

Take

Another

Look





# Content

08	Intro
10	Snowball
24	Oslo
44	Mass
64	The Arctic Gardener
88	Row
100	Tekla
116	Design Directors' words

**Content**

Northern

**Illustration**

Ana Vasco

**Styling**

Per Olav Sølberg

Assisted by Adrian Pedersen

**Photo**

Chris Tonnesen

Alexandra Gjerlaugsen (66-69)

Calle Huth (117)

**Design and Art direction**

Bielke&Yang

**Print**

United Press

Printed on Serixo (140 gsm)















## With 15 years of design in our past, we're hoping to leave an impression that will continue to last.

We're asking you to take another look. "At what?" you may ask, but there is no correct answer. The act of taking another look at something is an abstract concept based on the time we live in - the present. The way evolving trends and changing behaviours influence how we live and on what grounds we base our choices.

Today, we're witnessing what we see as a desire to get back to basics. A need to move away from the artificial and temporary, and towards the organic and lasting. It's a sustainable way of thinking. We encourage you to contribute by taking another look at what you have in front of you. Because chances are you will discover something you didn't see before. A different point of view, or change of context, can bring new value to the familiar.

In this book, you can read conversations we had with people who inspire us to make meaningful changes. We visited places that are close to us, both literally and figuratively. What they have in common is the ability to use accessible resources to create something extraordinary. They have given what is right in front of them a chance, instead of seeking the unattainable.

With 15 years of design experience, we feel a responsibility to create everyday objects that have the potential to last - both in condition and in character. Find them in this book and examine the photographs. Use the tools provided in the stories to become aware of your own decisions. Leave it out on your coffee table or casually place on an open shelf. What we're saying is that we hope you want to keep the book, so it can continue to make an impression for a long time. Because that's what the things we treasure have a tendency to do.





# Snowball



As classic design Snowball rolls into its fifteenth year, we're celebrating with new versions in matt black and brass.











Design by Trond Svendgård

This season, we're taking another look at our classic light design Snowball, available in table lamp and floor lamp versions. Launched fifteen years ago, Snowball was our very first product, creating momentum that carried the brand forward. This year, we're celebrating Snowball's story by adding new matt black and brass versions to the existing natural steel and white finishes. The minimalist frame and frosted glass lampshade remain the same, pairing the geometric shapes in the base with a perfect, round globe that softens and diffuses the light.

Snowball's timeless design has a strong signature that promises to appeal for decades to come. With its striking profile, a single lamp can provide a focal point in the interior. Together, a pair of lamps can create a sense of balance, or connect parts of the interior as they unify the spaces between them. With its timeless, geometric shapes, Snowball complements a wide variety of furniture styles, and promises to be popular for many years to come.





