

Northern



Butterfly
new colours

Press release — Spring 2022

At Northern we are proud to promote pioneering Norwegian designers from every age; and few can match the impact of Sven Ivar Dysthe. Over his critically acclaimed 60-year career he established a style that was elegant, international, and practical. Now almost half a century after its original release his iconic Butterfly wall lamp, along with its perforated metal sister product, are now available in a contemporary black and aluminium finish.

‘The genius of Sven Ivar Dysthe lies in his ability to find simple solutions to complex problems gracefully.’

Design by Sven I. Dysthe

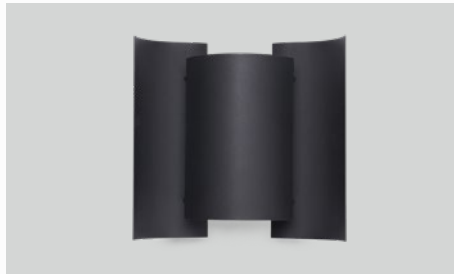
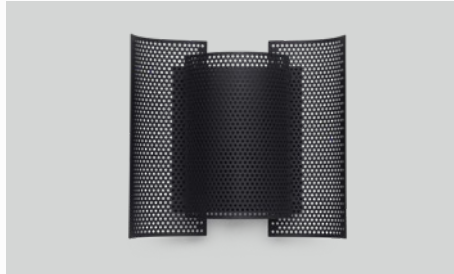
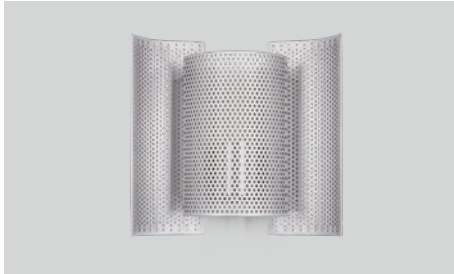
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Photo by Einar Aslaksen
Styling by Per Olav Sølberg



Models and prices

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Butterfly / Butterfly perforated wall lamp

Black

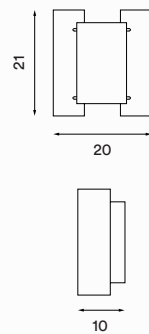
NOK 2.490,- / SEK 2.790,-

DKK 1.990,- / EURO 275,-

Aluminium

NOK 2.990,- / SEK 3.290,-

DKK 2.490,- / EURO 329,-



Available:

February 2022

Retailers and distribution:

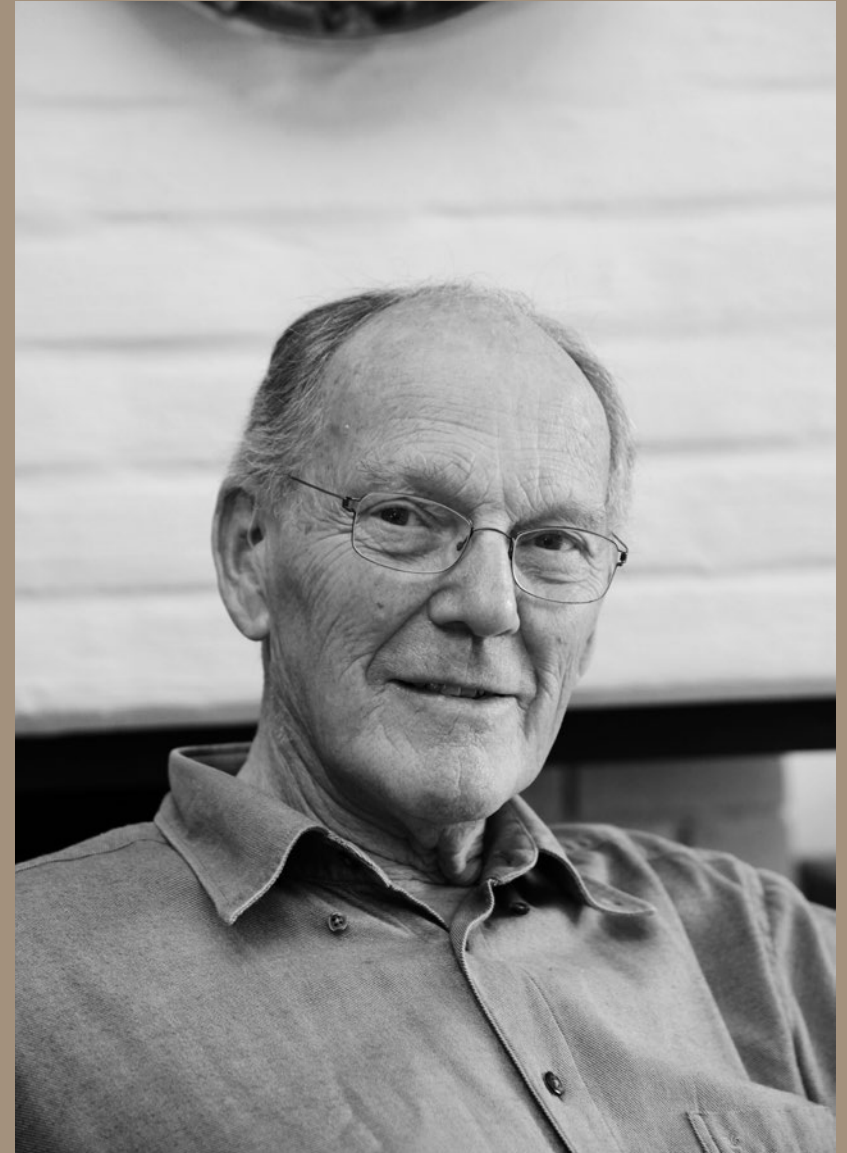
See details at northern.no



Active since the 1950s, Sven Ivar Dysthe (1931 – 2020) began working internationally from the start of his career. Dysthe trained as a cabinet-maker before leaving his native Oslo for London, where he received a degree in industrial design from the Royal College of Art in 1953. During his final year, Dysthe was asked to create a luxurious wooden chest for the college to present to Queen Elizabeth II in honour of her coronation. Dysthe returned to Oslo and established his own design studio in 1958, and began exporting his furniture in the early 1960's.

Since then, Dysthe's work has received a number of national and international distinctions, including a Gold Medal award at the Ljubljana Biennale for his Laminette chair, a prestigious Japanese G-Mark for good design and the Norwegian Classic Award for Design Excellence. Dysthe's works have been collected by national institutions, such as the Victoria & Albert Museum in London, the National Museum in Stockholm and the National Museum in Oslo. Dysthe's Butterfly wall lamp, designed in 1964, continues to be produced and exported today. Like many of Dysthe's designs, Butterfly is as popular abroad as it is at home.

Sven I. Dysthe



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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