

Northern

Row

Press release — Spring 2020

A bird's-eye view of a rural landscape inspired this rug design. The surface is structured by rows of parallel lines that represent the deep furrows of a ploughed field. Simple changes in the orientations of the lines form contrasting patterns that express movement over time. They seem to suggest that the boundaries between the fields shift from harvest to harvest, creating a living landscape. However you see it, the contrast between the textured rows of soft wool pile and the sharp lines dividing them creates a soft and tactile surface.

Row is available in a choice of neutral palettes: light grey, brown and green. At first, the rugs may appear to be monochrome, but a closer look reveals the variety of tones in the individual threads that make up the overall colour. The rugs are individually hand-loomed and made from New Zealand wool. Craftsmen carve the fibres by hand to form the long, even rows that create the rugs' contrasting lines. Minimal and unmistakably contemporary, each design is available in round and rectangular shapes.

Smooth rows of soft wool
create tactile landscapes
to be caressed by the eye
as well as by the hand.

Design by Studio Terhedebrügge

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Models and prices



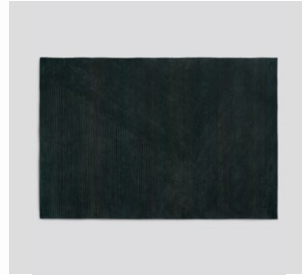
Row circular
200 cm

NOK 8.490,- / SEK 8.950,-
DKK 6.550,- / EURO 890,-



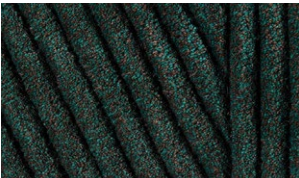
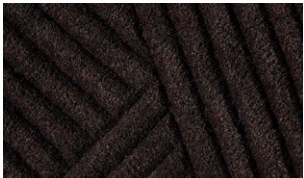
Row medium
170×240 cm

NOK 10.900,- / SEK 11.490,-
DKK 8.390,- / EURO 1.150,-



Row large
200×300 cm

NOK 15.900,- / SEK 16.790,-
DKK 12.250,- / EURO 1.650,-



Colours:

Dark brown / dark green / light grey

Available:

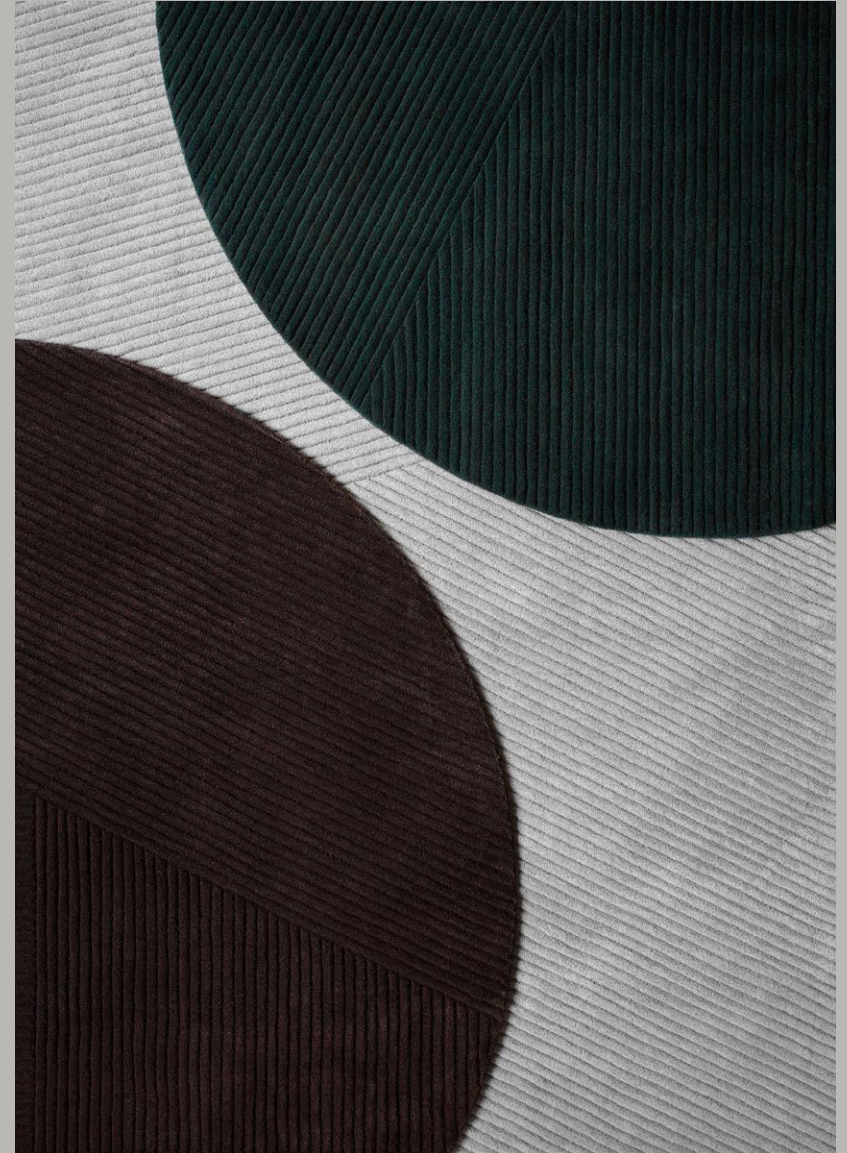
March 2020

Retailers and distribution:

See details at northern.no

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Photo by Chris Tonnesen
Styling by Per Olav Sølberg



Siblings Antonia and Silvia have been working together since the ages of 8 and 10, when they built their first sandcastle. They continue to share a passion for sandy beaches, and still join forces to work on creative projects. The two designers established a studio in Berlin, where they share a wide range of complementary design skills. Antonia had already embarked on a career in graphic design, while Silvia had studied product design at the University of Arts in Berlin. Together, they have received a variety of nominations and prizes, including an award from the German Design Council. Today, products such as the Row rug series they designed for Northern are making Studio Terhedebrügge a name to remember.

Studio Terhedebrügge

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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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