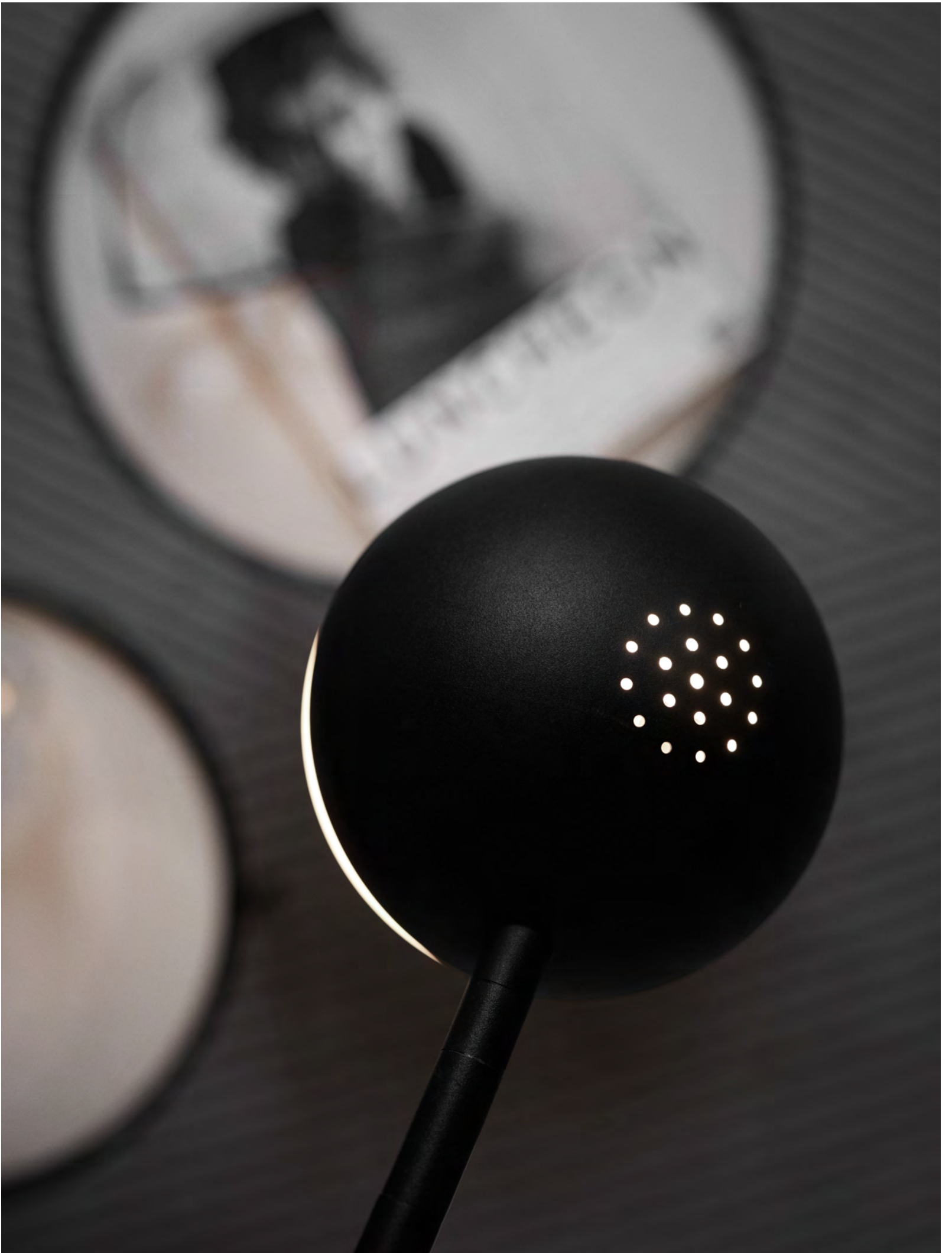
BALANCER Wall lamp





DAYBE Sofa







STILK Coffee table

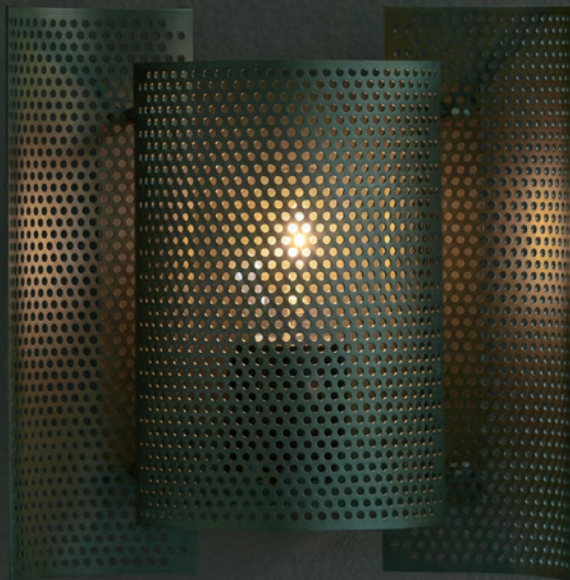






BUTTERFLY Wall lamp















LOUD Bar cabinet



A few members of our Northern team have picked out their favourite things to do, see, eat and drink. This is our city.

# Oslo

Seeking value in what's within reach is a good way to save energy, so we're taking another look at our hometown. This is where we get the ideas and inspiration that are reflected in Northern and the things we create. With lush forests just minutes away from the city centre, world-class architecture, hip and undiscovered districts and restaurants serving Nordic and international cuisine, there's something for everyone in this forward-looking city.







AMERIKALINEN



# Wake up well-rested at Amerikalinjen

Travelling over 120 days a year, it isn't hard to understand why Magne has preferences when choosing where to stay. "Hotels have become my second home. I like to recognise the staff when I arrive, as it gives me a more personal experience. That's why I consistently stay at the same place when visiting a city. To feel more at home."

He's stingy on the stars, and the few hotels that receive all five are places that don't hesitate to go the extra mile. "Amerikalinjen always gives me a warm welcome. Their staff have a truly friendly and personal approach." Keywords such as "healthy food" and "a good gym" are also high on the list. "A touch of luxury never hurts. If I can take a bath after an intensive workout and wake up to the chef making me my own omelette, I'm a happy camper." This may be a slight exaggeration, but you get the picture. "Amerikalinjen scores high on all of my requirements. And with its central location, I think it's safe to say that this is the place to stay when visiting Oslo."

