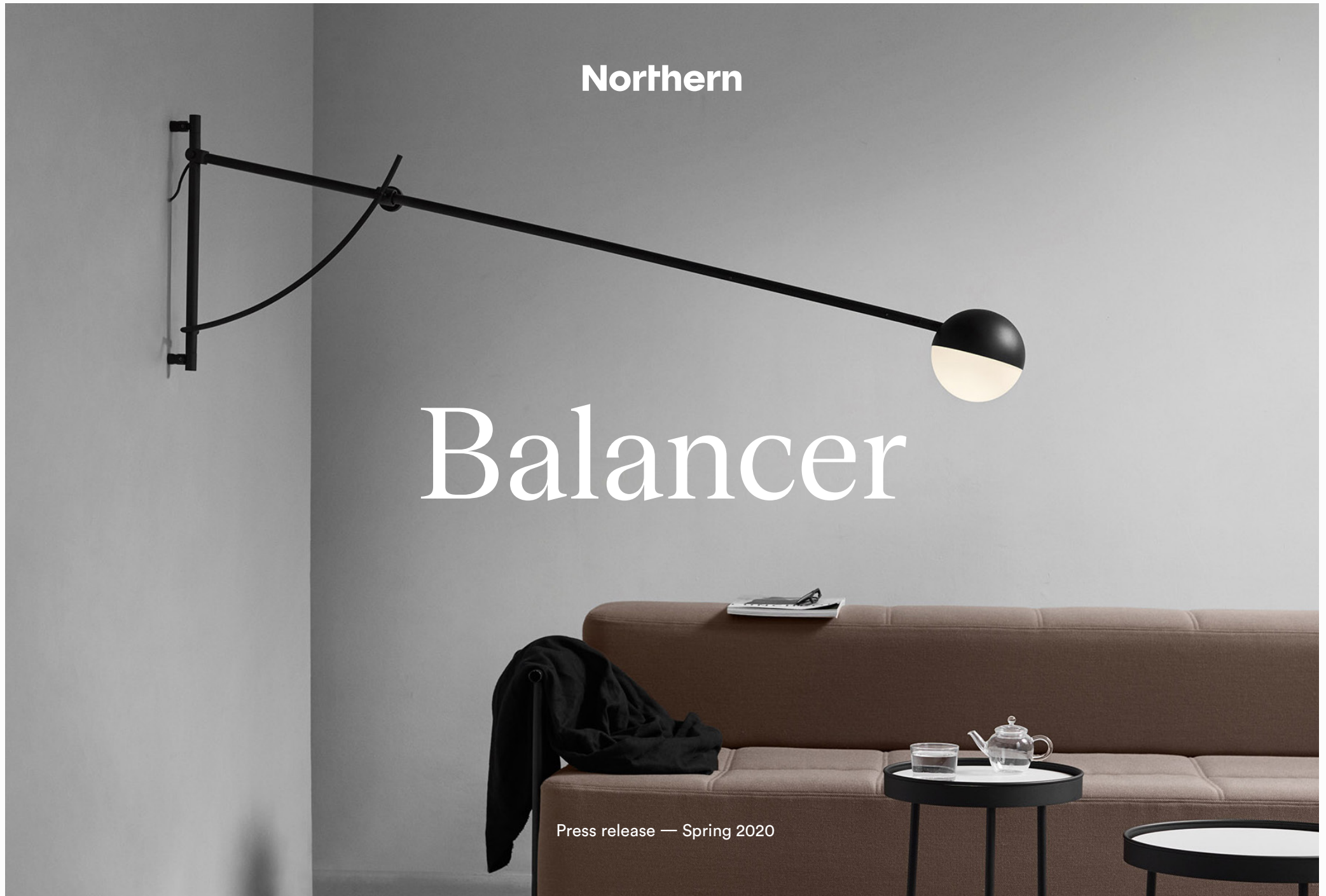


Northern

# Balancer

Press release — Spring 2020



The Balancer floor lamp revealed its potential for a new version, inspiring the designers to create a new wall light. Noted for its clean architectural lines and classic geometrical shapes, Balancer's adjustable design makes it uniquely interactive. The new version lifts the moveable arm out of the base and anchors it firmly to the wall, resulting in a versatile wall light that arcs in several directions to cast light where needed.

The new version is designed with a black, powder-coated steel arm that supports an adjustable glass shade, providing a compelling combination of flexibility and style. The arm is constructed from three interlocking components, offering three different lengths to choose from. Once mounted on the wall, the arm pivots upwards and downwards to adjust the angle of the shade, while also extending horizontally, both left and right. The shade can be rotated to diffuse light over the ceiling or wall, or angled to direct the beam over desks, dining tables and work surfaces.

