

Northern

Yam in leather

Press release — Autumn 2020

One of the key pieces we launched back in 2018 when Northern morphed into a complete lifestyle collection was the Yam seat series, designed by Mattias Stenberg from Sweden. A set of low-slung contemporary seats made with high-class fabrics.

This year we present the lounge chair in a beautiful leather upholstery for the complete backrest and seat. The hides originate from Argentina and are crafted into upholstery by Danish leather experts Sørensen Leather.



‘Yam it up, with leather!’

Design by Mattias Stenberg



Models and prices



Yam lounge chair

NOK 19.900,- / SEK 20.900,-
DKK 15.900,- / EURO 2.150,-

All prices are with Sørensen
Ultra leather.

Yam is also available in a variety
of fabrics and colours from
Kvadrat.

Available:
Now

Retailers and distribution:
See details at northern.no



Yam medium pouf

NOK 12.400,- / SEK 13.190,-
DKK 9.700,- / EURO 1.290,-



Yam small pouf

NOK 9.900,- / SEK 10.300,-
DKK 7.900,- / EURO 1.050,-

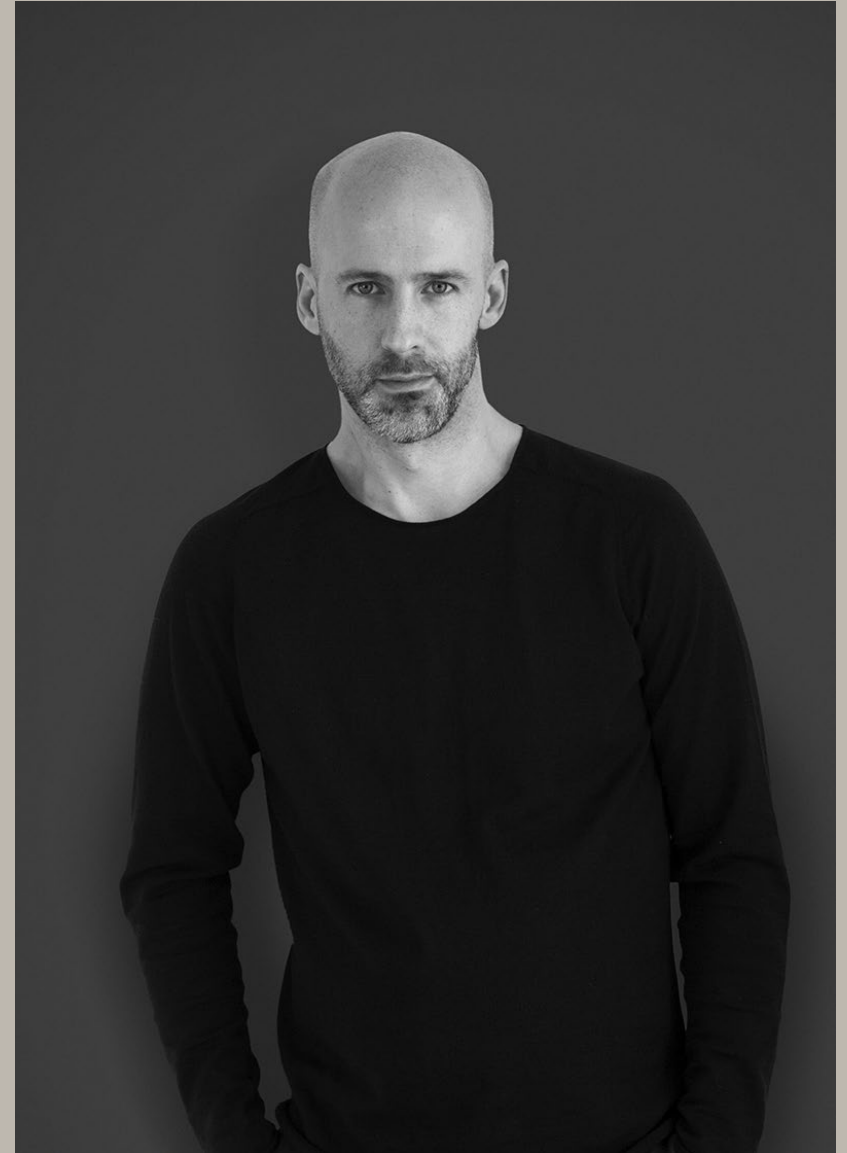
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Photo and styling by
Per Olav Sølberg



Mattias Stenberg is a Swedish designer and a graduate of the Royal Institute of Technology in Stockholm. Mattias approaches design from a holistic perspective, relating architectural environments to the human form and making mass-produced objects feel tactile and handcrafted. Since establishing his studio in 2010, Mattias has produced an impressive range of furniture and designs he describes as 'everyday objects'; yet, the products he creates are anything but. The soft carpets, tactile furniture, smooth glassware and chic lighting Mattias designs have a distinctively industrial aesthetic while being inviting and accessible. This approach is reflected in the range of Ottoman seating Mattias designed for Northern. They, too, resonate with comfort, welcoming and warmth.

Mattias Stenberg



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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