Magne Westberg  
Nordic Sales Manager

Amerikalinjen  
Jernbanetorget 2, 0154 Oslo  
@amerikalinjen



# Wind down with natural wine at Lasarett

Mari Elvine Svebak Nordmarken  
Content Manager

Lasarett  
Torshovgata 15, 0476 Oslo  
@lasarettvinbar

The eager new interest in organic, natural and unfiltered wine has led to the birth of several wine-oriented bars in Oslo. The newly opened Lasarett, with its welcoming, casual and down-to-earth vibe, is a must for lovers of natural wine. “I think the venue itself sums it all up. The surfaces are raw and the textures rough – much like a natural wine that is entirely free of unneeded additives.”

The fact that Mari doesn’t consider herself a wine expert so much as a wine appreciator makes Lasarett the perfect spot to explore new wines. “Information about their carefully selected wine collection is more or less thrown at you the moment you step into the bar. The staff are friendly and the mood is easy and unpretentious. Try asking for something special and unexpected, but if you’re not into natural wines, no worries, just let them know. Maybe they’ll change your mind.”







# Architectural contrasts at Kampen

Jomi Evers  
Product Developer

Kampen District  
Kampen, 0655 Oslo  
Geotag → Kampen, Oslo



Between the scaffolding and the busy elevator cranes, Oslo's face is constantly changing. But despite the city having become a capital of contemporary architecture, Oslo-born Jomi wants to show you a different part of the city. "If you want to experience the authentic Oslo and get an insight into the city's soul, you should explore the different districts. Their history, cosmopolitan nature and contrasting architectural qualities make them all worth a visit."

Kampen is a centrally located area where the architecture still consists predominantly of wooden houses from the 19th century. "It's an area whose great cultural and historical value has been preserved, which is unique for a big city in the European context. Areas like this are small oases of charm, and in many ways, it's a tiny village of its own." Take a Sunday stroll and explore Norwegian domestic animals at the local organic farm. Walk to the top of Kampen Park to get a view over the city. Sit down on the church steps with a coffee in hand while you observe the locals and enjoy their leisurely pace.











# Take a break at KUMI

Oslo is an unexpected haven for coffee, wine and food lovers. But the menu isn't Stine's only reason for visiting a new eatery. "I came across this place one day and I immediately fell in love. Not only do they offer organic and plant-based food, but the calm, beautiful interior fits their concept perfectly. With its accents of light wood, beige tones and green plants, it's a perfect fusion of Scandinavian and Japanese design."

One of KUMI's owners also works as an interior architect. She designed the place herself and created the soothing atmosphere that Stine appreciates so much. "Here in these beautiful surroundings I can relax with a nice, healthy lunch or just sit down with a freshly brewed coffee – or a mimosa, if the situation allows it." What makes this visit even more worthwhile is that the place is super Instagram-friendly, which Stine absolutely loves. You'll find KUMI in the Old Town.

Stine Birkeland  
PR & Marketing Manager

KUMI  
Schweigaards gate 56A, 0656 Oslo  
@kumi\_oslo



# Reduce food waste at Rest

Nadeen Amelie Breivik  
Sales Coordinator

Rest  
Kirkegata 1-3, 0153 Oslo  
@restrestaurant

The dining scene in Oslo has evolved rapidly over the past few years. One after the other, restaurants serving New Nordic cuisine keep popping up - focusing on quality organic and local food. It's not like Nadeen goes in for fine dining every night, but there's one restaurant in particular she would like to share.

In central Oslo, you'll find Rest. It's not your typical à la carte restaurant. Instead, you get a set menu with treasures that have captured the chef's attention - ingredients that otherwise would not have reached a dinner plate or even a grocery store. You see, in Norwegian, the word "rest" isn't just an abbreviation for restaurant or a reference to a nice break. It also means what is left. "Not only does it impress me how they turn food waste into fine dining, but they also raise awareness of the matter in a modern, sensible way. The flavours are wondrous. Every dish has its own story and is beautifully presented as a small piece of art. It's a unique experience I wouldn't want you to miss, so remember to book a table early as they have only one seating per night and limited capacity."













OAKI Lounge chair





OAKI Lounge chair









MASS Side table

ROW Rug



HEAT Pendant lamp













# Mass



The new Mass side table is the one to watch – its sculptural silhouette looks interesting from every angle.







JOURNAL

SUA DER ADD IN

ARCHITECTURAL HOME

SCANNING STYLISH CHAIR CASE STUDY COLLECTOR'S BEACH HOUSE NEUTRA LOVE HELSINKI ART ARCHIVE

PREMI

SUE



Design By Roe Magdassi

With its practical shape and strong, graphic profile, Mass blurs the boundaries between contemporary art and essential functionality. Crafted with the compact proportions of a side table, Mass also provides openings for storage and display of everyday items. The display spaces are open on both sides to enable light to pass through, creating a play of light and shadow. The design highlights the items placed inside it rather than hiding them, forming a practical combination of storage and display. But even without any objects inside, the table's artistic shape looks attractive from every angle.