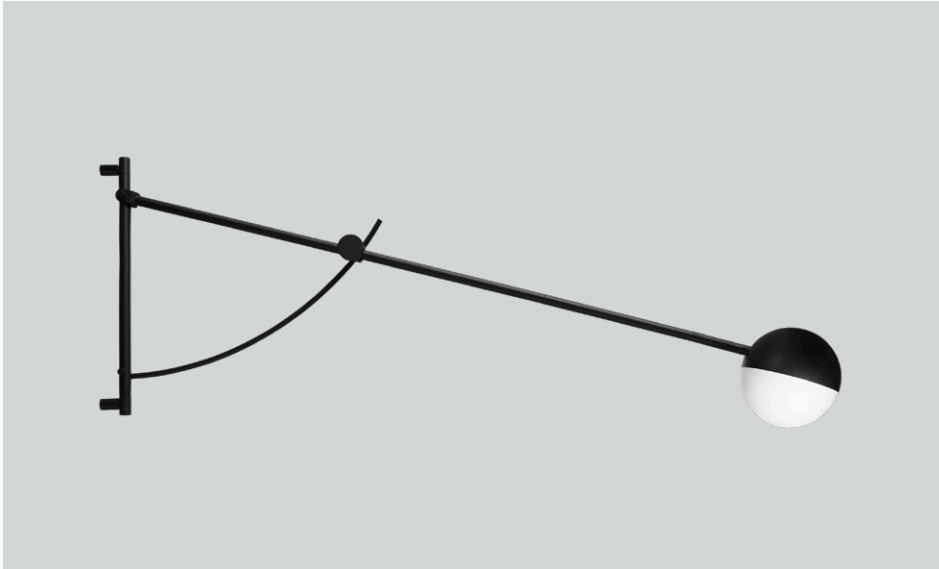
The new Balancer wall  
lamp spotlights surfaces  
or diffuses the light,  
brightening the interior  
with a uniquely  
adjustable light source.

Design by Yuue

Press release — Spring 2020



## Models and prices



Balancer wall

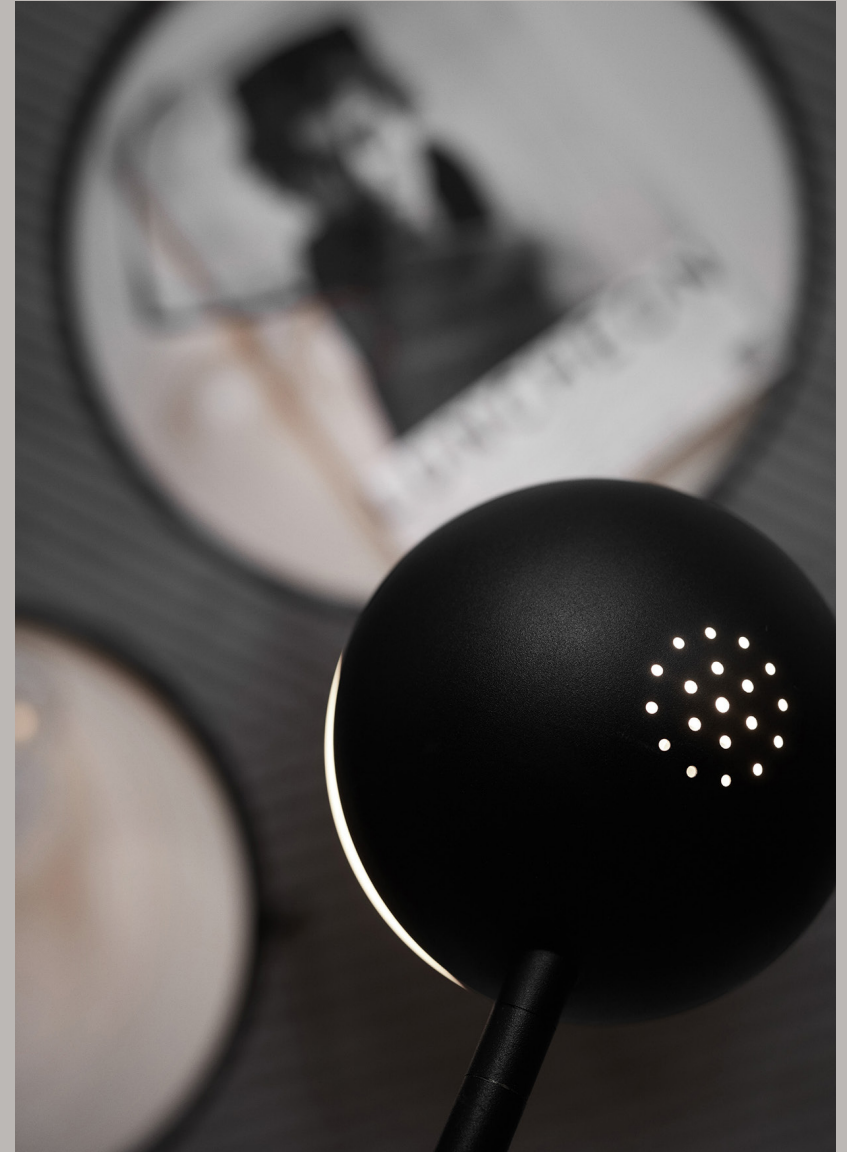
NOK 5.490,- / SEK 5.790,-  
DKK 5.950,- / EURO 569,-

Available:  
March 2020

Retailers and distribution:  
See details at [northern.no](http://northern.no)

Press release — Spring 2020

Photo by Chris Tonnesen  
Styling by Per Olav Sølvberg



Designers Weng Xinyu and Tao Haiyue were born in China, but live and work in Germany today. The duo studied design at Bauhaus University in Weimar before establishing their studio in Berlin. Together, Weng and Tao design furniture, lighting, interior accessories and office products for manufacturers around the world. Many of their products are characterised by interactivity, designed to engage consumers in unexpected ways as they forge connections with the user's mind, body and emotions. Architectural Digest magazine named Yuue as one of the top designers in Germany, including them in a list of 50 design studios selected from across the country. As the duo continues to create original and innovative products, more awards are sure to come.

Yuue

Press release — Spring 2020





# 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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