



Northern

Mim

Press release — Winter 2019

‘Brooms are coming out of the closet, making a beautiful addition to the décor.’

As urban dwellers look for simpler lifestyles, the humble broom is being rediscovered as an essential household tool. That’s why we’ve redesigned this classic object in a contemporary style, giving it a fresh update for modern interiors. The designers replaced rustic, handcrafted features with sleek geometric parts and sturdy bristles coloured in yellow or black. A nylon cord in the top of the shaft loops over the round aluminium peg provided with each product. As Mim adds a little everyday magic to outdoor spaces, the dirt just disappears.

Design by Vera & Kyte



Models and prices



Cane
yellow / black

EURO 139,- / SEK 1.390,-
DKK 990,- / NOK 1.290,-
GBP 119,-

Available:
October 2019

Retailers and distribution:
See details at northern.no

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Photo by Chris Tonnesen
Styling by Per Olav Sølberg



One of Western Norway's most compelling design studios, Vera & Kyte are based in Bergen, where they set their sights on the international design scene. The studio was established by Vera Kleppe and Åshild Kyte shortly after they graduated from the University of Bergen. Together, the two designers have forged a uniquely interdisciplinary approach. Both designers consciously challenge the boundaries between furniture, graphics, interior accessories and spatial design to forge new connections between them. The designers revisited the historic Triadic Ballet to find inspiration for a series of spinning figurines. As a result, they brought the swirling movements of the Avant-garde dance movement to Northern's collection of interior accessories. The figurines are emblematic of Vera & Kyte's approach. They combine art with design, and add vibrant colours to graphic outlines.

Vera & Kyte



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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