Mass is constructed from two sheets of metal folded into one design. The designer cut, curved and welded the metal sheets to create seamless shapes and a continuous surface. Several can be clustered together to make more impact, or used individually as side tables or nightstands. Available in brass, stainless steel and black-painted finish, Mass replaces bulky furniture with a uniquely multi-functional design.













GRANNY Candle holder









OBLONG Sofa

BIRDY Floor lamp







BIRDY Table lamp







BIRDY Wall lamp





BLUSH Pendant lamp













WIRED Wall shelf system



CANE Indoor broom







DOKKA Pendant lamp











Agronomist, psychiatric nurse and sexologist  
based in Oslo, Norway. Author of the book Green Joy.  
[@arcticgardener](#)

# The Arctic Gardener

Imagine a hundred growing plants and two grown-up guys.  
Then picture a 44-square-metre one-bedroom apartment. This is where  
Arctic Gardener Anders Røyneberg lives together with his partner.  
But when it comes to plants, Anders isn't in it for the aesthetics alone.  
To him, it's a way of getting in touch with his roots.











Grünerløkka, also referred to as “Løkka” by the locals, is the urban heart of Oslo. Right around the corner from a popular hipster hotspot for coffee, between two large planters holding purple maple trees, there’s a green door. And the green continues, into a backyard bursting with fresh leaves. Some of it Norwegian flora, other greenery giving hints of a tropical forest. If there was ever any doubt, this must definitely be it: the home of Arctic Gardener Anders Røyneberg.

The stairway is no different. As we climb upwards, one storey after another, there are clusters of plants drinking in sunlight by every window. Finally, at the top, it proves unnecessary to catch our much-needed breath, for as the door opens and his urban jungle unfolds, there’s nothing to do but gasp.

“It’s quite small,” he says. And it is. But that’s not the first thing we notice. It’s the extent of the green plants. “I guess you could say I’m showing signs of addiction like those of a hoarder,” he laughs. A giant *Monstera Deliciosa* dominates the main room. There’s an open loft that’s flooded with hanging ferns and lush arrangements in every vacant corner. It’s a zoo, except prettier and free from animal abuse.

### Roots

How does one end up with a hundred plants? What happened? “It all started with a heartbreak. That’s when my love of looking after plants really started to grow.” But raising plants as a form of therapy started long before his life’s trials and tribulations. Anders grew up in a small rural village an hour outside of Oslo. His father was a farmer and his mother, a nurse. It’s no surprise

he became an agronomist, psychiatric nurse and sexologist himself. It’s an interesting combo, but it’s all connected with the art of making things grow – from mind and soul to tiny organisms.

“My down-to-earth upbringing left me wanting to see the world and seek new people by moving to the city. But it didn’t take long before I started longing for my roots. That’s when I decided to bring nature, a piece of where I come from, into my Oslo home.” He thinks a lot of people can relate to this. “For a long time, humankind has been drifting further away from nature. Now we’re in the process of taking it back. I think the budding trend of people having plants in their homes is a result of our nature deficiency and a symbol of the green shift we’re now experiencing.”

### Reduce

His interior style is Nordic retro with a light-handed touch of Aztec. A fluorescent light in the shape of a cactus breaks with the otherwise calm tones of blue that repeat through every room in his loft apartment. “I don’t have a lot of things but I wouldn’t describe it as minimalistic. It’s just that I’d rather have those things be plants instead of filling the space with trinkets and useless décor.”

Devoting this much space to plants doesn’t come without sacrifice. “We had to replace drawers and excess seating with small tables, pedestals and open shelves. This way we can use the floor space more efficiently by displaying the plants at different heights. Speaking of displays, we also had to let the TV go. Instead, we see the plants as a form of extremely slow TV.” He laughs, and later admits to the lack of TV in his diet resulting in him wanting to watch TV when visiting better-equipped friends.

“It all started with a heartbreak.  
That’s when my love of looking after  
plants really started to grow.”

Anders Røyneberg





He turns to his monstrous Monstera, situated between a blue velour sofa and a 60s-vibe dining room set. “If you’re struggling to find a good reason to make room for a giant plant, my best tip is to use it as a room divider. That way it serves a purpose, in the same way a piece of furniture would. To me, that’s what plants and interiors have in common. Yes, they’re both beautiful. But they’re also functional.”

