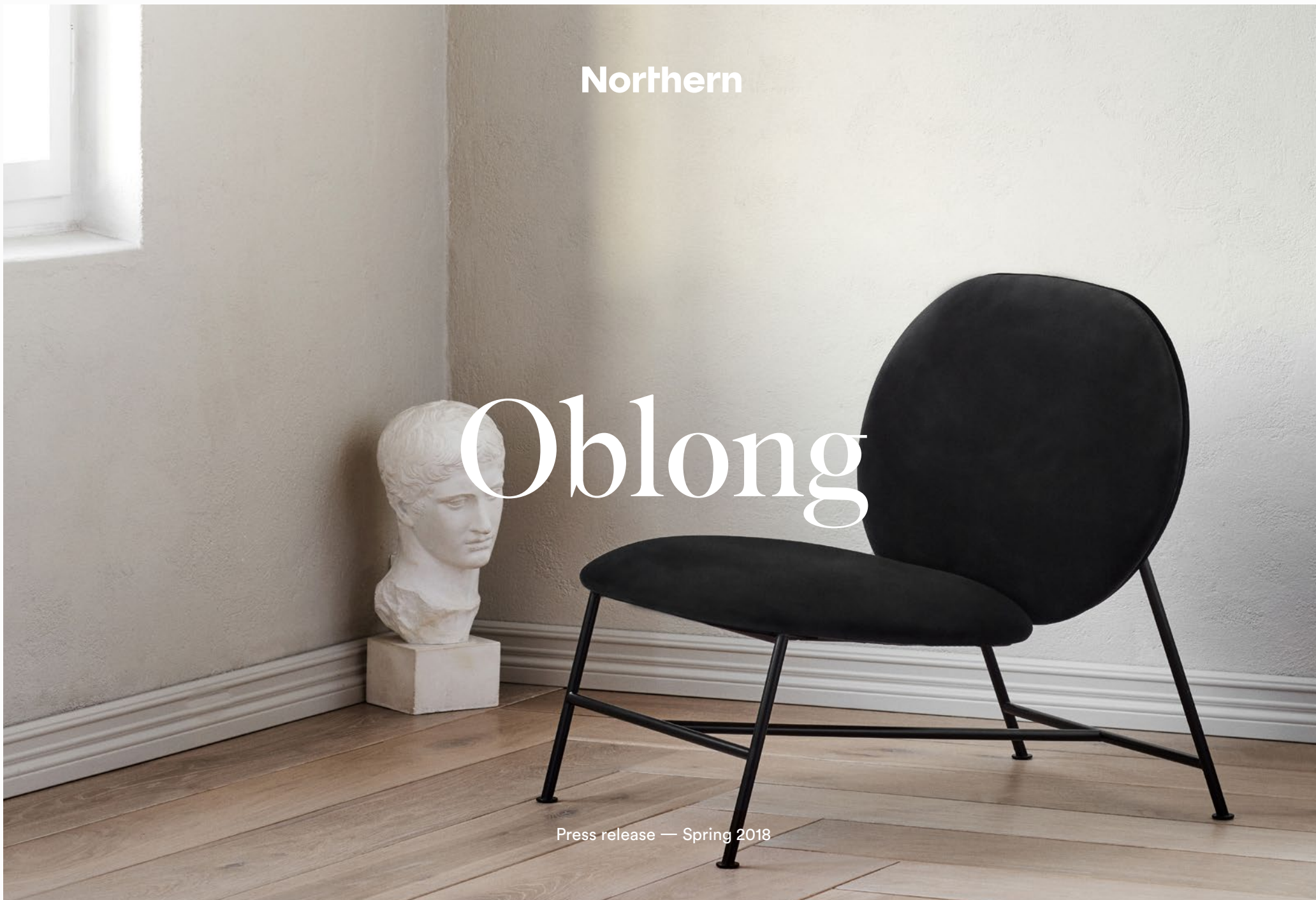


Northern

Oblong

Press release — Spring 2018



The relaxing contours of the Oblong lounge chair provide the supersize comfort of a recliner while being lighter and more comfortable than an overstuffed seat. Both the seat and backrest slope gently backwards, making Oblong relaxing to recline in.

Crafted from two padded discs attached to a minimalistic frame, the chair's fluid form and geometric profile recall shapes more typical of contemporary art than furniture design. Oblong was designed with an open base that allows light to pass through, enabling the lounge chair to fill a small space without appearing to crowd it. Although lightweight and comfortable, the chair's frame forms a stable base that keeps the feet firmly in place.

‘A streamlined style
made with supersize
comfort.’

Design by Mario Tsai

Press release — Spring 2018



Models and prices



Oblong

Prices from:

EURO 1.100,- / SEK 9.990,-

DKK 7.690,- / NOK 9.990,-

GBP 960,-

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



Mario is based in Hangzhou, China, but his work is global in appeal. Mario has collaborated with local manufacturers in China, Italy and Denmark, and now joins forces with Northern to engage a wider international market. Mario is pioneering a new approach to interior design that he describes as 'soft minimalism'. By that, Mario means that furniture can be streamlined and understated, while also soft to the touch and tactile in appearance. The stunning lounge chair he designed for Northern is all of those things, and more. Mario is currently exploring ways to make design more inclusive, and finding new applications for materials that respect the environment and appeal to society as a whole.

Mario Tsai

Press release — Spring 2018



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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