

Northern

Brighten the mood

Press release — Autumn 2018



A favourite choice for contemporary spaces, Say My Name is as practical as it is beautiful. Few lamps have been able to blur the boundaries between art and design so perfectly, and inspire designers and glass artists to combine their skills. Morten & Jonas created the design in Norway, then entrusted the manufacturing to master glassblowers in Venice. The glassblowers use time-honoured art techniques to craft each lamp individually. As a result, each lamp is unique, but the colour, proportions and shape are standard for each and every lamp they create.

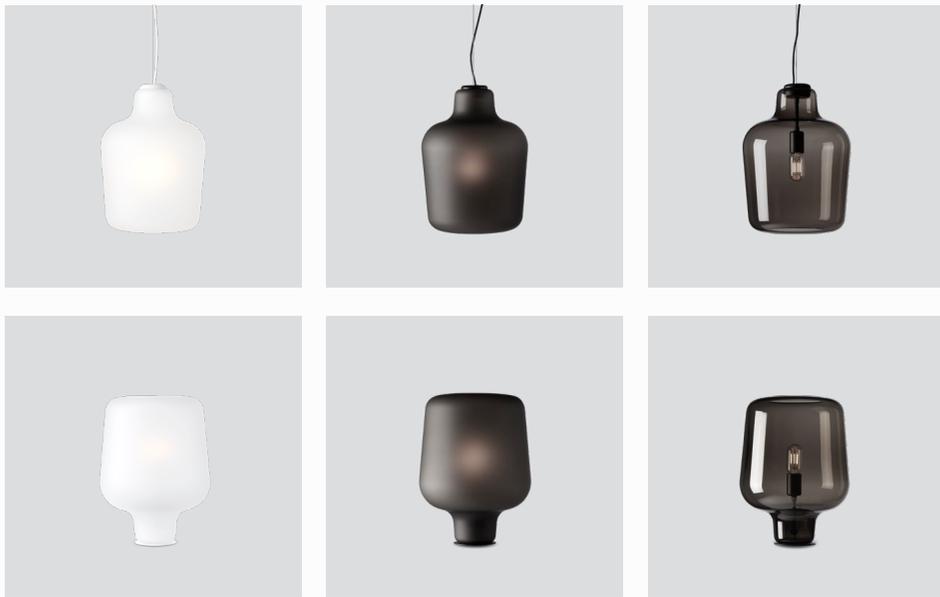
This season, a new version of Say My Name in matt white will complement the smoked grey colour introduced last year. The white version is designed to emanate brighter light, providing a stronger light source when more illumination is needed. The matt surface diffuses and softens the light while concealing the bulb from view. Low-voltage light bulbs can be used to create a softer glow, generate a subdued atmosphere or soften the mood. A subtle design with a strong presence, Say My Name's new version in white speaks to the surroundings without shouting out loud.

‘A new matt white
version that speaks
volumes about style.’

Design by Morten & Jonas



Models and prices



Say My Name pendant / table

EURO 890,- / SEK 8.490,-
DKK 6.490,- / NOK 7.990,-
GBP 769,-

Available:
Now

Colours:
white / smoked grey matt /
smoked grey glossy

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 manufacture 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 multifunctional 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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