

Northern

Daybe

Press release — Spring 2018



Characterised by clean lines, balanced proportions, tailored details and a building-block construction, this stunning sofa provides the cornerstone every interior needs. Although the sofa appears to form a fixed shape, the backrest detaches and slides onto the floor to create a comfortable bed. Unlike conventional sofa-beds constructed from coils, levers and springs, Daybe transforms from a sofa into a bed and back again in one smooth motion.

Daybe belongs to a new generation of sofas designed to balance function and practicality with comfort and style. The sofa is made with layers of cushioning materials that maximise comfort, combined with generous proportions that provide plenty of room for relaxing. Available in a variety of fabrics, the sofa will provide relaxation during daytime, and encourage deep sleep and sweet dreams at night.

‘Sit back and relax all day, then snooze in comfort at night.’

Design by Morten & Jonas

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Models and prices



Daybe

Prices from:

EURO 2.970,- / SEK 27.400,-
DKK 19.990,- / NOK 26.900,-
GBP 2.570,-

Available in a variety of
fabrics and colours from Kvadrat.

Available:
Now

Retailers and distribution:
See details at 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 manufacturer 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



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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