

Northern

Birdy in black and steel

Press release — Autumn 2020

Designed by Birger Dahl from Norway back in 1952 and winner of the Golden Medal at the Milan triennale in 1954, the Birdy lamp is one of the most famous and recognized pieces of Norwegian design throughout history.

In this year of celebration we in Northern pay tribute to this mature hottie by adding a new colour and material finish combination of black and steel.

Why refresh a classic? Because new materials and colour combinations make you want to take another look and rediscover its beauty. Not a revolution indeed, but it simply looks good, so that is why we now said «let's make it!». Hope you like it as well!



‘Classic beauty is
always modern.’

Design by Birger Dahl

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Models and prices



Birdy table black / steel

NOK 2.990,- / SEK 3.190,-
DKK 2.290,- / EURO 319,-



Birdy floor black / steel

NOK 3.990,- / SEK 4.290,-
DKK 2.990,- / EURO 429,-



Birdy wall short arm black / steel

NOK 2.490,- / SEK 2.690,-
DKK 1.890,- / EURO 269,-



Birdy wall long arm black / steel

NOK 2.690,- / SEK 2.890,-
DKK 1.990,- / EURO 289,-

Available:
November 2020

Retailers and distribution:
See details at northern.no

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Photo by Anne Andersen
Styling by Lisa Malmo

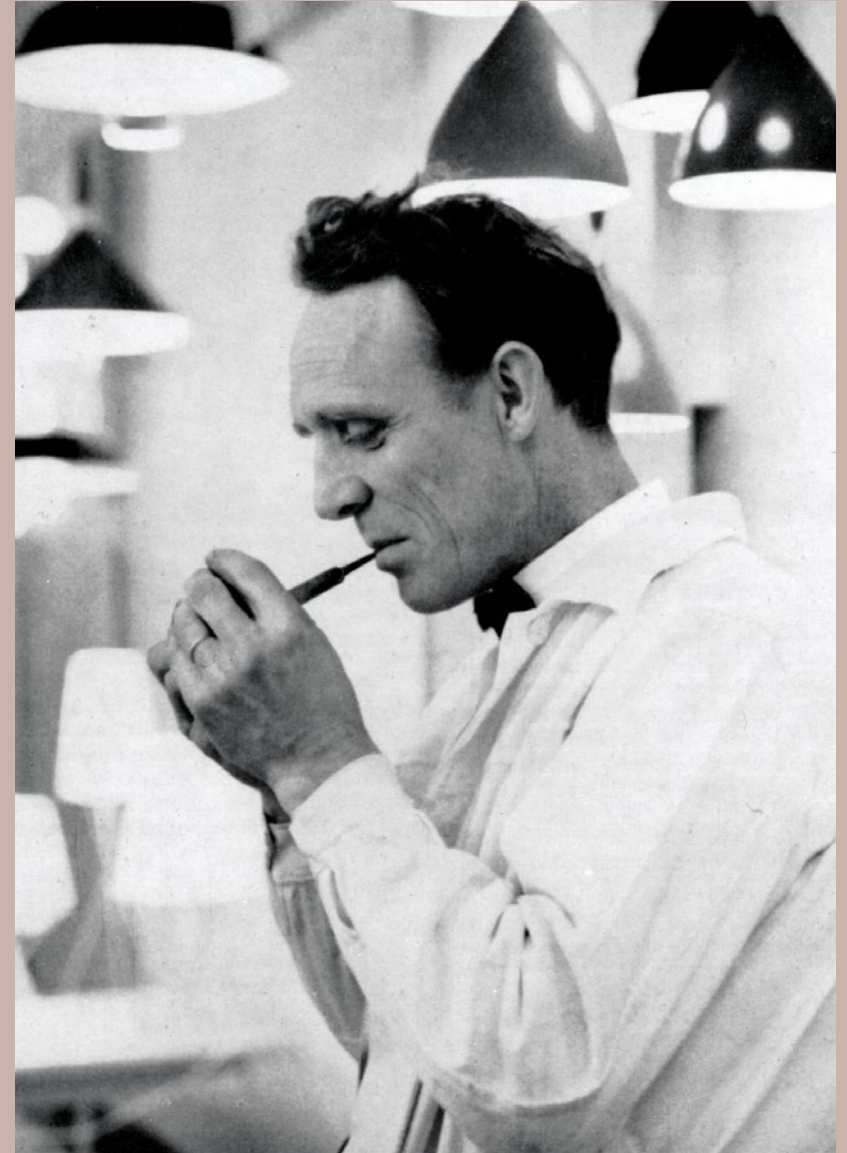


Award-winning designer Birger Dahl (1916 – 1998) was a pioneer of contemporary Scandinavian lighting. The mid-century years were a formative period of his work, when he forged his signature streamlined style and launched a new vision of lighting design. Dahl's career had actually begun the previous decade, when he became head of design at Norwegian electronics firm Sønnico and created the award-winning Dokka pendant lamp. Dokka was the first lamp in Norway to receive a Gold Medal award at the prestigious Triennale di Milano, which brought Norwegian lighting under the international spotlight.

While acclaimed for his lighting designs, Dahl is also considered to be one of Norway's leading Post-war interior architects. Strict geometric shapes, such as circles, cones and cylinders, were the building blocks of Dahl's design vocabulary, which he softened with gentle contours. He emphasised the purity of form, highlighting the shape of the object rather than hiding it behind decorative details or layers of ornamentation. Sensibilities like these explain why his work still appears modern today, and why lighting designs such as Dokka, Birdy and Dahl are so compatible with the interiors of our time.

Birger Dahl

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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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