### Care

Like a colour trend changing from one season to another, or a must-have sneaker quickly running by, there are also “it” plants. But are we supposed to care about trends when it comes to plants? “Globalisation is giving us access to a larger variety of species than ever before, so I think it’s natural that plants too are affected by trends. But if we look at the plants our grandparents used to have in their homes that are still popular today, they’re the ones that have the best chance of surviving under Nordic conditions. I think the reason why I succeed with my plants is that I choose the hardy instead of the trendy.”

Rainforest species and dark hues of green and purple have recently grown popular. “It’s a sustainable trend, especially for Nordic countries. The darker the leaves, the less light they need.

And the thicker the texture, the more they can withstand. But there are ways of succeeding with finer foliage too. Mirrors can help reflect light towards poorly illuminated corners, or you can install a grow light to make the winter season bearable for your exotic friends.”

### Produce

In a time of flight-shame movements and meatless Mondays, it’s all about reducing. But according to Anders, there’s one thing we should produce rather than reduce. “My partner Erik keeps finding traces of dirt everywhere and I think he secretly hates it. At the same time, growing and re-potting plants is my contribution to helping the environment. You can’t hate on that!”

Accumulating such a large amount of plants means he sometimes needs to let go of a few treasured green gems. “Whenever we’re giving away a plant, it’s always a big deal for me because I get so emotionally attached. That’s why they make such great gifts, especially if it’s a self-produced plant. Grow a seed, replant an offshoot or take a leaf or stem cutting from one of your own plants. When it’s strong enough to leave its nest, give it to someone you care for. In a way, the plant becomes an extension of the time and love you’ve given to make it grow.”





















DAYBE Sofa / bed

BLUSH Wall lamp





NOOK Ladder rack

GEAR Floor lamp



DAYBE Sofa / bed







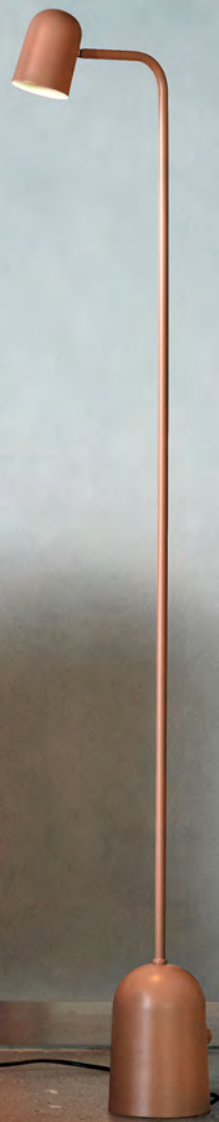














OSLO WOOD Floor lamp



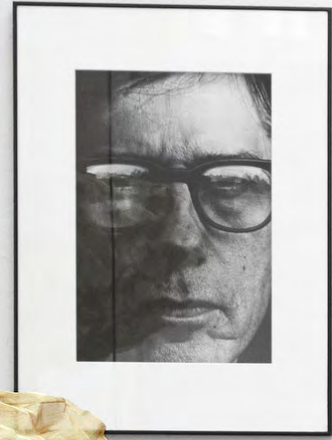




ACORN Pendant lamp

YAM Pouf





















AKA JOURNAL

SARKO YD FRANÇOIS HALARD MARCEL BREUER MICHELLE JAWY RICK OWENS JOHN FAWSON  
FISHERY FORDROUITEK MALENE RYDST NIKOLAJ WENTZE GABRIELI ANA KRAS IDEN UTZON  
MARA LAMA ISAKU NAGUCHI MASATOSHI IZUMI JEFFE WEIN ESTE GARDOLL BENJAMIN PAULIN

