

Northern

Wired

Press release — Spring 2018



This spectacular shelving system adds flexibility to the interior. The shelves decorate the walls with bold outlines, crisp contours and repeating shapes that trigger associations with contemporary art more than with interior design. Like an expression of minimalist sculpture, Wired blurs the boundaries between art and design.

The system is comprised of single units that align vertically to form open shelving for storage or display. The supporting brackets are crafted from steel and integrated discreetly into each shelf. Shelves can stack on top of each other to create a vertical shelving system. An individual shelf can be used on its own, while several shelves can be staggered along a wall to create a flexible display system. As Wired's versatility provides a range of functions, its ability to change in scale enables the system to cover walls of all sizes.

‘Designs that will
appeal long beyond
their shelf life.’

Design by Morten & Jonas



Models and prices



Wired

EURO 190,- / SEK 1.950,-
DKK 1.490,- / NOK 1.890,-
GBP 180,-

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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