

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

# *Tradition floor lamp*

Press Release — Spring/Summer 2025





As Northern celebrates its 20th anniversary in 2025, our team of creatives and designers has been busy preparing 20 new items be released throughout the year.

## New floor, table and pendant lamps join Northern's Tradition series

We are delighted to introduce three new additions to the beloved Tradition lamp series, designed by the Norwegian duo Morten & Jonas: Tradition Table White, Tradition Floor White, and Tradition Pendant Linear L120 White.

The Tradition lighting series brings interesting new objects into a room with varied functions, offering beautifully diffused light that enhances any interior and social setting. These delicate yet bold designs complement both modern and traditional spaces, creating a warm ambiance. The soft glow of the light invites comfort and enjoyment.

Each lamp features a finely knitted off-white polyester shade carefully stretched over a white metal frame, creating an interplay of soft textures and structured lines. While these new pieces share a common design language, each possesses its own distinct character.

Functioning as both a lounge lamp and an oversized table lamp, this sculptural piece is a bold icon and statement piece that fits perfectly in a variety of spaces. Its presence adds character to any setting while creating an inviting, warm atmosphere with an eye-catching addition to stylish corners or open spaces in need of light.

Design by Morten & Jonas

“With these new Tradition pieces for Northern, we're introducing more ways to illuminate interiors that celebrate both function and a gentle and warm Nordic aesthetics.”

—Morten & Jonas



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## Highlights

- Primarily a floor lamp, but also works well as a large table lamp
- Seamless shade in knitted textile
- Replaceable hand dimmer on the power cord
- Black soft pad under the base
- Two hand-tightening screws make shade removal easy for bulb mounting and replacement
- Recommended dimmable E27 bulb, max. 13 W
- Top cover on the shade matches the base colour for a clean, minimal look

## Colours and materials

Shade material: Knitted polyester textile, steel

Shade colour: Off-white

Body material: Steel

Body colour: Grey-beige

Wire: Black silk, 200 cm

## Technical specifications

Dimmer switch: Black hand dimmer (50 cm from base)

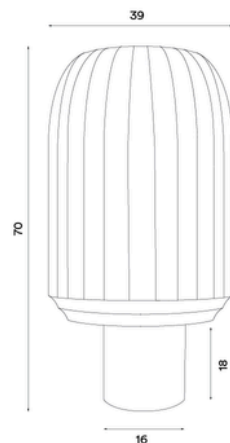
Bulb: Dimmable E27, max. 13 W (not included)

Voltage: 220V – 240V ~ 50/60 Hz

## Replaceable electronics

LED hand dimmer

E27 bulb socket



Design by Morten & Jonas



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Norwegian designers Morten Skjærpe Knarrum and Jonas Norheim, collectively known as Morten & Jonas, founded their studio in Bergen, Norway, after earning their master's degrees from the Bergen Academy of Art and Design. As Creative Directors of Northern, they set the roadmap for the collection and guide the brand toward a brighter future. As designers for Northern, they create iconic objects of beauty—pieces that offer not only aesthetics but also something more: functionality, personality, and a touch of the unexpected. Their innovative furniture and lighting designs stem from curiosity and imagination, infused with irreverence and wit.

From the outset, Morten & Jonas distinguished themselves by integrating social agendas into their design process, even collaborating with incarcerated individuals to produce one of their early creations for Northern. Since then, they have developed an array of acclaimed designs, won multiple awards, and exhibited their work internationally. Within Northern's collection, they fully showcase their creative synergy—crafting multifunctional furniture and understated lighting—while shaping the brand's vision and direction.

 [@morten.jonas](https://www.instagram.com/morten.jonas)

 [morten-jonas.no](https://morten-jonas.no)

## Morten & Jonas



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# Models and prices

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Tradition floor lamp

NOK 6 990 / SEK 7 290

DKK 4 990 / EUR 699

Retailers and distribution:  
See details at [northern.no](https://northern.no)



[Download images](#)

## 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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