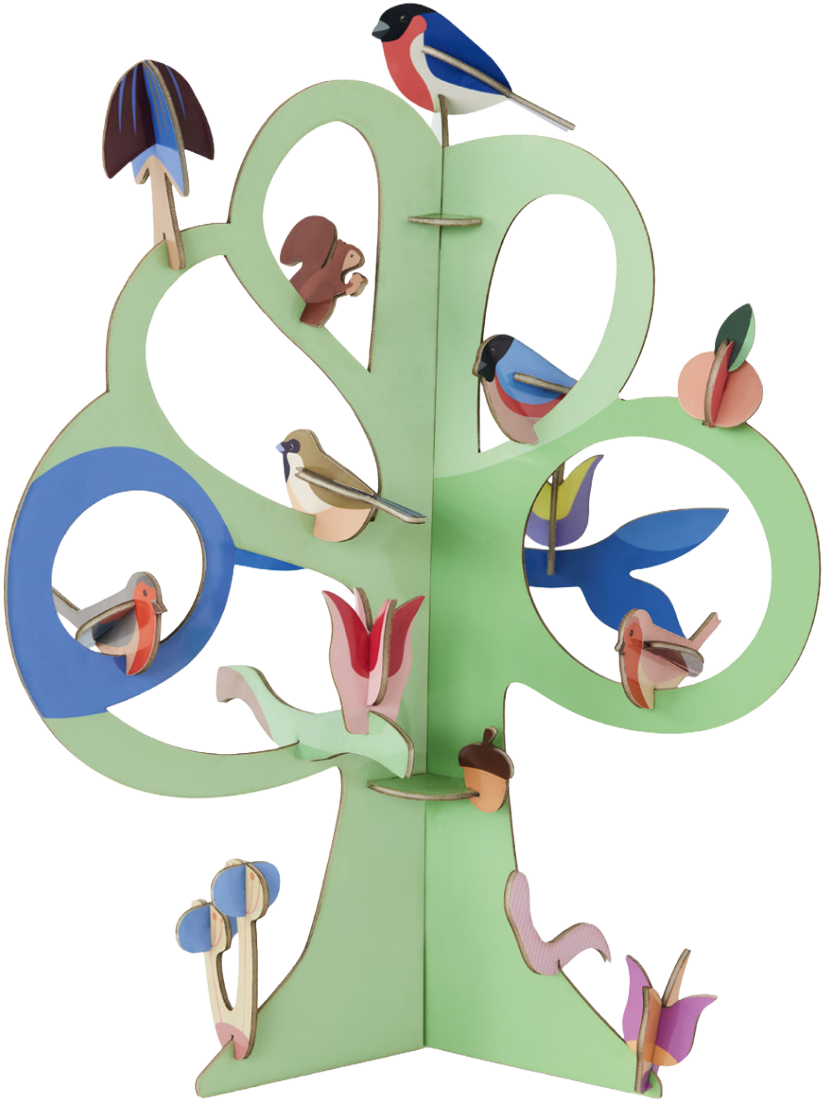
Sakura Beetle
TTM186



Giant Lady Beetle
TTM125



Emerald Beetle
TTM187

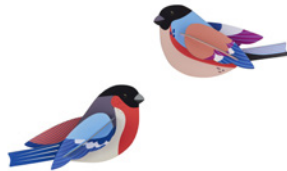


Singing Tree
CPS04

From familiar garden birds
to colourful birds of paradise.



