

Northern

Frame

Press release — Spring 2018



Designer Cecilia Xinyu Zhang thinks like an architect but approaches design like an artist. Cecilia came up with a uniquely space-saving design that resembles a contemporary artwork. The product was inspired by the concept of ‘space within space’, resulting in a design that resembles geometric shapes nesting within each other.

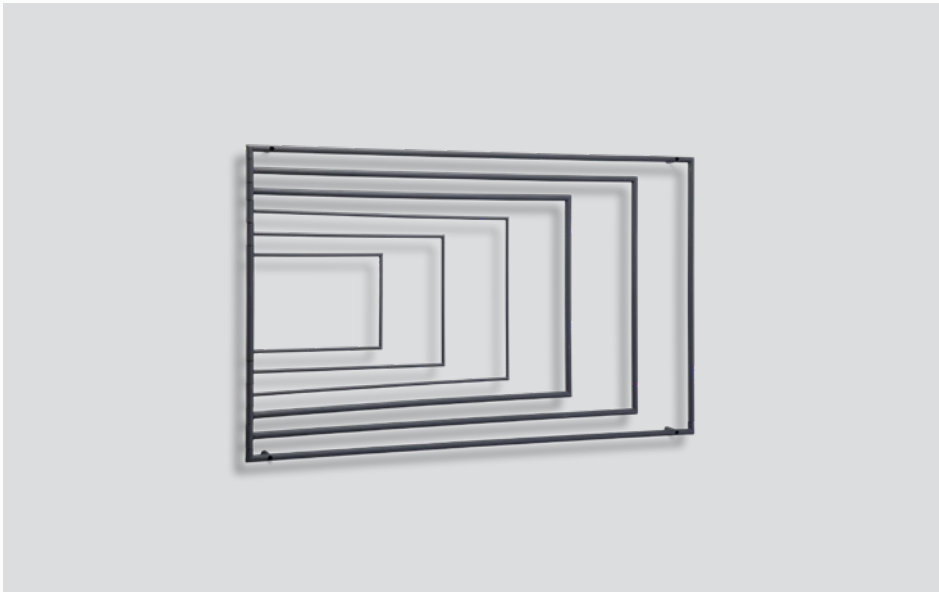
Frame is a multi-functional object that provides a place where laundry can dry and items of clothing can be hung. When opened, Frame extends outwards away from the wall to form lightweight tiers of tubular steel. When no longer in use, the multi-hinged construction silently retracts, returning to its original two-dimensional shape.

‘Short of space but
longing for more style?’

Design by Cecilia Xinyu Zhang



Models and prices



Frame

EURO 275,- / SEK 2.590,-
DKK 1.950,- / NOK 2.490,-
GBP 240,-

Available:
Now

Retailers and distribution:
See details at northern.no

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Photo by Chris Tonnesen
Styling by Per Olav Sølberg



Cecilia was born and raised in Beijing before joining the master's degree programme at the Academy of Design and Crafts in Gothenburg, Sweden. After graduating, the designer established her studio in Bergen, Norway, where she produces designs intended to alter perceptions of objects and space. Cecilia explores the potential to create optical illusions in everyday products, making two-dimensional objects that expand into 3-D proportions, or creating large-scale designs that look smaller in appearance. For Northern's debut collection, Cecilia designed space-saving products made with heightened functionalities: an expandable clothes holder that resembles a wall decoration, and a vertical frame where accessories can be stored and displayed. As urban living spaces continue to shrink in size, Cecilia's work reflects the need to make multi-functional products part of everyday interiors.

Cecilia Xinyu Zhang



About

Picture the North. Rugged landscapes and clear blue waters, dramatic horizons reflected in breath-taking fjords. A place filled with talent and imagination, always ready to inspire new ideas in design. It's where creative expression meets traditional craft, and where pale beauty is coupled with rough-cut contrasts. Inspirations such as these are sparking new directions for design. This is what Northern was established to pioneer.

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.

Northern's debut collection is simplicity at its best, spelled out in streamlined designs that are fun to combine and easy to clash and contrast. Smoked wood, twilight colours and strong silhouettes create subdued moods, while subtle geometries and classic sensibilities add an elegant touch. We see the interior as a flexible, creative space, and make multifunctional products that are unified in style, as well as in spirit.

Our creative reach goes beyond our Norwegian heritage to meet the modern need for laid-back luxury and cutting-edge cool. Northern's designs can energise and inspire, create a relaxing mood, or set the scene for a soothing backdrop. Designed with the potential to make any setting unique, Northern's products add atmosphere as they reveal a new vision for Nordic style.

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