

Northern

Hifive storage system

Press release — Autumn 2021

Our sleek Hifive storage system has been updated to meet the demands of everyday living by designer Rudi Wulff. Thanks to its new back panels and lower height legs, this modern media unit now offers even more flexible storage solutions as well as versatility in where it can be placed in any room.

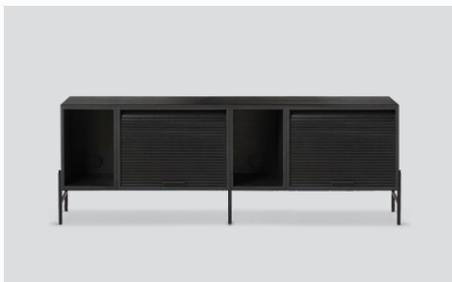
“When designing I often take a feature further, improving and renewing it to reflect how we live now.”

Design by Rudi Wulff

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Models and prices



Hifive floor low 75cm / 100cm / 150cm / 200cm

Hifive back board 75cm / 100cm / 150cm / 200cm

Prices from:

NOK 12.790,- / SEK 13.990,-
DKK 10.390,- / EURO 1.390,-

Prices from:

NOK 1.590,- / SEK 1.790,-
DKK 1.290,- / EURO 169,-

Colours:

Light oiled oak / smoked oak /
black painted oak

Available:

September 2021

Retailers and distribution:

See details at northern.no

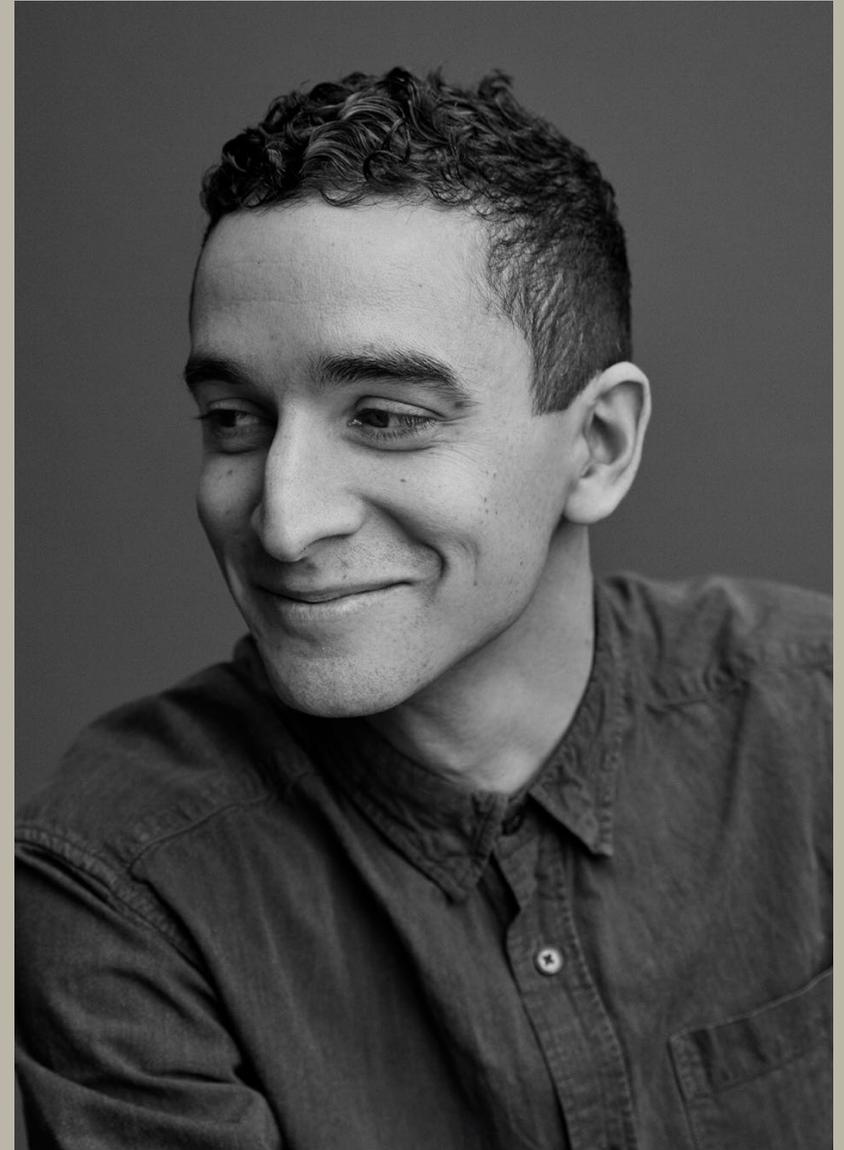
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Photo by Einar Aslaksen
Styling by Per Olav Sølvsberg
and Kirsten Visdal



Rudi Wulff is based in Oslo, where he received a master's degree from the Oslo School of Architecture and Design. After establishing his own studio, Rudi pioneered solutions for modern urban issues, designing new concepts for two-wheeled transportation and launching a new vision for traversing the city. In the past, Rudi has designed lighting, flexible electronics and static display systems, and today his repertoire includes furniture and household accessories. All of Rudi's designs are underpinned by principles of Scandinavian efficiency, and his products are often characterised by functionality, clean lines and sleek surfaces. Rudi's designs for Northern include a modular multi-media system and a classic candleholder.

Rudi Wulff



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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