



Northern

Buddy

Press release — Autumn 2019

Our trio of Buddy lights are the best of friends. The group was formed by the table lamp and the wall light, who just got acquainted with a new floor lamp. The floor lamp is designed with the same contemporary shapes and sleek proportions as the other two. A freestanding design, the Buddy floor lamp is easy to move when the furniture is rearranged. Yet, the floor lamp is just as happy to remain in place and allow its multi-directional shade to channel light where it's needed. Together, the three lights bring everyday elegance to their surroundings, while creating a series of lights that coordinate in colour and style.

All three versions are available in dark green, warm beige, dark grey and white. Together, they create a palette that complements the interior with neutral tones or contrasts with other colours. The wall light and the floor lamp are designed with dimmer switches, making it easy to create a subdued ambience when darkness falls. At any time of day, the three lights radiate cool, casual style and introduce elements of laid-back luxury that make the surroundings more upbeat. These three lights are loaded with charisma, able to add personality and fun wherever they hang out.

‘A new Buddy floor lamp is launched, giving the series three designs and four colours to choose from.’

Design by Mads Sætter-Lassen

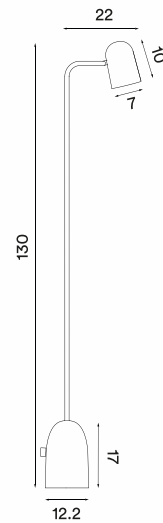


Models and prices



Buddy floor
white / warm beige /
dark green / dark grey

EURO 329,- / SEK 3.190,-
DKK 2.290,- / NOK 2.990,-
GBP 289,-



Available:
August 2019

Retailers and distribution:
See details at northern.no

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Photo by Chris Tonnesen
Styling by Per Olav Sølvberg



Mads Sætter-Lassen belongs to a new generation of Danish designers. A graduate of the prestigious School of Design at the Royal Danish Academy of Fine Arts in Copenhagen, Sætter-Lassen also studied at Rhode Island School of Design and the Pratt Institute in New York. Having completed a range of studies within different fields of design, Sætter-Lassen has a uniquely cross-disciplinary approach that fuses elements of interior design with principles of cabinet-making, metalware and ergonomics.

An advocate of democratic design, Sætter-Lassen focuses on simplicity and functionality, preferring to showcase the beauty and integrity of materials rather than embellish products unnecessarily. Buddy is a striking reflection of Sætter-Lassen's approach.

Mads Sætter-Lassen



About

Picture the North. Rugged landscapes and clear blue waters, dramatic horizons reflected in breath-taking fjords. A place filled with talent and imagination, always ready to inspire new ideas in design. It's where creative expression meets traditional craft, and where pale beauty is coupled with rough-cut contrasts. Inspirations such as these are sparking new directions for design. This is what Northern was established to pioneer.

The Northern brand was born in the studios of Northern Lighting, where a team of creatives has been illuminating lives for the past twelve years. We combine beauty with functionality, and prefer natural materials and genuine craftsmanship. Furniture and interior accessories are a natural fit for what we do, enabling us to express our characteristic style in a whole new scale.

Northern's debut collection is simplicity at its best, spelled out in streamlined designs that are fun to combine and easy to clash and contrast. Smoked wood, twilight colours and strong silhouettes create subdued moods, while subtle geometries and classic sensibilities add an elegant touch. We see the interior as a flexible, creative space, and make multifunctional products that are unified in style, as well as in spirit.

Our creative reach goes beyond our Norwegian heritage to meet the modern need for laid-back luxury and cutting-edge cool. Northern's designs can energise and inspire, create a relaxing mood, or set the scene for a soothing backdrop. Designed with the potential to make any setting unique, Northern's products add atmosphere as they reveal a new vision for Nordic style.

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