

Northern

Tradition pendant lamp series

Press release — Autumn 2022



A contemporary take on a time-honoured craft, the new Tradition Pendant, from Norwegian design duo Morten & Jonas appears to softly float in the air.

Available in three shapes, this distinct and decorative design will create a beautiful atmosphere, complement your décor, and enhance your experience of home.

Made from finely knitted polyester tube, the delicate shade is carefully stretched over its metal frame and fastened both top and bottom, giving the warm diffused light it emits ethereal qualities.

Hang the Tradition Pendant Lamp singularly over a bed, dining table or sofa to give the room a cosy feeling, or cluster them together for maximum impact even when they are turned off.

“With their warm materiality and sculptural qualities the Tradition Pendant Lamp will recreate that joyous moment when the soft summer sun pours through the window even on the dullest winter day.”

Design by Morten & Jonas



Models and prices



Tradition large oval pendant
Off-white

NOK 5 490,- / SEK 5 990,-
DKK 4.490,- / EURO 599,-



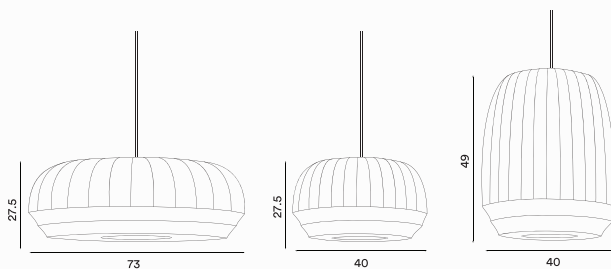
Tradition small pendant
Off-white

NOK 3 990,- / SEK 4 390,-
DKK 3 290,- / EURO 429,-



Tradition tall pendant
Off-white

NOK 4 690,- / SEK 5 090,-
DKK 3 790,- / EURO 499,-

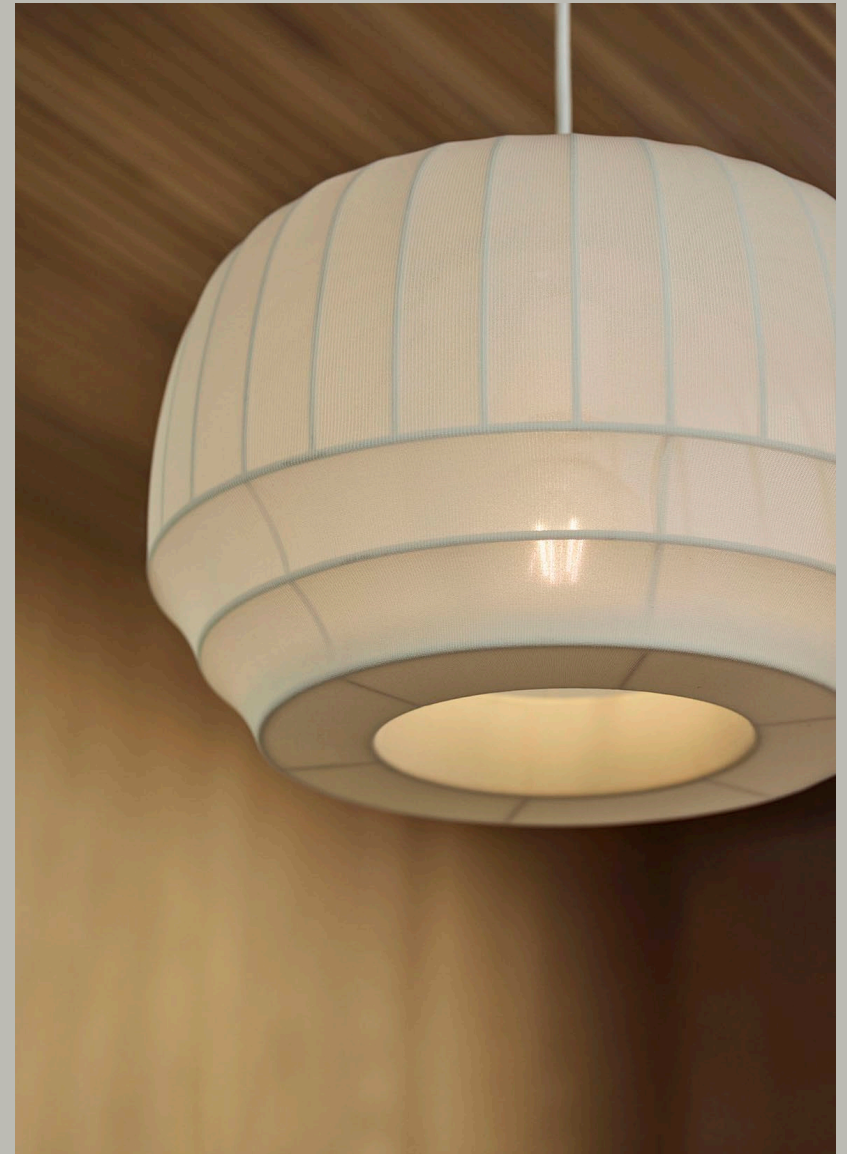


Available:
October 2022

Retailers and distribution:
See details at northern.no

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Photo by Chris Tonnesen
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

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.

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