



Northern

Fold

Press release — Spring 2018

The Fold pendant light debuts this season following several years of research and experimentation at the Foldability studio in London. The designer developed a shade structured by repeating folds that brings Japanese origami to mind, making it a unique hybrid of hand-craftsmanship and fibre innovation. Easy on the eye and soft to the touch, Fold brings the elegance of the Far East to interiors around the world.

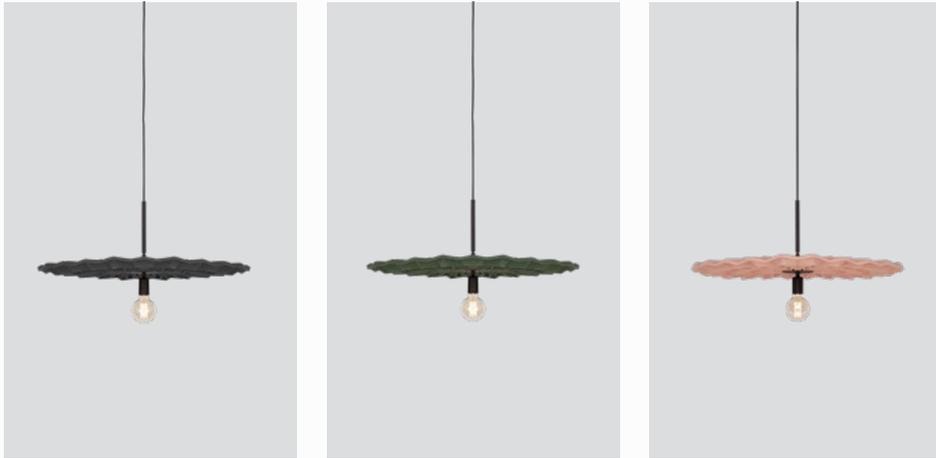
The shade is made from wool treated with a lamination process and supported by an inner structure that holds its shape. The shade has been designed with acoustic properties that dampen ambient sound and absorb noise, making it an excellent choice for busy environments. The bulb is positioned below the shade to illuminate the folded patterns as it casts light evenly over the space below. The shade can be tilted to one side to deflect light in the opposite direction, creating a simple way to direct light or darken part of the room.

‘Into the fold: traditional origami inspires new lighting style.’

Design by Kyla McCallum



Models and prices



Fold
dark grey / green / pink

EURO 1.440,- / SEK 13.290,-
DKK 10.900,- / NOK 12.900,-
GBP 1.240,-

Available:
Now

Retailers and distribution:
See details at northern.no

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Photo by Chris Tonnesen
Styling by Per Olav Sølberg



Kyla is a multi-disciplinary designer and founder of the Foldability design studio in London. Scottish by origin, Kyla studied at the prestigious Glasgow School of Art with terms abroad in Milan and Cologne. Kyla's projects include interior design, set design and large-scale retail window displays. In recent years, Kyla has developed a variety of techniques for folding labile materials such as paper and fabric, as well as rigid substrates such as metal and laminate. Most of Kyla's designs have the appearance of a one-off, but her precision-formed products, such as the spectacular Fold pendant lamp and the Case cushion series she designed for Northern, can be made in multiples. Elegant, playful and spontaneous in equal measures, Kyla's designs always surprise and delight.

Kyla McCallum



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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