

Northern

Trace

Press release — Spring 2019



A flashlight can be a lifesaver when darkness falls, or when a power failure cuts out the lights. Sometimes a flashlight is needed for probing dark corners, shining a bright beam into places that never see the light of day. Trace is essential for those who have a sense of adventure, ready to scout out dark spaces on their own, or take a midnight stroll to discover what the night will bring. Wherever you go, Trace is ready to follow.

The light unit is positioned vertically on the handle, making it easy to direct the beam. Designed with three different light intensities, the brightness of the LED beam can be adjusted at the click of a button. The rechargeable battery connects to a power source via a USB cable, providing a long-lasting charge. Lightweight, rechargeable and robust, Trace is more than just a flash in the dark.

‘Trace stands ready
to explore the dark,
or just shed light
on the surroundings.’

Design by Gridy

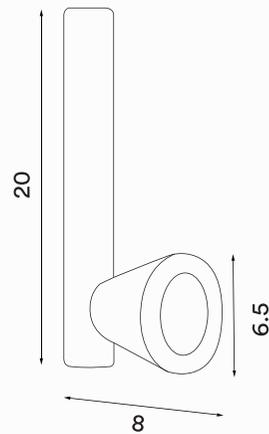


Models and prices



Trace

EURO 129,- / SEK 1.249,-
DKK 929,- / NOK 1.190,-
GBP 119,-

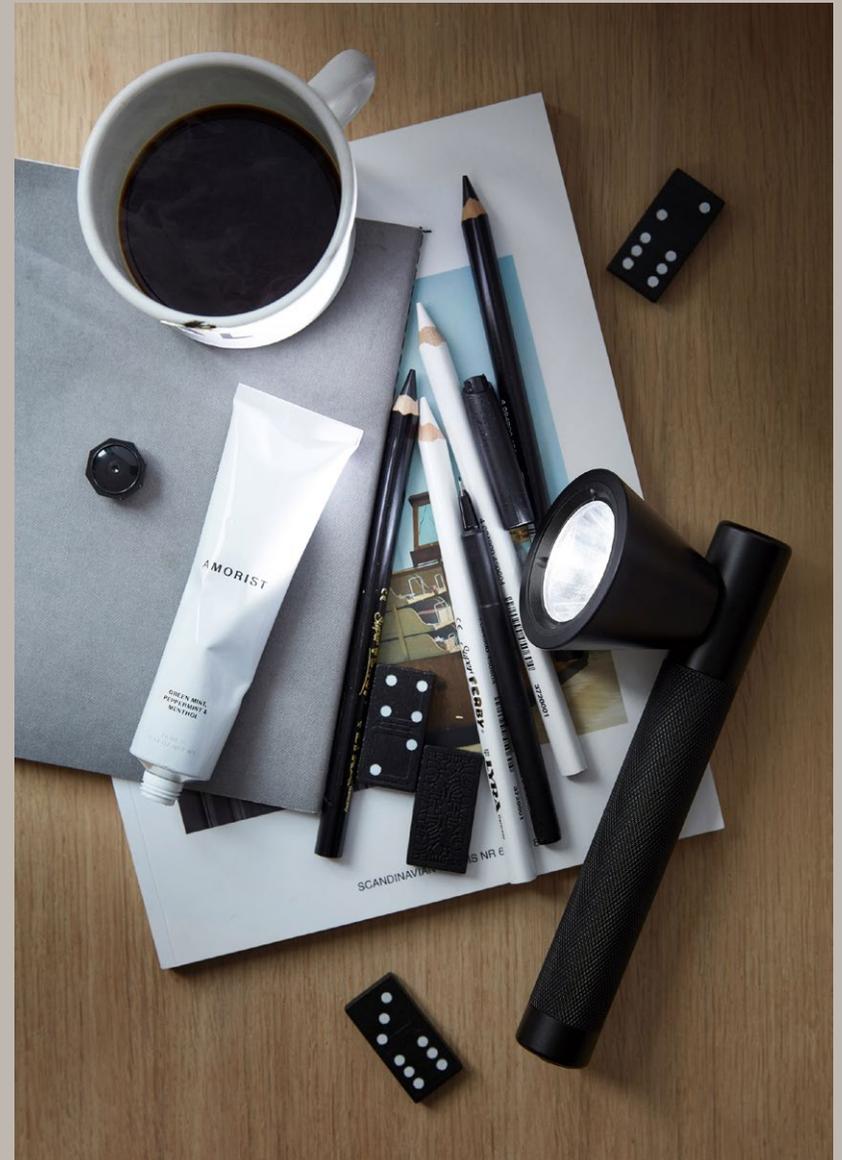


Available:
April 2019

