

Northern

Me dim floor lamp

Press release — Spring 2022

Our Me Floor Lamp has now got even better. While it still sports the same sleek shape and flexible stem, we've added extra height, a heavier base for more stability along with a new cut to the front of the shade, which also incorporates a brass dimmer switch; meaning the position and the amount of light you need can be fully personalised. There is also a new warm beige colourway available too.

“By combining these new additions with the original functionality, we believe that we have created the perfect reading lamp.”

Design by Morten & Jonas

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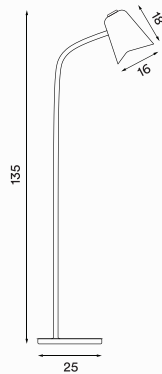


Models and prices



Me dim floor lamp
white / warm beige / petrol blue /
dark grey / black

NOK 3.990,- / SEK 4.390,-
DKK 3.290,- / EURO 399,-



Available:
March 2022

Retailers and distribution:
See details at northern.no

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Photo by Einar Aslaksen
Styling by Per Olav Sølvberg



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

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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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