



Northern

# Pilk

Press release — Spring 2018

When winter ice forms on Norwegian lakes, fishermen drill round holes in the surface and drop their fishing lines through. They clip a 'pilk' onto the fishing line, a lure designed especially for ice fishing. Pilk ice cubes are created in the same spirit, complete with perfect round holes for dropping straws through.

When plunged into a cold drink, the ice cubes float horizontally on the surface, holding the straw upright in the glass. Like the rest of the designs in Northern's accessories range, Pilk adds a striking detail that makes the mood a little more upbeat. Pilk decorates a drink without needing any embellishments, and cools liquids for longer than small ice cubes. Pilk adds good design to every drink – plus, it provides the perfect icebreaker for every party.

'Chill drinks  
with designs that  
break the ice.'

Design by Rudi Wulff



## Models and prices



Pilk

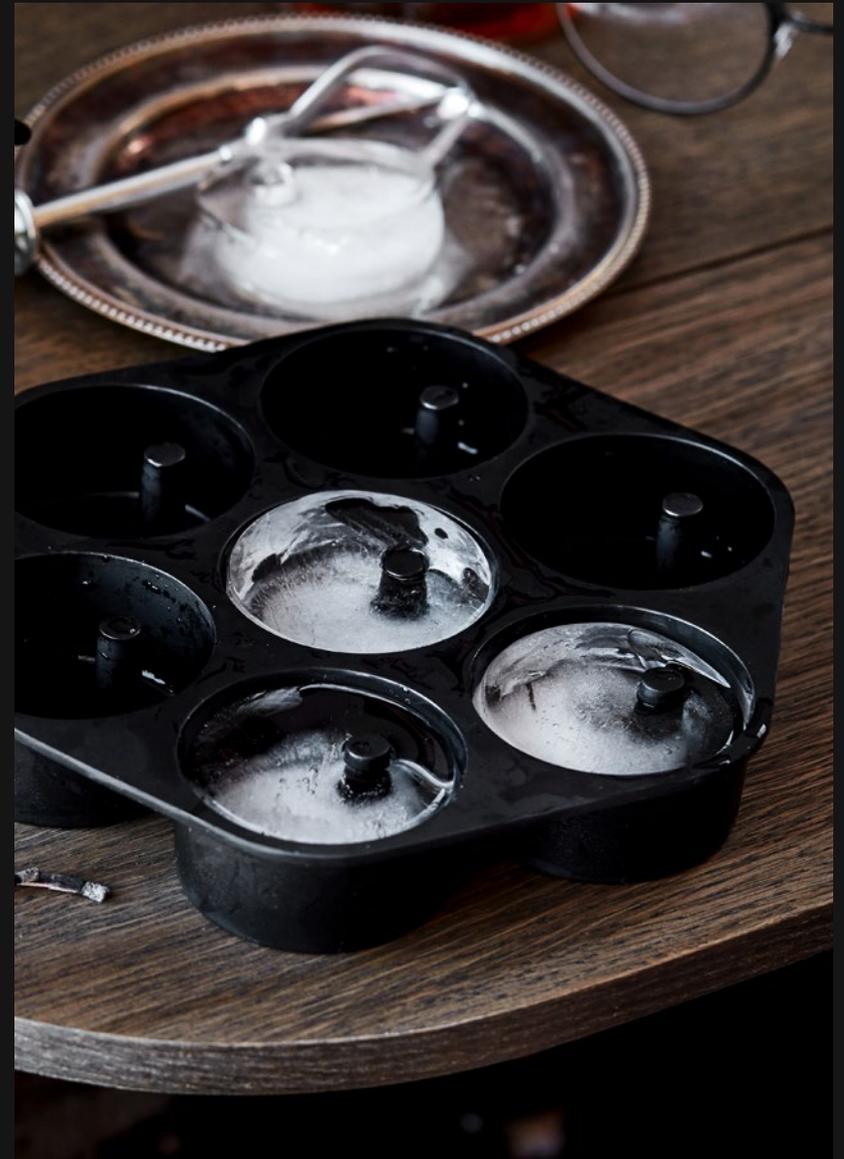
EURO 15,- / SEK 149,-  
DKK 115,- / NOK 149,-  
GBP 15,-

