

D E S K A R C H I T E C T U R E



E l e v a t e F u n c t i o n t o F i n e A r t

ROGOV

ROGOV's 'Desk Architecture' Goes to the Movies



San Diego April 1, 2011 /PRNewswire/ -- ROGOV Design announced that "Desk Architecture," the exquisite collection of desk and personal space accessories from Vladymir Rogov, will be featured in Joel Schumacher's thriller "Trespass."

Desk Architecture is designed to elevate function to fine art with a complementary palette of modernism, art and design. Launched to coincide with the 2010 Palm Springs Modernism Week, the collection brings desk and personal space accessories to another level.

"The production company asked if we would consider loaning a complete silver collection of Desk Architecture for their use during production," states Vladymir Rogov. "They expressed how perfectly it would fit in the many scenes." Accompanying their request was a "one sheet," listing an A+ cast and production group, along with a gripping script.

Cast:

Nicole Kidman (Rabbit Hole / Moulin Rouge! / The Others / Eyes Wide Shut)

Nicolas Cage (Drive Angry / Adaptation / Lord of War / Leaving Las Vegas)

Director: Joel Schumacher (Twelve / Phantom of the Opera / Batman / A Time to Kill)

Screenplay: Karl Gajdusek and Eli Richbourg.

Producers: Irwin Winkler (Goodfellas / Rocky / The Net), Avi Lerner (The Expendables / Brooklyn's Finest), John Thompson (Rambo / The Bad Lieutenant), Rene Besson (Imaginary Heroes / Boxes / The Bad Lieutenant)

The cache of Academy Award-winning talent was matched by the suspense and action in the script. One of the most striking elements in the script was the big modern house of glass, stone and steel - simple and elegant, award-winning. The modern, sleek house was a good setting to show "Desk Architecture," particularly in the desk scenes in the office of Nicolas Cage.

Industrial Designer Vladymir Rogov is a master at taking ordinary objects beyond the functional. "I'm pleased the production groups were looking for something beyond the standard, off-the-shelf items and towards products that enhance and invigorate the sets for actors to work their magic. We were also delighted to work with such an exceptional team." Productions Branded represented "Trespass" from Nu Image/Millennium Films for placement and integration. And, The Ross Group represented ROGOV "Desk Architecture" during the production.

An exclusive eight-piece silver collection was shipped to Shreveport, La. in specially designed shock-insulated crates, including silver polish and accessories for production "touch-ups," along with simple instructions to minimize "unpacking/re-packing" time and labor on the "Trespass" set.

1 Letter Tray, 1 Letter Holder & 1 Opener, 2 Ashtrays, 2 Clocks, 1 Picture Frame

Desk Architecture is manufactured in limited editions, exclusively in southern California. Available in polished black nickel, silver or 24-karat gold clad, each piece ships in a white-lacquered gift-box, along with a signed and numbered certificate of authenticity.

"We also expedited the design and production of the picture frame — special for co-star Nicole Kidman. She always comes across as a lady with class and style. Following a month of intensive work, the day after we shipped the collection, news surfaced that Nicolas Cage had quit the set. We laughed and figured that it all just added to the thrill of the thriller," Rogov recalls with a smile.

About ROGOV Design

ROGOV Design Studio is focused on human-centered innovation dedicated to advancing people's lives. Rogov's award-winning designs have been applied across mega-brands such as Aston Martin, Casio, HP, Samsung, Yamaha and many more. His designs are also embraced by the military market, serving Department of Defense programs such as Cobra Ball, Rivet Joint, and SPAWAR.

Desk Architecture Link: <http://www.deskarchitecture.com>

Rogov Design Link: http://www.rogov.com/desk_architecture.html

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Location Still Courtesy of: Trespass, Nu Image Inc./Millennium Films production.