

CELEBRATING 20 YEARS · 2005 – 2025 ·
Northern
OSLO — SINCE 2005
From Oslo with Love

Northern Celebrates 20 Years

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Press release — Spring 2025

Oslo, Spring 2025 – An exclusive look at how a bold idea, a tiny Oslo backyard, and a team of passionate creators built one of Norway’s most inspiring design brands.

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A Journey Ignited Over Drinks

Northern’s story began in 2005, in a small brown bar called the Fly Fisher, tucked away in the Bislett neighborhood of Oslo. It was here that two former management consultants, weary of the corporate grind, decided to take a leap into something entirely new. That summer, two more joined. One a gourmet chef, exhausted from the relentless pace of restaurants and global competitions, and another consultant with start-up experience, ready to support a new venture.

Despite having limited experience in lighting, what they all shared was a passion for design, structure, product creation, manufacturing, branding, and marketing. And so, with ambition burning rightly, the foundation of what would become Northern was set.

Their first “office” was nothing more than a backyard terrace near Bislett, an unconventional but inspiring setting where ideas blossomed as freely as summer drinks. Their vision? To build a strong, high-end lighting and interior brand from Oslo, one that would challenge the dominance of Danish and other established global design powerhouses. To conquer the world, not with sheer size, but with beauty, originality, and a bold sense of identity.



— Founded as a small, independent interior brand in Oslo, Northern now distributes to over 45 countries, while remaining locally rooted and independently owned.

— Collaborates with over 70 design teams from around the world.

— Design-first philosophy support new talent through open submissions and design competitions, evaluating every idea anonymously, based purely on design.

— More than 200,000 products sold globally in the past five years.

— All products are made by 14 trusted factories, selected for their craftsmanship and high-quality materials.

— Their base textile collection is woven in Innvik, a small village at the end of Nordfjord, with over 130 years of tradition.





**“We sold our cars, even apartments.
But the fun of creation was worth
every sacrifice.”**

Ove Rogne, Co-founder and CEO



The first light

The first product was the now-iconic Snowball lamp, designed by none other than gourmet chef-turned-designer Trond Svendgård. “We spent the first months after completing the prototype just walking from store to store, architect to architect, pitching it as the beginning of something much bigger,” Svendgård recalls. “We asked them to support a young Oslo brand, and luckily, they did.”

The Snowball quickly became a hit, enabling the team to develop more designs, but not yet enough to pay salaries. “For the first two years, we didn’t take a paycheck,” co-founder Ove Rogne shares. “We sold our cars, even apartments. But the fun of creation was worth every sacrifice.”

Realizing that design and engineering required professional input, they reached out to a network of established and up-and-coming designers, architects, and artists. This approach led to a diverse collection: some pieces were playful and avant-garde, while others honored the rich mid-century Nordic design heritage.

“Walking from store to store,
architect to architect,
pitching it as the beginning
of something much bigger.”

Jørgen Svendgård, Co-founder





(1964)



(1954)



(1956)



(1952)

Reviving Norwegian Design Classics

Northern soon embraced not only new designs but also historic ones. By working with designers and their families, they reintroduced forgotten classics like the Birdy and Dokka series by legendary Norwegian designer Birger Dahl, as well as the Butterfly lamp series by Sven Ivar Dysthe. These once-overlooked mid-century gems were given a new lease on life, proving that good design is truly timeless.

“There’s a Northern design in nearly every Norwegian home, even if they don’t realize it.”

Jonas Norheim, Design Director

“If you unraveled Oslo Wood’s threaded shade, it might just reach from Narvik to Oslo.”

Ove Rogne, Co-founder and CEO
Born in Narvik, based in Oslo.

