

Northern

Observe Tray

Press release — Autumn 2022

Combining the spirit of traditional entertaining with simpler modern-day living, the Observe Tray by Ayla Gürsoy was designed with making memories in mind.

Drawing inspiration from time spent with her grandmother and the much-loved objects found within her home, this beautiful serving tray will bring a lifetime of pleasure.

Carefully crafted from ash, the Observe Tray is available in either a smoked finish, accentuating its visible wooden structure, as well as a coral, or a dusty blue-green matt paint.

With its tactile curved hem also acting as the handle for lifting and carrying, the Observe Tray moves effortlessly from room to room, indoor to outdoor depending on the occasion. Use it to serve food and drinks, as a centre piece filled with fruits and flowers, or on a coffee table or shelf to display items that mean the most to you.

“The interaction between human and form is what shaped this design. How, over time the long-lasting memories made around its very use become engrained in the object itself.”

Design by Ayla Gürsoy



Models and prices

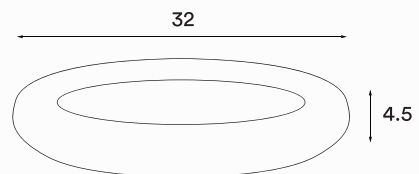


Observe D32 Smoked ash /
coral red / dusty green

NOK 2 290,- / SEK 2 490,-
DKK 1 790,- / EURO 249,-

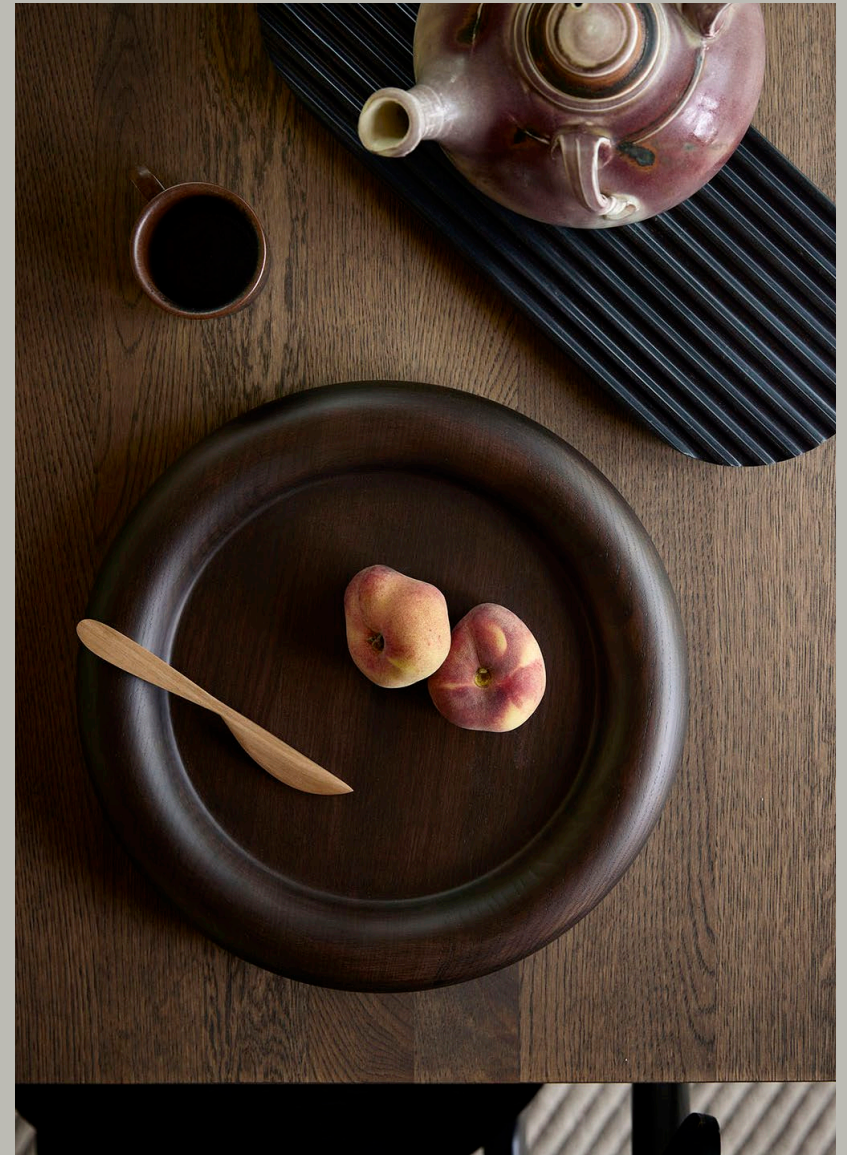
Available:
October 2022

Retailers and distribution:
See details at northern.no



Press release — Autumn 2022

Photo by Chris Tonnesen
and Per Olav Sølberg
Styling by Per Olav Sølberg



Ayla Gürsoy is a Norwegian-Turkish designer based in Bergen who focuses on the meeting between form, materials, and humans.

Ayla is also part of the design collective Ytre and works as a stylist and interior architect at Heem Studio.

Ayla is a hands-on designer, who uses physical prototyping to ensure all her designs carry a functional, clean, and bold aesthetic.

Ayla Gürsoy



About

The Northern brand was born in the studios of Northern Lighting, where a team of creatives have been illuminating lives since 2005. The new lifestyle collection includes furniture, lighting and accessories. Inspired by the pale beauty and rough-cut contrasts of the North, the Oslo-based brand is Nordic in spirit, yet global in style.

Contact

Northern
Bygdøy allé 68
0265 Oslo, Norway

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

Press requests:
Head of PR & Marketing,
Stine Birkeland,
stine@northern.no



Northern