



Northern

# Blush

Press release — Spring 2018

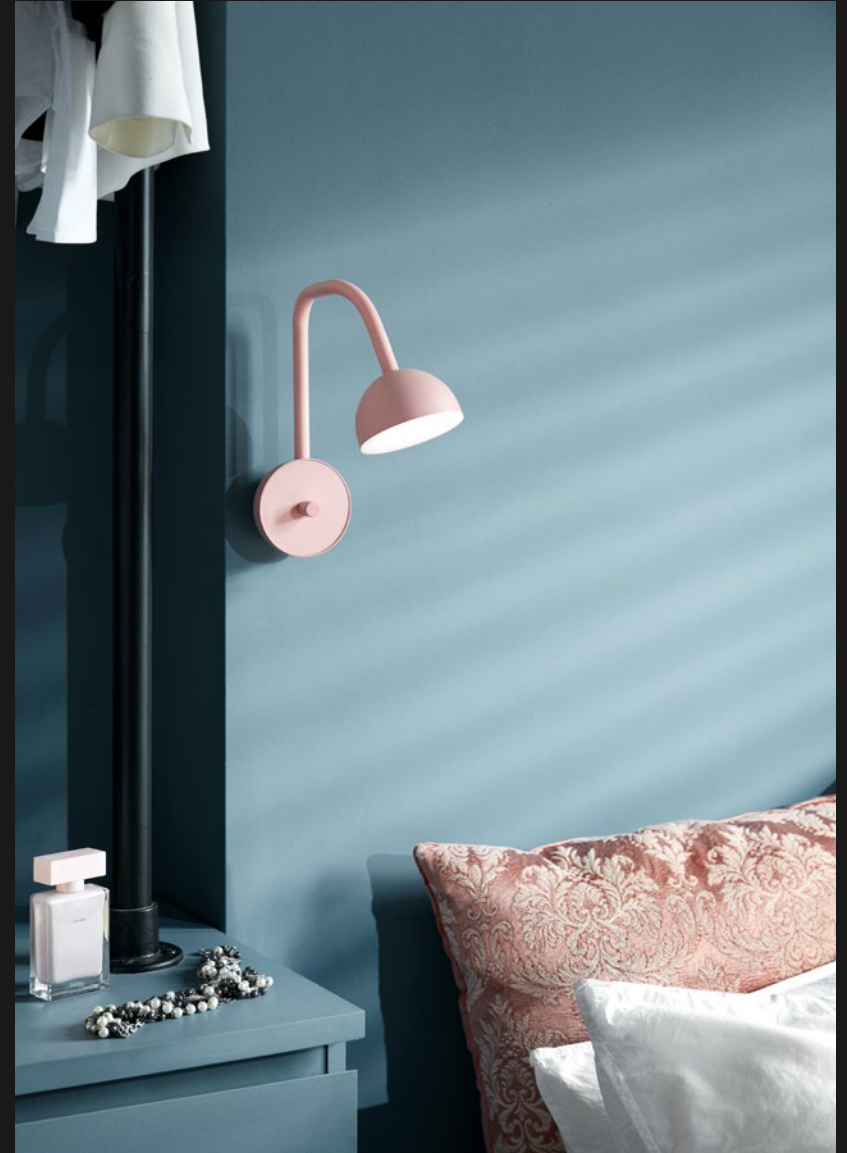
Inspired by human characteristics, the designers gave this lamp a personality of its own. Big personalities are said to light up a room, while timid individuals typically shy away from the spotlight. This attractive, but unassuming, wall lamp has both of those characteristics, and many others too. Just lower the shade and watch the wall light assume a different posture, almost as if blushing in the face of attention.

Blush is shaped by subtle contours and designed with discreet details. The black version blends seamlessly into the background, while the pink version creates an eye-catching feature. The soft, flexible arm moves effortlessly, making it easy to angle the shade and brighten a particular area. Alternatively, the shade can be lowered and light levels toned down to soften the mood. Whether chosen for its understated details or statement-making potential, Blush can change moods with the flip of a switch.

‘A lamp that doesn’t  
shy away from  
the spotlight.’

Design by Morten & Jonas

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## Models and prices



Blush  
black / pink

EURO 260,- / SEK 2.390,-  
DKK 1.990,- / NOK 2.290,-  
GBP 220,-

Available:  
Now

Retailers and distribution:  
See details at [northern.no](http://northern.no)

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Photo by Chris Tonnesen  
Styling by Per Olav Sølberg



Norwegian designers Morten Skjærpe Knarrum and Jonas Norheim are known eponymously as Morten & Jonas. They established their studio in Bergen, Norway after receiving their master's degrees from the Bergen Academy of Art and Design. The designers' cutting-edge furniture and lighting designs are sparked by curiosity and imagination, but characterised by irreverence and wit. Morten & Jonas' point of departure was their ability to bring social agendas into design, even enlisting the help of incarcerated men and women to manufacture their Bake Me a Cake table lamp. Since then, Morten & Jonas have produced a range of celebrated designs, won several awards and had their work exhibited internationally. In Northern's debut collection, they give full expression to their combined talents, designing multi-functional furniture, modular shelving and discreet lighting.

# Morten & Jonas

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# 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.

# Contact

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