



Northern

Cane

Press release — Winter 2019

‘Get ready to be swept away by this stylish broom set.’

With its eye-catching shape and elegant profile, Cane hardly resembles a functional household object. The design consists of a powder-coated steel dustpan and brush crafted with sturdy bristles. The handles of both parts rise to waist-height, providing an ergonomic feature that makes them easier to work with. Magnets hidden inside the top of each handle bring both parts together to create Cane’s characteristic curvaceous silhouette.

Design by Gridy

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Models and prices



Cane

warm beige / rust / black

Euro 169,- / SEK 1.690,-

DKK 1.290,- / NOK 1.590,-

GBP 150,-

Available:

October 2019

Retailers and distribution:

See details at northern.no

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Photo by Chris Tonnesen

Styling by Per Olav Sølvberg



Design studio Gridy goes by a single 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 and Design before moving to Oslo, where they became known for creating 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. Although Gridy specialise in simple, functional designs, all of their products are loaded with quirkiness, character and individual style.

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Gridy



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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