## Northern



## Twelve years in the making...

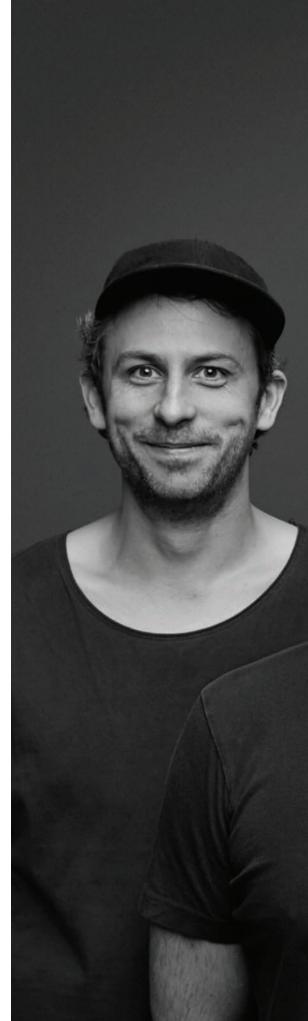
About a year ago, I came to the end of a long journey. It had kicked off with fledgling ideas, but ended with fully-finished products.

Twenty-four, to be exact. They were created by sixteen designers from seven different countries, and designed for a brand that had been twelve years in the making. I got that far by asking the right questions, like if designers Morten Skjærpe Knarrum and Jonas Norheim would become the brand's creative directors, and if the world was ready for a whole new perspective on Scandinavian design. Luckily, the answers were yes, yes and yes, and the new Northern brand was born.

It was a happy birth. The new brand was launched simultaneously in six cities aroun the globe, and from there, spread to showrooms throughout the world. We built networks of partners and distributors, established collaborations with young designers, and were pleased to see how the media responded to our designs. Best of all, feedback from consumers and architects revealed that our products and accessories made a difference to their everyday lives, which is exactly what we set out to achieve.

Right now, we're travelling to new destinations. The journey promises to lead us toward broader horizons, and to places where the edgy and unexpected will inspire something new. You're invited to come along. Climb aboard, fasten your seatbelt, and get ready for an unforgettable ride.













**Daybe** Sofa (bed) Morten & Jonas



Ombre Table lamp Hifive slim Media furniture / storage Rudi Wulff









Blush Pendant lamp Morten & Jonas



**Yam** Lounge chair Mattias Stenberg Peek Mirror series Elina Ulvio















**Oaki** Chair Stine Aas





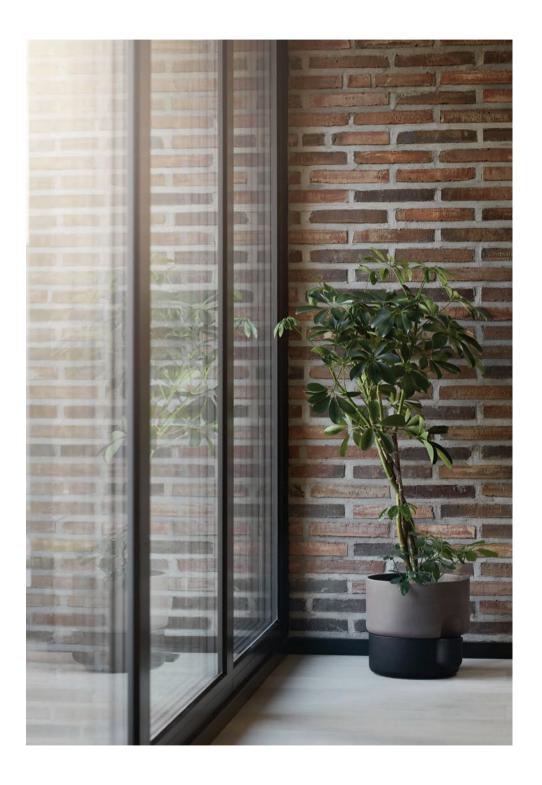








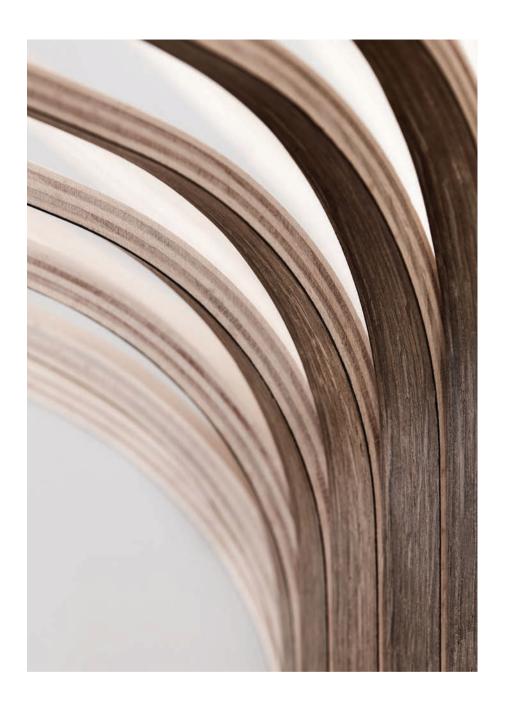
Oasis Flower pot Ann Kristin Einarsen

















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.

# New ideas in design

## Contact

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