



WOUD

LOOKBOOK 2018



LEVEL DAYBED DESIGNED BY MSDS STUDIO

TWO THOUSAND EIGHTEEN

WE LOOK FORWARD.

WITH OUR NEW COLLECTION, WE STRIVE TO SET THE DIRECTION WITH AN HONEST AND MODERN TAKE ON FURNITURE AND DESIGN OBJECTS. WE HAVE ADDED NEW PIECES THAT RADIATED LOVE AT FIRST SIGHT FOR US. WITH THESE NEW DESIGNS, WE WANT TO HIGHLIGHT HARMONIOUS SHAPES, MONOCHROME COLOURS AND SIMPLE FUNCTIONALITIES. SOMETIMES IT TAKES SIMPLE TO MAKE IT GRAND. THAT IS WHY WE LOVE BLACK. UNDERSTATED AND ELEGANT WITH AN ABILITY TO ENHANCE OTHER COLOURS SUCH AS WARM EARTH TONES AND CALM NEUTRALS. THIS IS WHAT TWO THOUSAND EIGHTEEN LOOKS LIKE TO US. FOR THE YEAR TO COME, WE WILL MAKE AN EFFORT TO CHALLENGE OURSELVES EACH DAY. WITH THE NEW ITEMS WE HAVE ADDED TO OUR COLLECTION, THE CHALLENGE HAS ALREADY BEGUN. WE WANT DESIGNS THAT ARE MADE FOR YOU - AND MADE FOR USE. THIS IS WHAT WE LIVE BY. OUR PRODUCTS ARE DESIGNED AND MANUFACTURED IN A WIDE RANGE OF COUNTRIES AROUND THE WORLD AND WE CANNOT WAIT FOR OUR NEW DESIGNS TO GET BACK OUT THERE TOGETHER WITH YOU.

THIS IS WHY WE LOOK FORWARD TO TWO THOUSAND EIGHTEEN.



MIA KOED, CREATIVE DIRECTOR



MIA KOED CREATIVE DIRECTOR



ALLEY DINING TABLE DESIGNED BY SAYS WHO
MONO DINING CHAIR DESIGNED BY KASPER NYMAN



ALLEY DINING TABLE DESIGNED BY SAYS WHO



DOUBLE THROW DESIGNED BY STUDIO MLR



TÖJBOX WARDROBE DESIGNED BY MADE BY MICHAEL
DOUBLE THROW DESIGNED BY STUDIO MLR
DIAMOND/CANVAS CUSHIONS DESIGNED BY STUDIO MLR

NAKKI TWO-SEATER DESIGNED BY MIKA TOLVANEN
ANNULAR PENDANT DESIGNED BY MSDS STUDIO





BAENK BENCH DESIGNED BY STUDIO NUR
TIMEWATCH MIRROR DESIGNED BY AGATA NOWAK





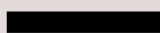
STUDY TABLE LAMP DESIGNED BY MSDS STUDIO

LEVEL DAYBED DESIGNED BY MSDS STUDIO
STUDY TABLE LAMP DESIGNED BY MSDS STUDIO
PIDESTALL FLOWERPOT DESIGNED BY EMILIE STAHL CARLSEN





THE CIRCULAR SHAPE



THE CIRCLE HAS BEEN KNOWN SINCE BEFORE THE BEGINNING OF RECORDED HISTORY AND WITH ITS HARMONY AND COMPLETENESS, IT CONTINUES TO INSPIRE US AND BE A CONSISTENT ELEMENT IN OUR COLLECTION. WHETHER THAT BE THE RING OF LIGHT IN THE ANNULAR PENDANT OR THE SHAPE OF THE SOROUND COFFEE TABLES, THE CIRCLE EXPRESSES WHOLENESS TO A DESIGN AS THERE ARE NO BEGINNING OR END, SIDES OR CORNERS. THE NEW RADIUS CANDLE HOLDER USES THE CIRCULAR SHAPE AS ITS MAIN ELEMENT. FIRST AS A BASE, SECOND AS A HANDLE, AND THIRD AS A HOLDER. TO US, AN HONEST TAKE ON A CONTEMPORARY AND MODERN CANDLE HOLDER.



