# Northern Heat new size Press release — Spring 2022

Heat was created with a wider social agenda in mind. Strong yet fragile, bold yet understated, each lamp is handmade by a team of skilled craftswomen from Myanmar living in Sweden. Now available in a striking extra-large size, every Heat pendant is as unique as you are, and carries with it a serial number so it can be traced back to the person who made it.

"Something in between an art piece and a pendant lamp, Heat has a playful sense of style that will enhance the room it is in."



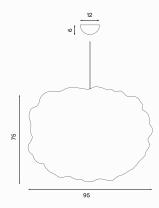
## Models and prices





Heat XL pendant lamp brass / steel

NOK 14.990,- / SEK 16.490,-DKK 11.990,- / EURO 1.649,-



Available: March 2022

Retailers and distribution: See details at northern.no



Press release — Spring 202

Designer and artist Johanna Forsberg grew up in northern Sweden. A self-taught designer, Johanna says her creative journey began when she discovered steel mesh. Over the years, the designer has developed her own methods of manipulating meshes made from a variety of metals. Working by hand, she morphs the materials into sensual curves and smooth contours to create figurative works. Johanna's repertoire includes animals, plant forms and other vestiges of the natural world.

Johanna created a spectacular lamp that combines the dramatic illusion of fire with the dreamy outlines of a cloud floating overhead. The lamp became known as the Fire Cloud pendant light, which Northern included in its debut collection. Johanna's work is a unique combination of artistic expression and material innovation that inspires other artists and designers around the world.



# Johanna Forsberg

### **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.

### Contact

Northern Bygdøy allé 68 0265 Oslo, Norway

Phone – (+47) 40 00 70 37 Mail – post@northern.no Web – northern.no

Follow us
Facebook – northern.no
Instagram – northern.no
Pinterest – northernoslo

For any questions or comments please contact Head of PR & Marketing, Stine Birkeland at stine@northern.no

### Northern