

Press info spring 2016

Buddy. A Small Beam with Big Potential.

Northern Lighting





Photo: Chris Tonnesen

Styling: Per Olav Sølberg

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Design:
Mads Sætter-Lassen

**Cutting Edge Lamp from
Design Award Winner**

Winner of the Northern Lighting Student Design Award in 2015, the eye-catching Buddy lamp by Mads Sætter-Lassen was selected from among 130 entries. A student at the Royal Danish Academy of Fine Arts in Copenhagen, Sætter-Lassen describes Buddy as 'the little helper everyone needs'. This unassuming desk lamp is just that, a multi-functional design that gives busy individuals a base to come back to. Equipped with a holder to contain pens, pencils, keys or loose change, Buddy lends a hand when you need help keeping track of essentials.

As Buddy organises small items, it helps surfaces remain uncluttered and keeps important objects within reach. The multi-directional shade enables the beam to be directed towards the area where light is needed.

Available in matt finishes of dark grey, off-white, green and Marsala, Buddy suits a variety of interiors and applications. Wherever you place it, Buddy promises to be a fun and quirky companion you'll enjoy getting acquainted with.



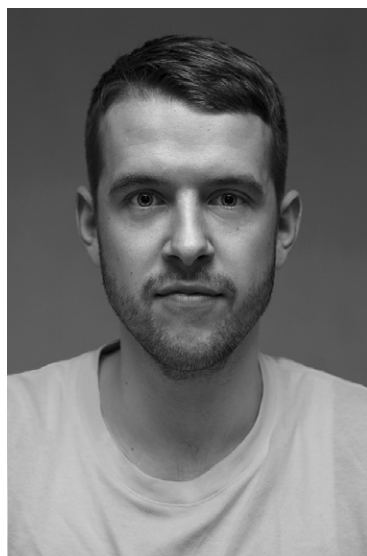
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The Designer: Mads Sætter-Lassen

Mads Sætter-Lassen belongs to a new generation of Danish designers. A graduate of the prestigious School of Design at the Royal Danish Academy of Fine Arts in Copenhagen, Sætter-Lassen also studied at Rhode Island School of Design and the Pratt Institute in New York. Having completed a range of studies within different fields of design, Sætter-Lassen has a uniquely cross-disciplinary approach that fuses elements of interior design with principles of cabinet-making, metalware and ergonomics.

An advocate of democratic design, Sætter-Lassen focuses on simplicity and functionality, preferring to showcase the beauty and integrity of materials rather than embellish products unnecessarily. Buddy is a striking reflection of Sætter-Lassen's approach, and his first product for Northern Lighting.



Models and prices

Available:
Summer 2016

Retailers and distribution:
See details at
northernlighting.no



Buddy off-white / green / dark grey / Marsala
EURO 195,- / SEK 1990,- / DKK 1590,-
NOK 1790,- / USD 239,- / GBP 159,-



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About us: Northern Lighting

Imagine a creative force led by original ideas, in a place where traditional design seems like a thing of the past. Where contemporary artefacts find new friends, and award-winning classics are remade with state-of-the-art materials. Where all the lights are fun to use, and bridge the gap between everyday functionality and ideals of luxury and style.

Look no further than Northern Lighting, a heady hotspot of creative cool. Whether crafted into pendant lights, floor lamps, wall lights, table lamps, candle holders or tea lights, each product we make enhances the quality of ambient light. We create soft lighting that makes their surroundings seem soothing and relaxing, or use diffused glows to create moody tones.

Northern Lighting's products are created in collaboration with designers, tastemakers and innovators around the world. Established in Oslo in 2005, our designs are guided by Scandinavian simplicity and the ever-changing character of the Nordic light. As Northern Lighting's products illuminate interiors throughout the world, our commitment to quality, sustainability and design excellence travels with them.

Get in touch with us

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