

Northern

Daybe daybed

Press release — Spring 2022

No other piece of furniture adds a touch of elegance to a room quite like a daybed. Yet while they may initially feel like a luxurious indulgence, they are also incredibly useful and versatile.

More compact than the Daybe Sofa, from which it has been developed, the Daybe Daybed by Norwegian design duo Morten & Jonas is the ideal way to bring additional seating and sleeping solutions to a living space, bedroom, or home office.

This sleek and contemporary design, with its lightweight steel tube frame, has a quilted seat and back, as well as an adjustable leather strap. Locking in place with Velcro, the strap allows you to enjoy one or several loose cushions at once, providing comfort and convenience when and where you need it.

Available in both black or white powder-coated metal base, there are also light grey, dark grey, light brown and grey blue Brusvik from Kvadrat textile covers to choose from for the upholstery. All you need to do then is sit back, rest and relax on the Daybe daybed.

“Northern does not cater to short lived trends, they make timeless pieces that are built to last, that to us is the essence of good design.”

Design by Morten & Jonas



Models and prices

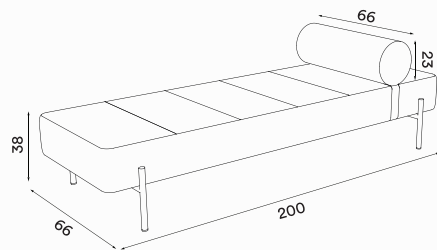


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Prices from:

NOK 15.990,- / SEK 17.900,-

DKK 12.990,- / EURO 1.790,-



Available in a variety of fabrics
and colours from Kvadrat

Available:

Now (made to order)

Retailers and distribution:

See details at northern.no

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Photo by Einar Aslaksen

Styling by Per Olav Sølberg



Norwegian designers Morten Skjærpe Knarrum and Jonas Norheim are known eponymously as Morten & Jonas. They established their studio in Bergen, Norway after receiving their master's degrees from the Bergen Academy of Art and Design. The designers' cutting-edge furniture and lighting designs are sparked by curiosity and imagination, but characterised by irreverence and wit.

Morten & Jonas' point of departure was their ability to bring social agendas into design, even enlisting the help of incarcerated men and women to manufacture one of their early designs for Northern. Since then, Morten & Jonas have produced a range of celebrated designs, won several awards and had their work exhibited internationally. In Northern's collection, they give full expression to their combined talents, designing multifunctional furniture and discreet lighting while fulfilling their role as Creative Directors for the brand.

Morten & Jonas



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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