KUPPI WALL LIGHT DESIGNED BY MIKA TOLVANEN





PIDESTALL FLOWERPOT DESIGNED BY EMILIE STAHL CARLSEN



RINA RHINOCEROS DESIGNED BY STEFFEN JUUL



TÖJBOX WARDROBE DESIGNED BY MADE BY MICHAEL
ILLUSION HANGER DESIGNED BY PHILIP BRO

HINKEN FLOWERPOT DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN





FOLDED LIKE A SHEET OF PAPER



YOU TAKE A PIECE OF PAPER. LET THE BOTTOM LEFT CORNER OF THE PAPER CROSS THE RIGHT CORNER UNTIL A HOLE AT THE CENTER APPEARS. THIS IS THE SHAPE THAT INSPIRED THE CHARACTERISTIC SEAT OF THE MONO SERIES. THE DESIGNER, KASPER NYMAN, WANTED TO CHALLENGE AND EXPLORE THE ABILITIES OF WOOD IN THE ATTEMPT TO FOLD WOOD LIKE A THIN SHEET OF PAPER. THE RESULT IS THE MONO SERIES.

MONO SERIES
DESIGNED BY KASPER NYMAN



MONO DINING CHAIR DESIGNED BY KASPER NYMAN



MIRROR BOX DESIGNED BY LAURA BILDE
LEVEL DAYBED DESIGNED BY MSDS STUDIO
CANVAS/DIAMOND/HERRINGBONE CUSHIONS DESIGNED BY STUDIO MLR



DOT PENDANTS DESIGNED BY RIKKE FROST



TAIL WING HOOKS DESIGNED BY KASPER NYMAN

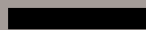
LEAN LOUNGE CHAIR DESIGNED BY STUDIO NUR
POLAR SHELF DESIGNED BY TERHEDEBRÜGGE





WEAVE COLLECTION CANVAS, DIAMOND AND HERRINGBONE CUSHIONS

CANVAS, DIAMOND AND HERRINGBONE CUSHIONS



WITH FILLINGS MADE FROM RECYCLED PLASTIC BOTTLES COVERED IN OEKO-TEX® STANDARD 100 CERTIFIED FABRIC, THE WEAVE CUSHION COLLECTION IS HONEST FROM THE INSIDE AND OUT. IT HAS BEEN HAND DRAWN IN DENMARK, WOVEN IN BELGIUM AND SEWN IN BULGARIA AND NOW READY TO GET OUT IN THE WORLD AGAIN. THE CUSHIONS ARE NAMED AFTER THE PATTERNS ON THE WOVEN FABRIC: CANVAS, DIAMOND AND HERRINGBONE.

WEAVE COLLECTION
DESIGNED BY STUDIO MLR





PAUSE DINING CHAIR DESIGNED BY KASPER NYMAN
DIAGONAL DINING TABLE DESIGNED BY SIGNE HYTTE
INPUT ORGANISER DESIGNED BY ANNE HOLM AND SIGRID SMETANA
LOOP TRAY DESIGNED BY JULIE TOLVANEN
STUDY TABLE LAMP DESIGNED BY MSDS STUDIO
HIBO HIPPOPOTAMUS DESIGNED BY STEFFEN JUUL
HINKEN FLOWERPOT DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN



S.A.C. CHAIR DESIGNED BY NAOYA MATSUO



MAKE THE INVISIBLE VISIBLE



BOOKENDS ARE USUALLY NOT VISIBLE WHEN PUT TO USE.
THIS IS NOT THE CASE WITH THE YOKO AND TATE BOOKENDS.