Available:  
Now

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

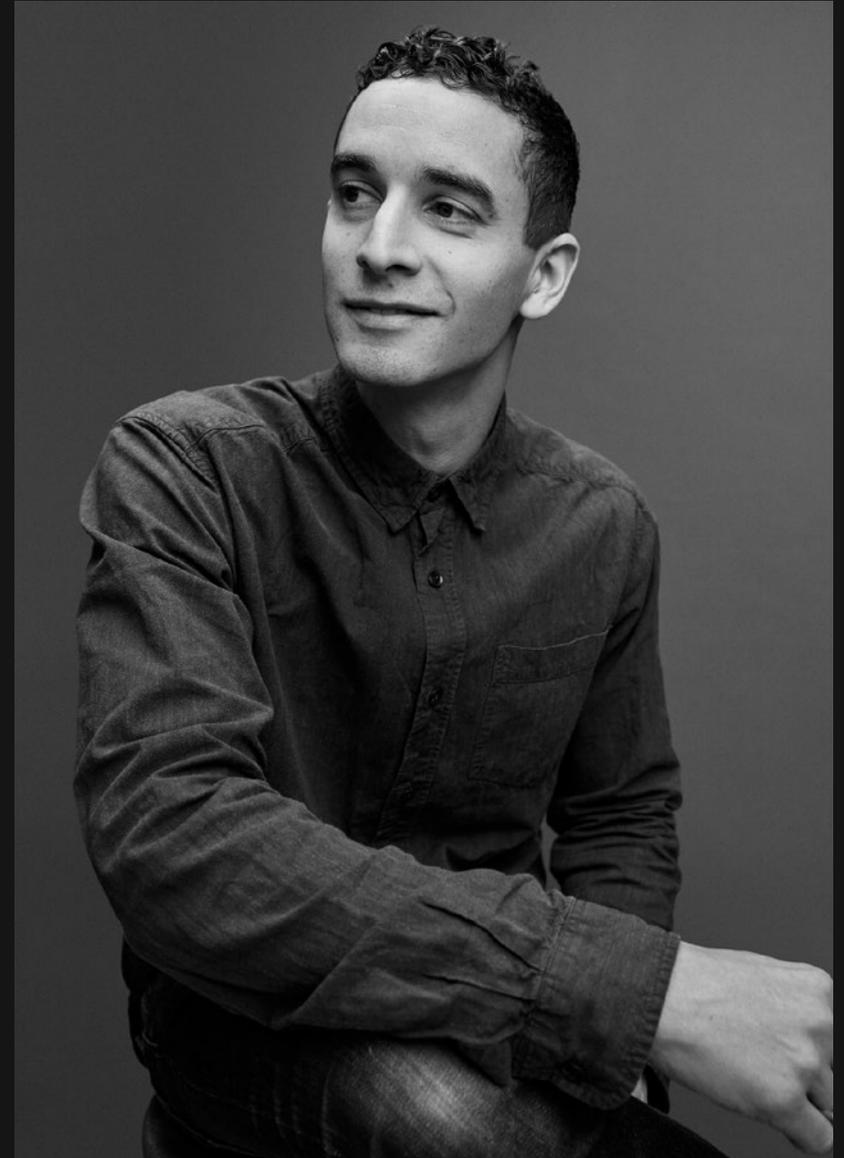
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Photo by Chris Tonnesen  
Styling by Per Olav Sølberg



Rudi Wulff is based in Oslo, where he received a master's degree from the Oslo School of Architecture and Design. After establishing his own studio, Rudi pioneered solutions for modern urban issues, designing new concepts for two-wheeled transportation and launching a new vision for traversing the city. In the past, Rudi has designed lighting, flexible electronics and static display systems, and today his repertoire includes furniture and household accessories. All of Rudi's designs are underpinned by principles of Scandinavian efficiency, and his products are often characterised by functionality, clean lines and sleek surfaces. Rudi's initial designs for Northern include a modular multi-media system, a classic café table, candleholders and a playful icebreaker that adds upbeat style to any cocktail.

# Rudi Wulff



# 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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