VOL II

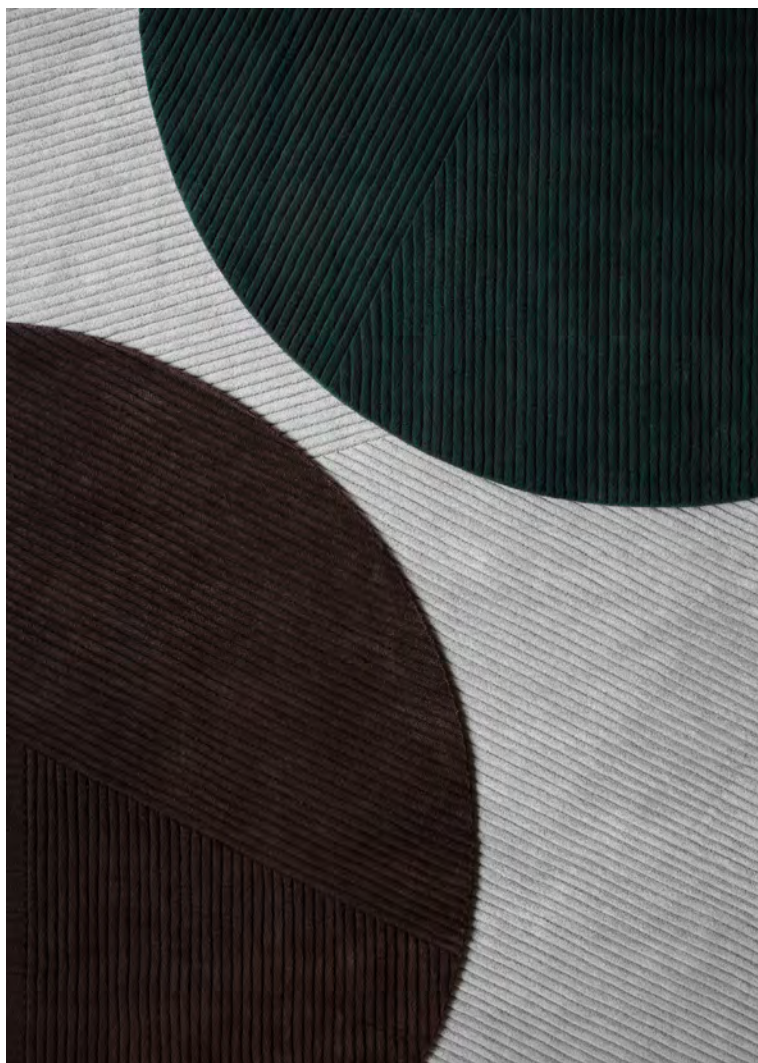
NO 02 / 2018







# Row



Smooth rows of soft wool create tactile landscapes to be caressed by the eye as well as by the hand.





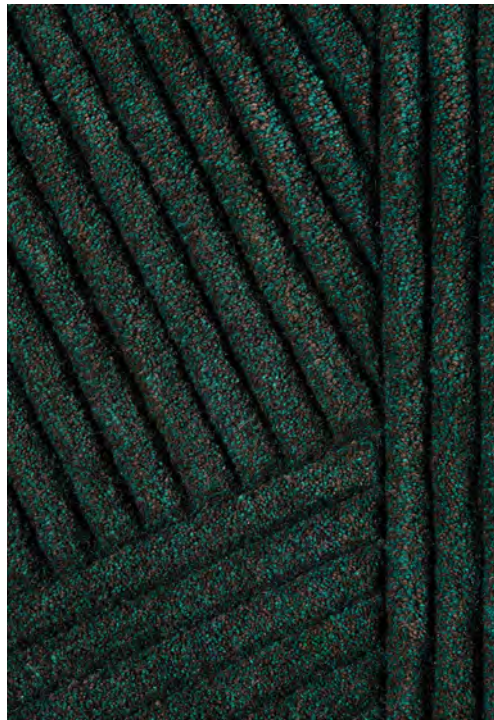






A bird's-eye view of a rural landscape inspired this rug design. The surface is structured by rows of parallel lines that represent the deep furrows of a ploughed field. Simple changes in the orientations of the lines form contrasting patterns that express movement over time. They seem to suggest that the boundaries between the fields shift from harvest to harvest, creating a living landscape. However you see it, the contrast between the textured rows of soft wool pile and the sharp lines dividing them creates a soft and tactile surface.

Row is available in a choice of neutral palettes: beige, brown and green. At first, the rugs may appear to be monochrome, but a closer look reveals the variety of tones in the individual threads that make up the overall colour. The rugs are individually hand-loomed and made from New Zealand wool. Craftsmen carve the fibres by hand to form the long, even rows that create the rugs' contrasting lines. Minimal and unmistakably contemporary, each design is available in round and rectangular shapes.



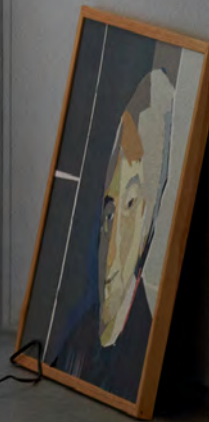


LOUD Bar cabinet





OBLONG Lounge chair



BUDDY Floor lamp



























Photographer, designer and colourist based in  
Stockholm, Sweden. Currently working on a secret project  
about a new way of bringing colour into the home.

@teklan

# Tekla

Have you seen Swedish photographer, designer and colourist Tekla Evelina Severin? You probably have, as she's kind of hard to miss. Posing in her bright, boxy clothes and iconic straight-cut bob, Tekla is typically found in front of a vibrant wall of tiles or photographing unusual architecture. A rare sight in the otherwise uniform world of interiors.













