

Northern

REO  
CONNECT

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# Content

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Northern

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# Intro

Our families and friends. Our colleagues and communities. Our homes and the wider world around us. Never have we cherished these connections more. They enrich and enliven us. They make us happier and more creative. They bring inspiration and comfort.

At Northern we believe these connections should be celebrated and cherished by great designs. From multi-functional furniture that gets the best use out of the space we have, to beautiful lighting that creates a warm and welcoming atmosphere to meet up and relax in. Everything we do is about bringing joy and meaning to these connections.

So join us and our community of designers in embracing and valuing every connection we make.

A handwritten signature in black ink, appearing to read 'Ove Rogne', with a stylized, flowing script.

**Ove Rogne,**  
CEO and Founder













**Plis 2 seater**  
Sofa



Plis 3 seater  
Sofa









# Studio Visit



# Stine Aas

While no two days are ever the same, as soon as Stine Aas arrives at her shared studio, she takes the time to chat over a cup of coffee with her fellow designers, artists, and makers, "I always feel more energised, more able to concentrate and more motivated afterwards."

Growing up in Bergen, Norway's second largest city, it was after graduating with an MA in furniture design from the Bergen National Academy of Arts, that Stine started her own studio. "Northern was one of the first brands I worked with and the Oaki lounge chair we went on to produce was part of my first exhibition at Milan Design Week. I'm very proud to say that it was recently included in the permanent design collection of the National Museum of Oslo."

Stine has continued working with Northern ever since, going on to produce an accompanying Oaki dining chair, the Nest wall hook and the Grab watering can. So when looking to create a new sofa, one that would remain true to the brands deeply rooted Nordic design traditions, but packed with modern personality, they instinctively knew who to ask.

**What was the inspiration behind the 'Plis' sofa series, and what qualities do you want it to bring to people's everyday lives?**

"Whether it's furniture, products, or spatial design my starting point is always form and function. I want to make things that people will enjoy interacting with every day, and hopefully take care of and keep for a very long time.

**"As a creative person you spend a lot of time alone. Yet human connection is a vital part of the process."**

I took inspiration for Plis from the natural curves and organic contours of the human body and how what we wear enhances and follows those shapes. As a result, the cover that wraps around the soft form of the finished sofa is comprised of only two pieces of fabric, with two folds in each corner where the radius is smaller.

My aim was to make a timeless, generous, and comfortable piece of furniture that allows you to enjoy a feeling of togetherness with the person sat next to you."

**When it comes to designing a timeless piece of furniture like a sofa, how do you create something new?**

"I am more focused on making something good rather than something new. I love picking up ideas and inspirations from different times and places, melding them together to reflect how we live right now.

Following trends is always a bad idea. The newness lies in the idea and unique point of view. Maybe it is a new combination, a new detail, or a new use of material, but I always try to solve a problem in the simplest way possible which for me creates the most interesting products."









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**How do you think furniture design will change to reflect how we choose to live in the future?**

“With over-consumption such a big problem, every designer needs to think about and understand how their products will affect our future. Will this be relevant in 10 years? Will the materials I choose stand the test of time? Will this piece be maintained and fixed?

Thankfully, Northern, and Nordic design generally, with its alluringly clean and organic aesthetic has been, and still is, made with quality and craftsmanship at its heart. For me, when you bring objects like these into our homes they give a space roots, they are meant to live, outlive you even, they are made to last and be passed on to future generations.”



Blush rail 5  
Pendant lamp



Row circular large  
Rug





**Butterfly**  
Wall lamp









**Blush rail 3**  
Pendant lamp













Treble  
Bar stool















**Dokka**  
Pendant lamp









**Me dim**  
Floor lamp







# Daybe dining sofa























# Expand dining table





















# Studio visit



# Sami Kallio



Born in Finland and raised in Sweden, award winning designer Sammi Kallio spent his early years creating objects, "It was a kind of game for me to make plans and drawings of things in my head, and it has continued to this day."

Honing his skills first as a carpenter instilled in Sami a lifelong ambition to merge time-honoured materials and techniques with modern methods. "During that period I had to build according to other people's designs. While it was a good source of learning, embedded with generations of experience, I couldn't help but think, 'Why have they not thought about this?' and 'Why don't we do it like that?' So it felt natural that the next step for me was to become a designer."