Retailers and distribution:
See details at northern.no

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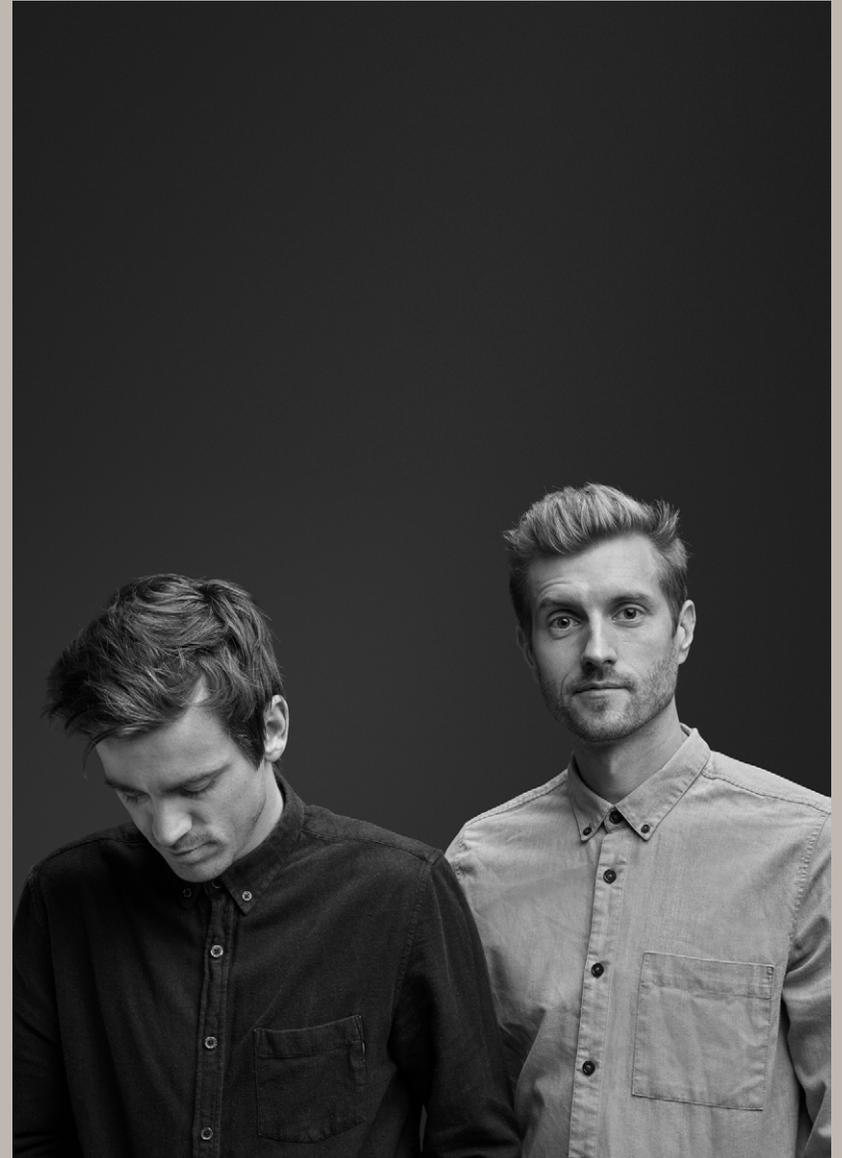
Photo by Chris Tonnesen
Styling by Per Olav Sølberg



Design studio Gridy goes by only one name, but the studio was established by two designers. Wilhelm Grieg Teisner and Lars Olav Dybdal combined their surnames – Grieg and Dybdal – to form the word Gridy. Both designers studied at the Bergen Academy of Art & Design before moving to Oslo, where they joined forces to create functional designs characterised by personality and a sense of humour. Gridy brought their characteristic ingenuity to Northern with the Dais stepladder, an efficient design that doubles as a two-tier side table. Their latest product for Northern is the Trace flashlight, a rechargeable light source designed with three different light intensities. Although Gridy specialise in simple, functional designs, all of their products are loaded with quirkiness, character and individual style.

Gridy

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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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