Today, you could walk into almost any furniture fair or flip through a leading interior magazine and it would all feel familiar. Monochrome hues of black and white supported by fifty shades of beige are the overall impression. And then there's Tekla. A fresh pop of unusual colours, recognisable by geometric shapes and odd patterns. She seems to find vibrant palettes wherever she goes, whether it's in one of Stockholm's subway stations, the exterior of a building in Spain or inside an artistic designer home.

When asked to describe herself, Tekla sounds like she's full of contrasts - much like her own Instagram feed:

"I know I can come off as a very serious person, but in reality I'm always looking for more playfulness in my life. Born a Libra, I'm diplomatic and terrible at making decisions. At the same time, I know what I like. I'm very aesthetically aware and always on the hunt for the perfect next capture."

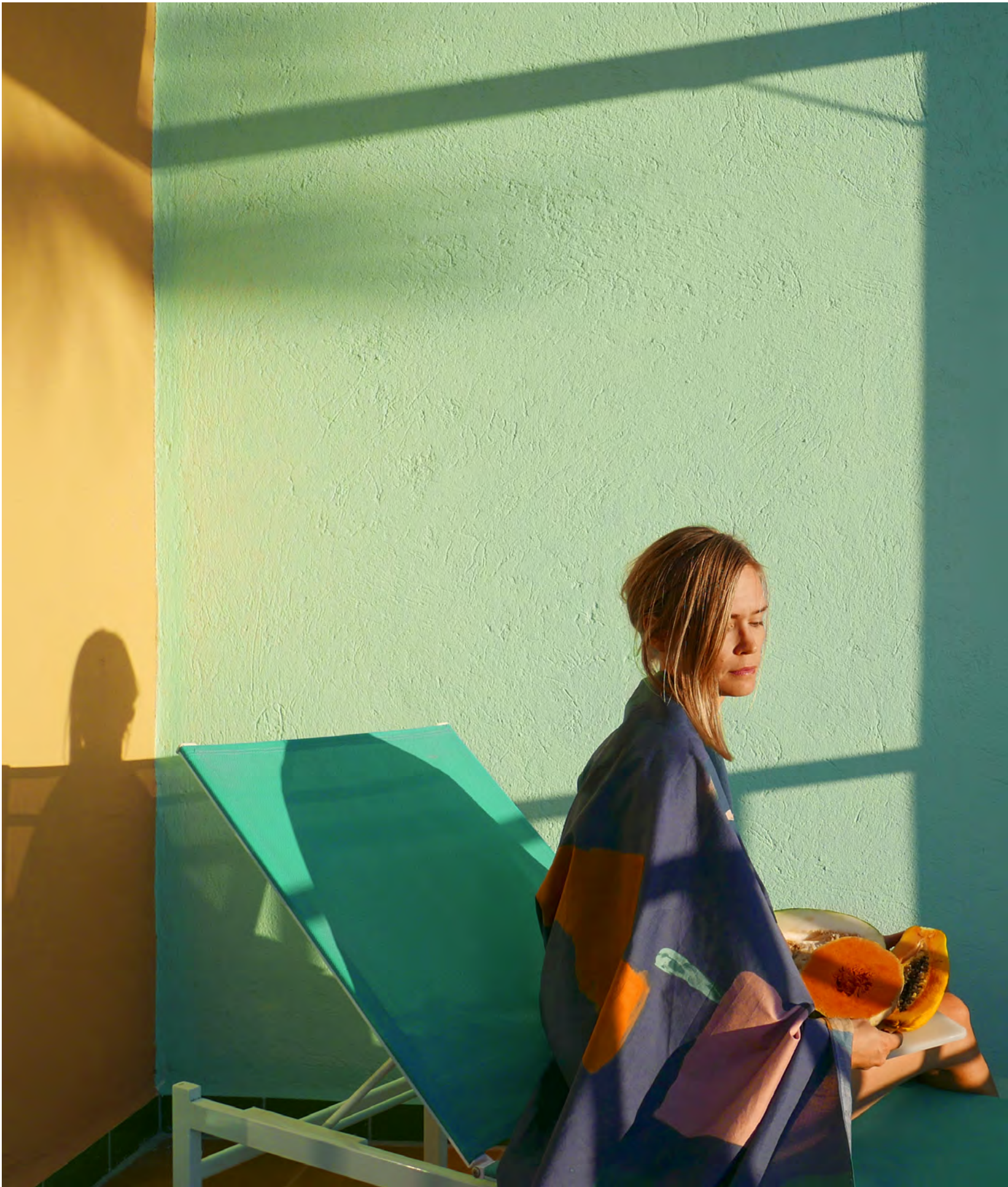
Why do you identify with such vibrant colours?

