

Northern

Hifive

Press release — Spring 2019

The Hifive modular system is comprised of streamlined components: an open display, a cabinet unit with a scrolling door, an optional metal base and a variety of wooden tops that create a single surface across multiple units. All units are designed with versatility in mind, enabling the end-user to choose how they should be configured and combined. Hifive is available in three finishes: light-coloured oiled oak veneer, smoked oak veneer and a new dark black paint finish with a soft sheen.

This season, the existing system has been updated with longer versions and complemented by the addition of a new slim wall cabinet. Two new wooden tops made in lengths of 150 cm and two metres make it possible to combine even more units. A set of longer legs is available, elevating the units to table height. The new slim wall cabinet is available in two sizes. The 75 cm version consists of one unit with a scrolling wooden door that combines with one single display unit. The 100 cm version includes one scrolling door cabinet and two display units, hence its longer length. Designed with versatility in mind, the units can be configured and combined to suit any space.

‘Hifive’s swanky new units are longer and slimmer, easier to combine, and practical for everyday use.’

Design by Rudi Wulff

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Models and prices



Hifive floor 150cm / 200cm

Prices from:
EURO 1.770,- / SEK 16.900,-
DKK 12.750,- / NOK 16.100,-
GBP 1550,-

Colours:
Light oiled oak / smoked oak /
black painted oak

Available:
April 2019

Retailers and distribution:
See details at northern.no



Hifive slim wall 75cm / 100cm

Prices from:
EURO 630,- / SEK 6.190,-
DKK 4.390,- / NOK 5.690,-
GBP 550,-

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Photo by Chris Tonnesen
Styling by Per Olav Sølvberg



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 candleholder and a playful icebreaker that adds upbeat style to any cocktail.

Rudi Wulff

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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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