

Northern

Liquid

Press release — Spring 2018

With a name like Loud, you'd expect this lovely cabinet to scream for attention, but it barely even whispers. Loud is an elegant bystander waiting to be noticed. Although stylish and suave, Loud is an expression of simplicity that takes minimalism to a higher level. The cabinet is designed to be a compact bar, but speaks to the need for attractive, multipurpose units that blend into a wide range of interiors.

Loud is designed without embellishments and crafted with smooth contours. The doors and side surfaces are enhanced by a seamless layer of polished laminate that creates a dazzling mirror effect. The gleaming body is complemented by a tabletop crafted in smoked oak, with oak legs that rest on metal castors capping each foot. Loud adds a sense of understated luxury, but the overall effect is one of contemporary cool. Loud is ready to stand in the sidelines, or step into the spotlight and show off its sophisticated character.

‘Make a strong
statement without
saying a single word.’

Design by Färg & Blanche

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Models and prices



Loud

EURO 1.890,- / SEK 17.300,-
DKK 13.000,- / NOK 16.900,-
GBP 1.610,-

Available:
Now

Retailers and distribution:
See details at northern.no

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Photo by Chris Tonnesen
Styling by Per Olav Sølberg



Färg & Blanche was founded by Swedish designer Fredrik Färg and designer Emma Marga Blanche, who was born in France. They established their studio in Stockholm in 2010, where the designers work across a range of disciplines. Färg & Blanche launch their own design collections, produce limited art editions and collaborate with established furniture brands. Known for works that straddle the divide between understated luxury, traditional craft and contemporary Nordic chic, Färg & Blanche are a natural fit for Northern. Their gleaming metal cabinet, Loud, is designed without embellishments and crafted with smooth contours. Loud speaks in a soft voice, yet clearly articulates cutting-edge style.

Färg & Blanche

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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.

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