Robins
TTM215



Finches
TTM210



Woodpecker
TTM214



Citrinella Pair
TTM227



Tawny Owl
TTM229



Blue Tits
TTM209



Sparrows
TTM217



Cardinals
TTM211



Jay
TTM213



Forest Crests
TTM228



Hoopoe
TTM212



Kingfishers
TTM216



Hummingbird
TTM219



Peacock
TTM236



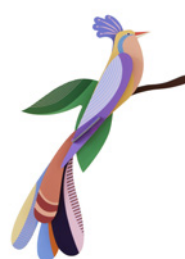
Obi
TTM84



Gili
TTM83



Meti
TTM220



Bisa
TTM221



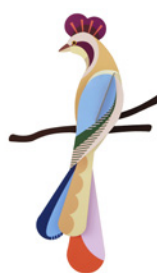
Fiji
TTM139



Flores
TTM82



Nias
TTM112



Sunda
TTM222



Dance of Hummingbirds
TTM235



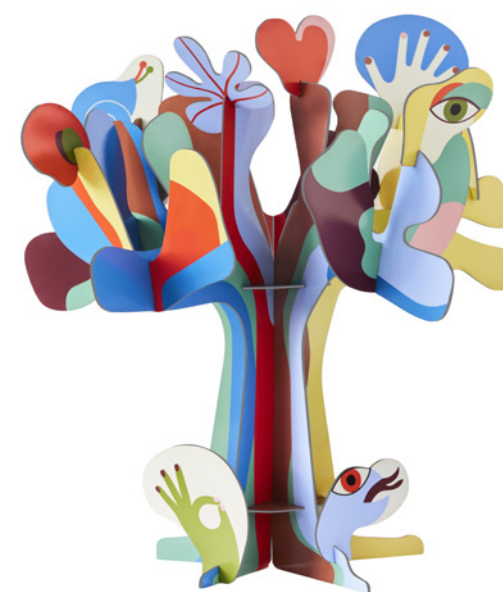
Tinjil
TTM207



Nusa
TTM206



Maya
TTM208



Tree of Life by Elisabeth
CPS03



Lobster
TTM64



Sea horses
TTM65



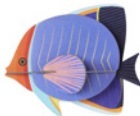
Sea Turtles
TTM234



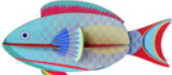
Clown Triggerfish
TTM155



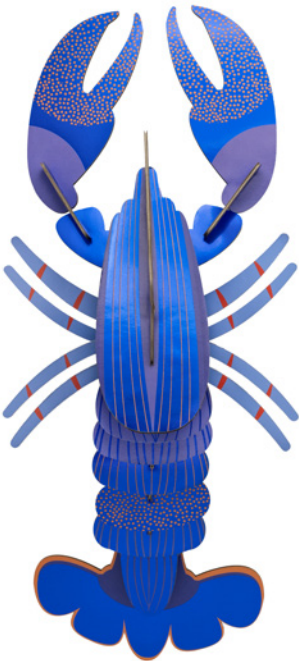
Lionfish
TTM157



Butterflyfish
TTM158



Parrotfish
TTM159



Lapis Blue Lobster
TTM239

new



Blue Ringlet Seahorse
TTM162



Mini Crab
TTM224



Mini Lobster
TTM225



Pink Seahorse
TTM226



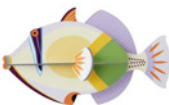
Clownfish
TTM230



Sea Turtle
TTM231



Angelfish
TTM232



Lagoon Triggerfish
TTM233

Designed to stand beautifully on its own,
or to be combined into a lasting bouquet.



Golden Poppy
FLOW43



Forget-me-not
FLOW44



Red Rose
FLOW38



Checkered Lily
FLOW41



Pink Coneflower
FLOW36



Orange Dahlia
FLOW42



Spring Bells
FLOW40



Blushing Tulip
FLOW45



Wild Pansy
FLOW35



Red Anemone
FLOW37



Sunset Tulip
FLOW39



Meadow Daisy
FLOW34



Daisy
FLOW29



Allium
FLOW28



Rose
FLOW30



Campanula
FLOW33



Yellow Tulip
FLOW31



Pink Tulip
FLOW32



Klimt's Garden
FLOW20



Van Gogh Sunflowers
FLOW21



William Morris Bouquet
FLOW22



Tree of Life by Ilya
CPS01



Van Gogh Almond Blossom
FLOW23



Matisse Paper Bloom
FLOW24



Dutch Masters Bouquet
FLOW25



Pink Pebble Vase
VAS04



Lilac Bloom Vase
VAS02



Red Bottle Vase
VAS03



Blue Loop Vase
VAS01



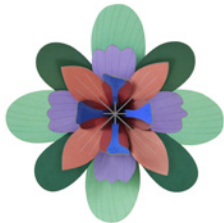
A ceramic vase with an original silhouette and a bold colour!
The vase has been designed to fit perfectly with our different sizes of
cardboard everlasting flowers.



Lavender Cocktail
FLOW12



Lime Cocktail
FLOW14



Pistache Sorbet
FLOW15



Hummingbird
TPO98



Dream Tree
TPO110



Apricot Sorbet
FLOW16



Dragonfruit Punch
FLOW17



Watermelon Punch
FLOW18



Matisse Paper Bloom
TPO116



William Morris Flowers
TPO105



Van Gogh Almond Blossom
TPO115



Van Gogh Flowers
TPO106



Klimt Flowers
TPO104



Dutch Masters Bouquet
TPO117



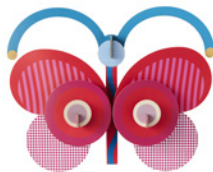
Dotted Lady
IMA115



Candy Bee
IMA119



Feathery Bird
IMA118



Stripy Butterfly
IMA117



Daisy Belle
IMA116



Crocodile
IMA92



Monkey
IMA106



Lion
IMA98



Koala
IMA93



Panda
IMA96



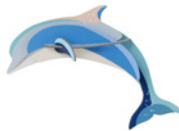
Zebra
IMA107



Kangaroo
IMA102



Elephant
IMA105



Dolphin
IMA109



Red Panda
IMA94



Panther
IMA104



Gecko
IMA101



Shark
IMA108



Giraffe
IMA95



Whale
IMA110



Dolphin Couple
IMA112



Tall Crocodile
IMA113



Panda Family
IMA114



Tall Giraffe
IMA111



a collaboration with
DONNA WILSON

∴ A creative collaboration
between two imaginative brands. ∽

Inspired by Donna Wilson's beloved knitted creatures,
this collection transforms six iconic characters into colourful
wall decorations crafted from recycled cardboard.