THE DESIGNER, FUMIE SHIBATA, WANTED TO CREATE A BOOKEND CONCEPT THAT HIGHLIGHTED THE FUNCTIONALITIES OF A BOOKEND WHILE ADDING A SMALL SHELF TO MAKE IT INTO A SCULPTURAL AND VISIBLE PIECE. THE SHELF SHOULD BE "A PLACE TO PLACE AND DECORATE MY FAVOURITE BOOKS WITH MY FAVOURITE THINGS" SAYS FUMIE SHIBATA. THE BOOKENDS ARE NAMED AFTER THE SHAPES 'YOKO' AND 'TATE' WHICH MEANS 'HORIZONTAL' AND 'VERTICAL' IN JAPANESE.

YOKO BOOKEND DESIGNED BY FUMIE SHIBATA
HINKEN FLOWERPOT DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN





BARN CABINET DESIGNED BY SAYS WHO
GEM ORGANISER DESIGNED BY FRAII

ALLEY DINING TABLE DESIGNED BY SAYS WHO
MONO DINING CHAIR DESIGNED BY KASPER NYMAN
HINKEN FLOWERPOTS DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN



CENTER OF ATTENTION



SENTRUM SIDE TABLE.

THE DESIGNERS, MAXIMILIAN SCHMAHL AND FABIAN SCHNIPPERING, STUDIED PRODUCT DESIGN TOGETHER AT THE BAUHAUS-UNIVERSITÄT WEIMAR IN GERMANY. THEIR SHARED THEORETICAL BACKGROUND SHOWS IN NEW THE SENTRUM SIDE TABLE, WHICH FOLLOWS THE PRINCIPLE OF SIMPLICITY AS IT HAS BEEN STRIPPED FROM ALL UNNECESSARY ELEMENTS. WHAT IS LEFT IS A STRONG BASE AND GEOMETRICAL EXPRESSION WITH THE FUNCTIONALITIES AT THE CENTER OF ATTENTION. THE S-SHAPED CONSTRUCTION CREATES TWO SPACES FOR STORAGE ON BOTH SIDES TO ENHANCE THE USABILITY OF THE SIDE TABLE. THE OBJECTIVE FOR SCHMAHL + SCHNIPPERING IS TO CREATE OBJECTS THAT ARE DESIGNED TO INTEGRATE AND INTERACT WITH PEOPLE AS A PART OF THEIR DAILY LIFE. LET THE SENTRUM SIDE TABLE GET A CENTRAL SPOT IN YOUR HOME.



SENTRUM SIDE TABLE DESIGNED BY SCHMAHL + SCHNIPPERING
HIBO HIPPOPOTAMUS DESIGNED BY STEFFEN JUUL

NAKKI SERIES DESIGNED BY MIKA TOLVANEN

SOROUND COFFE TABLE DESIGNED BY STUDIO NUR

HINKEN FLOWERPOT DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN





MONO BAR STOOL DESIGNED BY KASPER NYMAN
LADDER LIGHT DESIGNED BY MSDS STUDIO
BARN CABINET DESIGNED BY SAYS WHO





HAAK HOOKS DESIGNED BY RIKKE FROST

DIAGONAL BENCH DESIGNED BY SIGNE HYTE
HINKEN FLOWERPOT DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN





POCKET MIRROR DESIGNED BY DANIEL SCHOFIELD



ELEVATE SHELVING SYSTEM DESIGNED BY CAMILLA AKERSVEEN AND CHRISTOPHER KONINGS
HINKEN FLOWERPOTS DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN
RINA RHINOCEROS DESIGNED BY STEFFEN JUUL
GEM ORGANISER DESIGNED BY FRALL

ELEVATE THE SHELVES



LET THE ELEVATE SHELVING SYSTEM TAKE THE SHAPE YOU WANT. WITH FIVE DIFFERENT SHELVES AND DOWELS, ELEVATE IS DESIGNED TO FIT YOUR NEEDS AND TASTE. STACK THE SHELVES, TIGHTEN THE DOWELS AND ELEVATE IT. THE SHELVING SYSTEM IS FLEXIBLE AND MODULAR. IT CAN BE EXPANDED, CUSTOMISED AND ASSEMBLED WITHOUT THE USE OF TOOLS IN A UNLIMITED NUMBER OF PERMUTATIONS. SUITABLE FOR BOTH PERSONAL AND PROFESSIONAL SPACES WITH ITS SIMPLICITY AND VERSATILITY. USE IT FOR BOOKS, BOXES, OFFICE SUPPLIES, WORKS OF ART OR PLANTS. YOU ARE THE ONE WHO DECIDES.