"I think it has to do with where I'm located and the industry I come from. If I was based in sunny LA or in Spain, I probably wouldn't be so obsessed with vibrant colours and bright light. But since I live in a Nordic country where the landscapes turn dark and grey for half the year, they're not present in my everyday surroundings. Besides, my background as an interior architect has made me bored of the humourless Scandinavian taste with its greys and whites."


We can sense the rebel in her. "More colour to the people" is what she's preaching.

"As a matter of fact, the 'colour' white is so far away from our natural heritage of living in lush and colourful nature that it feels unnatural to us. It makes us uncomfortable and stressed. So to me, colour is everything and I'm intrigued and inspired by how it can affect our behaviour."









## “Painting your walls a new colour every season isn’t my idea of sustainable”

Tekla Evelina Severin

How can we use this knowledge to our advantage in our everyday lives, or more specifically – in our homes?

“It’s only natural that green used to be the predominant colour in our ancient ancestors’ homes. Thousands of years later, green still takes hold of us and makes us feel relaxed, harmonious and social. Because of this, green is a great colour to bring into your home, and there are many shades to choose from. On a more personal level, because I have poor eyesight, colours help me clarify objects and distinguish them from one another. It’s a method I use to feel more in control of my surroundings.”

Getting back to basics with a sustainable agenda in mind is an important trend going forward, and by investing in good quality and timeless designs we can avoid the growth of use-and-throw culture. At the same time, we can’t deny the human need for change every once in a while.

How can we use colour to take another look at what we already own?

“Painting your walls a new colour every season isn’t my idea of sustainable. Start by investigating your home. Find the purpose of each room and the mood you want to achieve. Then choose your palette. If you want to change it after a while, my best tip is to be bold and paint the ceiling a contrasting colour. It will make the room softer and more harmonious.”

Speaking of harmony, Tekla often appears in her own photographs dressed in an outfit that flawlessly matches the setting. How do you achieve such a visually coherent and consistent lifestyle? We want some insight into how to achieve that Instagrammable life!

“I love creating scenery that I’m a part of and using my body as a way of saying something about the scale and reality of the location in the photo. It’s become my obsession and it only has one secret: research and planning. Sorry!”









OVER ME Wall and ceiling lamp



OMBRE Table lamp















NEST Wall hook / storage







DIVA Floor lamp













## We use past experiences and current trends to create the future way of living.

We started Northern's first collection with an idea of walking through a house, one room after the other, while asking questions like "what is the function of this room?", and "what objects does it need to fulfil its purpose?". This way of thinking still stands strong when deciding which products to develop today. At the same time, we pay attention to societal changes, like how people are migrating towards the cities. This means less space to live per inhabitant, but what does it mean for the objects we bring into our living spaces? We want the way we live to direct us onto new paths, and we dare to let our designers challenge us along the way; using past experiences and current trends to create the future way of living.

What we have discovered lately is how the lines between different types of spaces, and what they're used for, seem to be more fluid than before. Many of us are becoming increasingly flexible in terms of where, when and how we work. Because of this, an office should not be built on practical solutions alone. That's not our idea of efficient use of space. It has become something personal, and therefore a place where we need to feel comfortable and more "at home" in order to be effective and happy workers.

Another observation is how objects that used to be important to us, but have been forgotten for a while, are heading towards a revival. For many years, we have allowed mass production to create uniformity in the things we own. As a result, almost like an allergic reaction, many of us are now starting to see value in the tiny imperfections only found in human craftsmanship. Because that's what creates the uniqueness and sense of individuality - that it is not achieved through standard ways of designing and producing things.

To support this philosophy we don't want a piece of furniture or a lamp to be either/or. We want functionality, dual-purpose and aesthetic value, all in one. If we succeed in this, we get the privilege of meeting people where they are, with interiors that are practical and functional enough to work in a public setting, yet with the right amount of personality and character to meet the criteria of a home. With a mindset like this, we're not only challenging ourselves when choosing what's next, we're also challenging the current rules of what different objects should be. That's our way of moving forward.















# Contact us

Northern  
Bygdøy allé 68  
0265 Oslo, Norway

(+47) 40 00 70 37  
post@northern.no  
northern.no

Facebook → northern.no  
Instagram → @northern.no  
Pinterest → NorthernOslo















With 15 years of design in our past,  
we're hoping to leave an impression  
that will continue to last.

**Northern**