

Northern

Loud

Press release — Spring 2020

With its bold silhouette and deep black surfaces, Loud speaks volumes about contemporary style. Like the original model, the new version is crafted in wood veneer and solid oak, but swaps the silvery surfaces for a lustrous black finish. Whether it sits in the side-lines or stands in the spotlight, Loud's new black version will provide a stylish addition to any interior.

The new version of Loud is made exclusively in black, giving the cabinet a luxurious finish and a subtle sheen.

Design by Färg & Blanche

Press release — Spring 2020



## Models and prices



Loud smoked oak / mirror

NOK 22.900,- / SEK 23.900,-  
DKK 17.590,- / EURO 2.450,-



Loud black

NOK 25.900,- / SEK 27.290,-  
DKK 18.590,- / EURO 2.690,-

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 Sølberg



Färg & Blanche was founded by Swedish designer Fredrik Färg and designer Emma Marga Blanche, who was born in France. They established their studio in Stockholm in 2010, where the designers work across a range of disciplines. Färg & Blanche launch their own design collections, produce limited art editions and collaborate with established furniture brands. Known for works that straddle the divide between understated luxury, traditional craft and contemporary Nordic chic, Färg & Blanche are a natural fit for Northern. Their gleaming metal cabinet, Loud, is designed without embellishments and crafted with smooth contours. Loud speaks in a soft voice, yet clearly articulates cutting-edge style.

# Färg & Blanche

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.

# Contact

Northern  
Bygdøy allé 68  
0265 Oslo, Norway

Phone – (+47) 40 00 70 37  
Mail – [post@northern.no](mailto:post@northern.no)  
Web – [northern.no](http://northern.no)

Follow us  
Facebook – [northern.no](http://northern.no)  
Instagram – [northern.no](http://northern.no)  
Pinterest – [northernoslo](http://northernoslo)

For any questions or  
comments please contact  
Head of PR & Marketing,  
Stine Birkeland at  
[stine@northern.no](mailto:stine@northern.no)

# Northern