

Northern

Mass

Press release — Spring 2020



With its practical shape and strong, graphic profile, Mass blurs the boundaries between contemporary art and essential functionality. Crafted with the compact proportions of a side table, Mass also provides openings for storage and display of everyday items. The display spaces are open on both sides to enable light to pass through, creating a play of light and shadow. The design highlights the items placed inside it rather than hiding them, forming a practical combination of storage and display. But even without any objects inside, the table's artistic shape looks attractive from every angle.

Mass is constructed from two sheets of metal folded into one design. The designer cut curved and welded the metal sheets to create seamless shapes and a continuous surface. Several can be clustered together to make more impact, or used individually as side tables or nightstands. Available in brass, stainless steel and a black-painted finish, Mass replaces bulky furniture with a uniquely multi-functional design.

The new Mass side table is the one to watch – its sculptural silhouette looks interesting from every angle.

Design by Roeë Magdassi



Models and prices



Mass brass

NOK 1.590,- / SEK 8.390,-
DKK 5.690,- / EURO 850,-



Mass steel / black

NOK 3.850,- / SEK 4.090,-
DKK 2.790,- / EURO 390,-



Available:
March 2020

Retailers and distribution:
See details at northern.no

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Photo by Chris Tonnesen
Styling by Per Olav Sølvberg



Product designer Roeë lives and works in Tel Aviv, a Mediterranean city characterised by European and middle eastern influences. Similarly, the designer's works are inspired by a variety of traditions, giving him a unique approach that includes elements of contemporary art and minimalist architecture. Roeë's designs are characterised by simple, geometric forms and bold, graphic shapes. His point of departure is creating individual designs that have strong, personal appeal. Roeë debuted at Northern with the Mass side table, an item of furniture that blurs the boundaries between contemporary art and everyday practicality. Roeë likes to remind us that good design should be enjoyed, which is why he sets out to create products that make us smile.

Roeë Magdassi



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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