Bringing together Donna's storytelling spirit and Studio ROOF's
signature 3D design, each creature is made to spark curiosity,
joy and a little everyday magic.

Hi, I'm Richie.
Is it me you're looking for?
I like 80s aerobics
and dislike porridge.



Richie Lion
IMA134



Paddy Pigeon
IMA133



Otto Owl
IMA135



Greta Goose
IMA132



Cyril Squirrel Fox
IMA130



Casper Cat
IMA131

new



Folk Flowers
ORN50



Tea House Tales
ORN51



Nordic Birds
ORN54



The Firebird & Peacock
ORN55



The Winter Sisters
ORN52



The Little Horse & Deer
ORN53



The Story Tree
ORN56



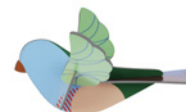
Folk Butterflies
ORN57



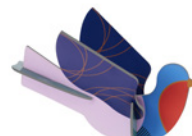
Lobster
ORN27



Fish
ORN28



Sparrow
ORN29



Dove
ORN30



Chicken
ORN48



Pig
ORN33



Fox
ORN34



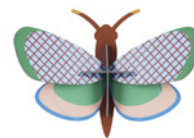
Rabbit
ORN35



Bumble Bee
ORN36



Honey Bee
ORN37



Grid Butterfly
ORN38



Dotted Butterfly
ORN39



Horse
ORN40



Pegasus
ORN41



T-rex
ORN42



Diplo
ORN43



Stego
ORN44



Poodle
ORN45



Dachshund
ORN46



Cat
ORN47



Christmas Crib
IMA25



Christmas Tree, peacock
IMA58



Christmas Tree, squirrel
IMA59



FELT WALL PANELS



FELT TABLE PANELS



Felt Wall Panel Cobalt Blue
DIS43



Felt Wall Panel Dusty Red
DIS45



Felt Wall Panel Pink
DIS44



Felt Table Display Cobalt Blue
DIS40



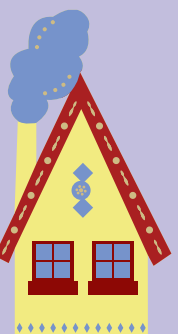
Felt Table Display Dusty Red
DIS42



Felt Table Display Pink
DIS41

the house of studio roof

See how Studio ROOF pieces become part
of everyday interiors around the world.



















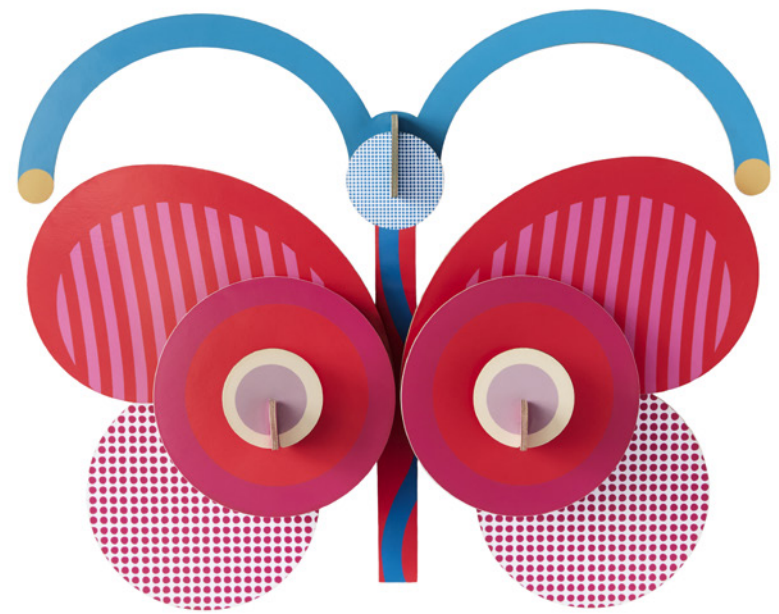














come say
hello !

**WHOLESALE INQUIRIES
& B2B PLATFORM**

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studio ROOF

The Poetry of Imagination