

Northern

Blush

Press release — Spring 2019



Following its launch last year, the Blush wall lamp became an overnight success. This season, a new pendant lamp version is being introduced. The new product complements the wall lamp with a design that reflects its understated style and colourful character. Together, the two lights form a series that can coordinate with each other to create a single lighting scheme. Available in matt black, white or rust-red, the pendant lamp complements the wall lamps' colour range, or creates a contrasting tone that sets it apart.

It's Blush's low-key character that inspired its name, recalling how shy individuals may flush with colour when they receive attention from others. Blush's understated details form its 'shy' side, which is what gives it the potential to be integrated into such a wide range of settings. Yet, Blush is also bold enough to take centre stage, lighting up the room with its colourful character. Whether regarded to be a shy bystander or an eye-catching extrovert, Blush is ready to reveal its personality at the flip of a switch.

‘No longer a shy
bystander, Blush is now
joined by a colourful
pendant version that
steps into the spotlight.’

Design by Morten & Jonas

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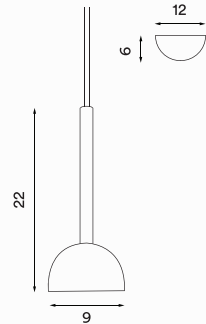


Models and prices



Blush pendant
black / rust / white

EURO 199,- / SEK 1.990,-
DKK 1.490,- / NOK 1.890,-
GBP 189,-



Available:
April 2019

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 one of their early designs for Northern. 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 and discreet lighting while fulfilling their role as Creative Directors for the brand.

Morten & Jonas

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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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