**Can you tell us a little about your design studio and what an average day there looks like?**

"I've had several studios over the years upgrading gradually but have been located just outside Gothenburg since 2013.

At any point I usually have 4 or 5 projects on the go, apart from the computer modelling and rendering, I do a lot of hands-on work. This approach allows me to challenge everyday thinking and push my materials further.

Like the wood I use, my discoveries take root, grow, and then flourish, ensuring I create contemporary furniture that is still built traditionally."

**What discoveries did you make during you latest project for Northern?**

"Over the last fifteen years Northern have created an impressive lighting legacy and I've been humbled and delighted to complement it



**“To hold the materials I work with in my hands, to feel that connection with what I am making, and knowing I am helping to keep long held Nordic craftsmanship alive is incredibly important.”**



with furniture. Whether the Pal stool and bench, the recent Valet wall console, or my new series of three dining tables, each one starts with form and everyday functionality in mind.

Yet with every project it is always the little details I fall in love with. In Nordic design we do not make details for fun. Well-designed details give life to established typologies and lets us discover new ones.

With the dining tables I looked closer at the connection between the vertical and the horizontal elements and how to find the right balance. The curved apron and slight angle of the legs make the overall design feel incredibly light considering the generous size.”

**How does the way we live today affect your designs and how will you continue to make them relevant in the future?**

“With growing concern for the environment designers, manufacturers and consumers need to take responsibility where they can. If every piece was designed and made with a long life in mind a lot could be achieved in reducing the furniture industry’s environmental footprint.

I firmly believe that having wooden materials in our homes; how they feel, how they smell and how they look, is not only good for the planet but good for us.”













Heat XL  
Pendant lamp







Oaki  
Dining chair





**Hifive**  
Cabinet back board

















Acorn  
Floor lamp



Daybe  
Sofa

Stilk  
Coffee table





















**Yam**  
Pouf

**Acorn**  
Floor lamp











# Profile



# Studio Peel



**Norwegian artist Anne Peel explains how a lifelong connection with nature and a fascination with paper has allowed her creativity to unfold.**

"My childhood was spent surrounded by forests, walking in them daily and picking flowers.

I studied Art History and Conservation of Fine Art on Paper and worked in the paper department of a design store in Oslo for many years before I began to creatively explore what I could make myself.

It was during this time I read an article about the devastating impact fresh flowers has on the environment. Ninety percent of what we buy is imported, grown in heated greenhouses which release large amounts of CO<sub>2</sub>, before being transported over a huge distance to your local flower shop, where they have a shelf life of just a few days. Where our flowers come from and preserving them in their natural environment is so important, and this is what Studio Peel is about.

I live and work near to Østmarka, a large, forested area east of Oslo, and I find a lot of inspiration there. I feed off my environment, so start every day with a walk and yoga, the sights, sounds and smells of this natural landscape help my mind and body to connect, making sure my thoughts and creativity flows."



**"I feed off my environment.  
The sights, sounds, and smells help  
my mind and body to connect."**











"Through my artwork, I explore the relationship between nature and humanity; transforming flowers I know and distorting them into otherworldly sculptures. I am also fascinated by fading and dying flowers; I love how they curl and swirl in the most beautiful ways just before they lose their petals. I often pick or buy flowers to watch them decay day by day, challenging what the very essence of natural beauty is.

Paper and I completely understand each other. I know the chemistry of paper, how it is made and how both strong and fragile it can be. I love using my hands, cutting, folding, and bending the paper into something delicate yet enduring. I am also now making my own paper, as well as using natural dyes and water to mix unique colours and to create fresh combinations.

I love how flowers always have the ability to lift your mood, instantly evoking feelings of joy and excitement in a very simple way. I hope people look at real flowers differently after seeing my artwork, taking the time to appreciate every fascinating detail. I can never compete with the beauty found in mother nature; no one can."



































Reveal  
Pendant lamps









**Birdy swing**  
Floor lamp

**Birdy swing**  
Table lamp







**Buddy**  
Floor lamp

Hifive  
Storage system



















Dais  
Stepstool









Butterfly  
Wall lamp

















# Contact us

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