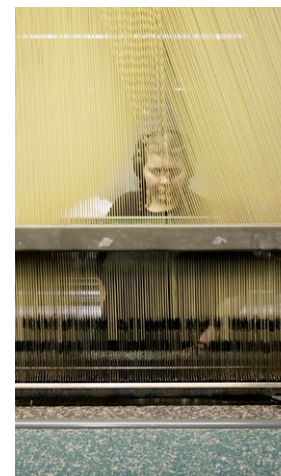


“We don’t just make beautiful objects;
we make them with integrity.”

Morten Skjærpe Knarrum, Design Director

Commitment to Craftsmanship and Social Responsibility

Beyond aesthetics, quality and functionality, Northern has always prioritized social entrepreneurship and sustainability. “We don’t just make beautiful objects; we make them with integrity,” says Morten Skjærpe Knarrum. Their high-quality wool is sourced from Innvik in Norway, woven by Kvadrat, and their Heat lamp series is produced in Örnsköldsvik, Sweden, in collaboration with local designer Johanna Forsberg.

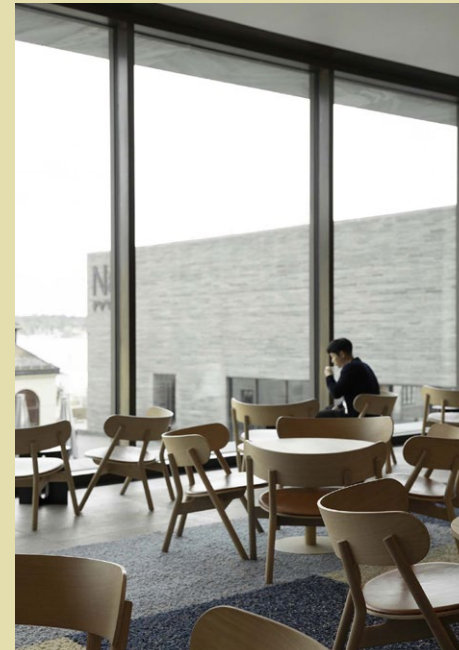


From Oslo to the World

As media coverage grew and sales took off, Northern entered its next phase: international expansion. “We built our own stands at fairs, bought our own plane tickets, funded by selling our cars,” laughs one team member. The dedication paid off, turning Northern into a truly global brand while remaining a tight-knit, locally owned business.

2018 marked a significant evolution: the launch of a full-fledged furniture collection. With simultaneous launches in 12 countries, they cemented their place as a key player in high-end design.

Today, Northern remains a vital part of Oslo’s design landscape. Its products found in homes, offices, hotels, and major architectural landmarks like the National Museum. Still proudly independent and locally rooted, the brand continues to shape contemporary interiors with timeless pieces. Recent launches, like the bestselling Tradition pendant series, show that Northern is not only here to stay, but leading the way forward.





“We are still a small, passionate team in Oslo, creating, sharing, and helping people make their surroundings unique.”

Morten Skjærpe Knarrum, Design Director

Beyond Business: Cultivating the Future of Design

Northern is more than a brand; it's a movement. Every year, they host design competitions for students, participate in global exhibitions, and welcome interns from around the world. Their pieces have won prestigious awards and found their way into celebrity homes, luxury hotels, and renowned architectural projects worldwide.

Despite all this success, some things remain unchanged: Northern has no large investors, just dedicated owners, staff, and a shared belief in the power of design. “We are still a small, passionate team in Oslo, creating, sharing, and helping people make their surroundings unique,” says Rogne.

As Northern continues to grow, one thing is certain: they are not just designing lamps and furniture. They are crafting a legacy one piece, one idea, one beautifully designed object at a time.

Still today: Oslo-born, staff-owned, and fueled by passion. Still sharing beauty with the world, from Oslo, with love.

About

Northern, born in Oslo in 2005, is a small Norwegian producer crafting the very best in furniture, lighting, and design accessories. We blend creativity with traditional craftsmanship, making Nordic design cooler and ever more beautiful.

By continuously improving and challenging ourselves and making the Northern collection more unified in spirit and style.

Northern - From Oslo with love!

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