ELEVATE SHELVING SYSTEM
DESIGNED BY CAMILLA AKERSVEEN AND CHRISTOPHER KONINGS



MONO LOUNGE CHAIR DESIGNED BY KASPER NYMAN
SOROUND COFFEE TABLE DESIGNED BY STUDIO NUR
TOP CANDLE HOLDER DESIGNED BY BETTE EKLUND

ANNULAR PENDANT DESIGNED BY MSDS STUDIO
NAKKI TWO-SEATER DESIGNED BY MIKA TOLVANEN



RAINING CIRCLE RUG DESIGNED BY RIKKE MALLING
SKIRT COFFEE TABLE DESIGNED BY MIKKO LAKKONEN





ANNULAR PENDANTS DESIGNED BY MSDS STUDIO



MSDS STUDIO JONATHAN SABINE AND JESSICA NAKANISHI

LEVELS OF SYMMETRY

THE LAUNCH OF THE NEW LEVEL DAYBED MARKS OUR FOURTH COLLABORATION WITH THE TALENTED MSDS STUDIO. THE LEVEL DAYBED USES THE ICONIC FORM OF SAWHORSES IN THE SIMPLEST ARRANGEMENT POSSIBLE: A SHEET LAID ACROSS A PAIR TOPPED WITH A RECTILINEAR MATTRESS. THE SUPPLE LEATHER AND THE STURDY WOOD COMPONENTS ELEVATE THE SIMPLE WHOLE. THE DAYBED TAKES ITS NAME, LEVEL, FROM A SYMMETRY BETWEEN THE DOMESTIC AND WORK ENVIRONMENTS. A GENERALLY SOUGHT-AFTER CONDITION.

"THE LEVEL DAYBED IS MADE WITH CARE FROM LONG LASTING NATURAL MATERIALS. IT IS INTENDED TO FIT INTO THE INFORMAL CONTEMPORARY INTERIOR WHILE COMMUNICATING STABILITY, COMFORT AND CRAFT"

- MSDS STUDIO





BAENK BENCH DESIGNED BY STUDIO NUR



COUPÉ SHELVES DESIGNED BY POIAT
HINKEN FLOWERPOTS DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN



MERCURY WALL LIGHT DESIGNED BY JEANETTE HOLDGAARD
NAKKI TWO-SEATER DESIGNED BY MIKA TOLVANEN





COME HERE SIDE TABLE DESIGNED BY STEFFEN JUUL



ELEVATE SHELVING SYSTEM DESIGNED BY CAMILLA AKERSVEEN AND CHRISTOPHER KONINGS
MONO LOUNGE CHAIR DESIGNED BY KASPER NYMAN





EILEEN HOOKS DESIGNED BY GUSTAV ROSÉN

MONO LOUNGE CHAIR DESIGNED BY KASPER NYMAN
SENTRUM SIDE TABLE DESIGNED BY SCHMAHL + SCHNIPPERING
HIBO HIPPOPOTAMUS DESIGNED BY STEFFEN JUUL
RADIUS CANDLE HOLDER DESIGNED BY SIMON MORASI PIPERČIĆ





ELEVATE SHELVING SYSTEM DESIGNED BY CAMILLA AKERSVEEN AND CHRISTOPHER KONINGS

STEDGE SHELVES DESIGNED BY LEONARD ALDENHOFF
NUNU ELEPHANTS DESIGNED BY STEFFEN JUUL
GEM ORGANISER DESIGNED BY FRAII
HINKEN FLOWERPOTS DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN



VERDE MIRROR DESIGNED BY RIKKE FROST





ELEVATE SHELVING SYSTEM DESIGNED BY CAMILLA AKERSVEEN AND CHRISTOPHER KONINGS
STUDY TABLE LAMP DESIGNED BY MSDS STUDIO



PAUSE DINING CHAIR DESIGNED BY KASPER NYMAN
DIAGONAL DINING TABLE DESIGNED BY SIGNE HYTE
HINKEN FLOWERPOT DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN
GAP ROUND PENDANTS DESIGNED BY STUDIO NUR



DIAMOND/HERRINGBONE/CANVAS CUSHIONS DESIGNED BY STUDIO MLR
DOUBLE THROW DESIGNED BY STUDIO MLR

STONE PENDANT DESIGNED BY PHILIP BRO
DIAGONAL BENCH AND DINING TABLE DESIGNED BY SIGNE HYTTE





SKIRT COFFEE TABLES DESIGNED BY MIKKO LAKKONEN

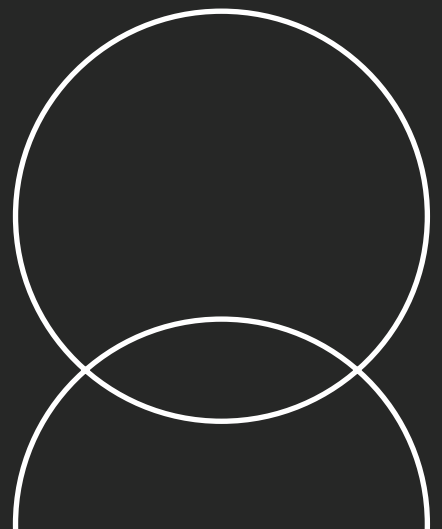


CHIFEN CHENG

VESICA PISCIS

VESICA PISCIS IS THE SHAPE MADE FROM THE INTERSECTION OF TWO OVERLAPPING CIRCLES WITH THE SAME RADIUS. CHIFEN CHENG, DESIGNER OF THE NEW DUO SIDE TABLE, TAKES HER INSPIRATION FROM THE SHAPE OF VESICA PISCIS. THE IDEA IS TO CONVERT THE GEOMETRIC COMPOSITION INTO A TABLE WHILE CAPTURING A GLIMPSE OF LIGHT. THE STEEL FRAME SUPPORTS THE TWO SURFACES, GLASS AND METAL, WHICH MAKES THE DUO SIDE TABLE SIMULTANEOUSLY DELICATE AND STEADY WHILE OFFERING AN APPEARANCE OF TRANQUILITY.

CHIFEN CHENG IS A TAIWANESE-BORN CANADIAN DESIGNER CURRENTLY LIVING IN LONDON. HER INSPIRATION FOR NEW DESIGNS ORIGINATES FROM THE WAY LINES AND SHAPES INTERSECT SPACE, WHICH TRANSLATE THE VISUAL CONSEQUENCE INTO A PRODUCT THAT IS HONEST AND GOOD TO LIVE WITH.



MONO LOUNGE CHAIR DESIGNED BY KASPER NYMAN
DUO SIDE TABLE DESIGNED BY CHIFEN CHENG
RADIUS CANDLE HOLDER DESIGNED BY SIMON MORASI PIPERČIĆ





DUO SIDE TABLE DESIGNED BY CHIFEN CHENG

GEYMA SIDEBOARD DESIGNED BY STUDIO NUR

STONE PENDANT DESIGNED BY PHILIP BRO

HINKEN FLOWERPOT DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN





ALLEY DINING TABLE DESIGNED BY SAYS WHO
STONE PENDANTS DESIGNED BY PHILIP BRO
MONO DINING CHAIR DESIGNED BY KASPER NYMAN
HINKEN FLOWERPOT DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN







MONO LOUNGE CHAIR DESIGNED BY KASPER NYMAN
ANNULAR LARGE PENDANT DESIGNED BY MSDS STUDIO
VIRKA SIDEBOARD DESIGNED BY RØPKE DESIGN AND MOAKK
RINA RHINOCEROS DESIGNED BY STEFFEN JUUL
HINKEN FLOWERPOT DESIGNED BY SILJE NESDAL AND ANN KRISTIN EINARSEN

GET INSPIRED

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