

New mood maker from Northern Lighting: **Plank**

Plank - *Design 2012*

Northern Lighting is hereby happy to present our brand new wooden lamp series with dimmable LEDs inside.

Plank is a light fixture made out of pure, raw wood. Plank stems from a reference to the used and abused delivery pallet. Plentiful in function, this thin, long and simplistic pendant, wall and floor lamp series serves well to add directed or guided light to a defined space in a room. It further works well in providing a defined light strip down towards, for example, a table or a desk area.

The lamp series is available with rough cut light coloured poplar wood planks and with a darker Kebony SYP (Southern yellow pine) wood from the Norwegian company Kebony an alternative version. Both wooden materials choices have an unpolished expression with visible marks and traces from the production processes.

"A lighted piece of plank"

This new lamp series will have its world launch at **Maison & Objet 2012** in Paris at the Northern Lighting **Nordic Wood Lounge**.

We will launch a number of new lamps during this fair, and will of course also provide you with the best drinks and the best music by our own designer and DJ, Rudi.

Welcome!

Booth number: B45-C46
Hall 8 - Now! Design á vivre
Dates: 7-11 September 2012

We hope you like this new lamp!

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For further information or high res images please email us at contact@northernlighting.no or visit our website www.northernlighting.no



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About the designers

Plank is designed by the duo *Frida Ottemo Fröberg* and *Marie-Louise Gustafsson* from Sweden. Frida and Marie-Louise both create conceptually pragmatic designs, often characterized by a combination of elements of personal passion, playfulness, functionality and humour.

Frida Ottemo Fröberg (born 1976) has a master's in interior architecture & furniture design from Konstfack University College of Arts, Crafts and Design in Stockholm. Frida was first acknowledged at Salone Satellit in Milan 2006. A design reporter described her as "one of those project hungry young designers who set out along her own course". After gaining experience from various assignments in cities such as London and New York and numerous exhibitions around the world, she set up the design studio Love Twice Design + Architecture in Stockholm, where she is now the owner and manager.

Marie-Louise Gustafsson (1967) has a master's degree in product design from

the Royal College of Art in London. Besides that, she has studied design in Japan and Stockholm. Many of her designs have been exhibited worldwide. One of Marie-Louise's many previous products that has received broad international attention is the urban bicycle basket *Carrie* produced by Design House Stockholm. Other assignments of hers include work for well-known players such as *Nola*, *Eurobib* and *Lammhults Library Design*. She currently works as a freelance designer in Stockholm, both with self-initiated projects and commissioned work.

Read more about them and their works at www.lovetwice.se and www.marielouise.se.



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Materials and colours

Light poplar or dark Kebony pine wood and brass

Size

Length: 120 cm.

Height: 14.5 cm.

Width: 6 cm.

Estimated price per item

Consumer price:

EURO 640,-

Available from

Winter 2012

Photography

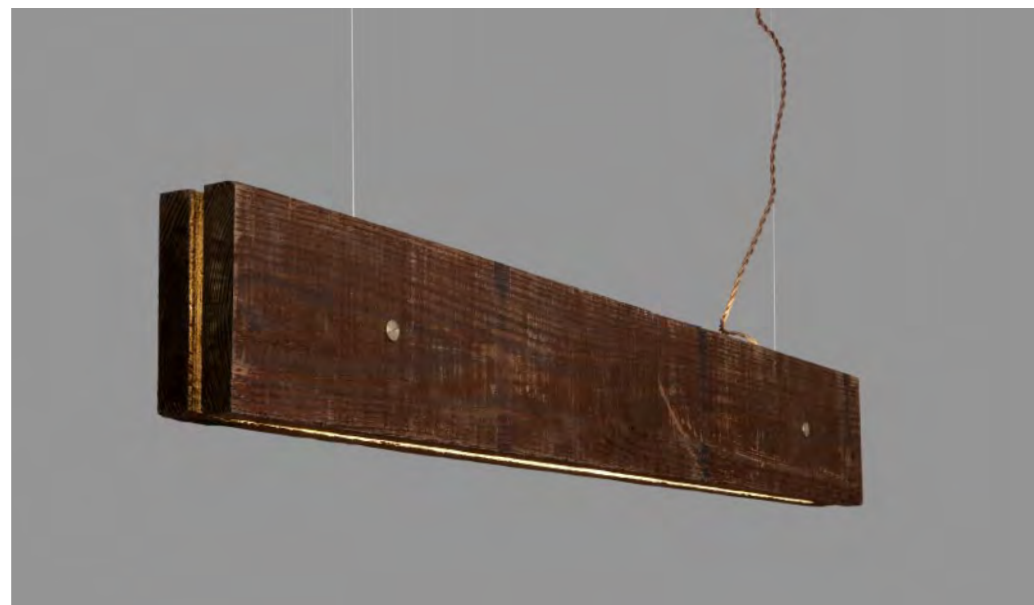
Tom Gustavsen

Permanent showroom

Hausmanns gate 31, Oslo, Norway

Retailers and distribution

See details at www.northernlighting.no



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About Kebony material and Kebonization

Kebony is the award-winning sustainable substitute for tropical hardwood and preservative-treated wood. Kebony is increasingly the choice of leading architects, designers, builders and developers looking for an environmentally friendly, non-toxic, maintenance-free, durable and aesthetically pleasing material. It has a finish and a natural and unique appearance that has a myriad of different indoor and outdoor applications, as well as unique technical advantages combined with long durability and no maintenance needs. The pioneering Kebonization process transforms sustainable wood species into those with comparable, and often superior, attributes to tropical hardwood. In recognition of its green credentials, Kebony AS was named as one of the world's most promising clean technology companies in the Global Cleantech 100, both in 2010 and 2011, in competition with more than 3,000 companies from 50 countries.

Read more about Kebony at
www.kebony.com.



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About Northern Lighting

Northern Lighting was founded in 2005, and has since established itself as a small dynamic Nordic company specialising in the design and manufacture of lights.

Northern Lighting creates designer lights for different moods inspired by the unique Nordic nature, culture and society and the very special natural light. The company delivers its creations to commercial projects and retailers in more than 30 countries, always following the same basic values: *Northern Lighting* reflects the fact it is a young, fun, playful and mood-oriented lighting company that uses its light portfolio to represent and promote the joy of creative design and the Nordic geographical and cultural heritage within the international design scene.

The place of origin explains the choice of the name *Northern Lighting* - inspired by the company's positioning on top of the world in the Nordic landscape.

Northern Lighting is a commercial hub for designers. The people responsible for the generation of these designer lamps include both young up-and-coming talents and recognised designers. Despite their different levels of experience, our designers have one thing in common: They are fiery souls who are fascinated by the mood-creating possibilities of light.

Info and contact

For any questions or comments feel free to contact us via email to contact@northernlighting.no, or phone +47 4000 7037. Also, if you would like to interview the designer or our Head of Design internally, we are helpful to set up the contact.

For more information, high-res photos, other press releases, catalogue download or 3D CAD files please visit our **website** or follow the links on the right hand side.

Best regards,

The *Northern Lighting* Team

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mood makers



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