

WOUD

WE ARE A DANISH DESIGN BRAND



WE WANT TO SHARE OUR LOVE FOR HONEST DESIGN

WOUD was founded with our love for honest design and we want to share that love with you. WOUD is the dream of founding a strong, ambitious design brand in collaboration with talented designers who have that Scandinavian feel and expression with an international touch in their designs. The idea was to create an entire WOUD universe - and here we are today. Looking at our collection, we are so proud that we have come this far. However, the good thing about great design is that it never ends. We always continue our search for new items, new ideas and new stories to tell. We find our drive in the exploration of innovative design whether it is in form, function or material. We hope you enjoyed the collection and you found items that were love at first sight for you. If there is anything we can do to assist you, we WOUD always love to say hello.

Warm regards,

Mia and Torben Koed, founders of WOUD

A handwritten signature in black ink, appearing to read 'Mia Koed' followed by a flourish and a period.

ANNULAR PENDANT

DESIGNED BY
M-S-D-S STUDIO



REUSE THE SHAPE / RETHINK THE LIGHT

The Annular pendant pairs the primary form of a conical shade with a perfect ring of light. Simple and brilliant. The cone shape evokes a classic pendant while the light source creates a graphic, contemporary and surprising effect. *«On the one hand, the cone is familiar and classic and, on the other hand, the circular light source is a whole new feeling. We call it new normal,»* says Jonathan Sabine from the M-S-D-S Studio.

The lamp is the result of a search for shapes that began with an exploration of Poul Henningsen's lighting: *«We were looking at the way in which he used multiple spun forms to create sculptural, diffused light works. We began working with similar manufacturing methods in pursuit of contemporary forms, and realized that if we concentrated the light source we could use the light in a neat graphic way»* explains Jonathan Sabine.

The name of the lamp refers to an annular eclipse; the phenomenon that results in the sun taking the form of a perfect ring surrounding the silhouetted moon.

M-S-D-S is a Toronto-based design studio who is dedicated to the exploration of materials and produces designs that engage contemporary culture while adhering to the abiding principles of good design and the inheritance of craftsmanship.

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TÖJBOX WARDROBE

DESIGNED BY
MADE BY MICHAEL



IT IS ALL WOOD

The wardrobe Tøjbox is designed by the Danish design studio Made by Michael. Tøjbox is functional wardrobe with a clean Scandinavian expression. With two solid oak legs to support the top shelf, Tøjbox finds its balance up against a wall.

«My inspiration for Tøjbox came during a hectic time where I moved a lot. I wanted to create a storage cabinet that was compatible with my nomadic lifestyle but still had a characteristic design. Tøjbox is a functional wardrobe that can be easily mounted, disassembled and moved. You just have to lean it against the wall where you want it,» says Michael Daae Christensen of the studio Made By Michael.

Tøjbox is an intelligent and eco-responsible piece of furniture because no nails, screws or glues are necessary to keep the structure in place. It is a 'knock down' furniture because it can easily be assembled and disassembled without the use of tools. *"My ambition was to create a piece of furniture that requires minimal effort and tools to assemble and disassemble. A simple, minimalist piece of furniture with a strong character,"* says Michael Daae Christensen.

Made by Michael's preferred material is wood – as part of his approach to sustainability, Michael experiments with different joint methods while having a constant focus on production, manufacturing and packaging.

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NAKKI SERIES

DESIGNED BY
MIKA TOLVANEN



A FINNISH HOTDOG

The Nakki series combines Scandinavian simplicity and comfort. The square form and clean lines are contrasted with the soft curves on the seating. Nakki is available in a one-seater, two-seater and an ottoman. Thanks to its soft and deep seating, Nakki allows everyone to relax and lounge in various positions.

Nakki is designed by talented Mika Tolvanen. Nakki unites the simplicity of a thin metal base with the comfort of large soft cushions upholstered in high quality textiles or leather. The ample form of the seat combined with the straight and discreet legs makes Nakki a characteristic design piece in the living room. The foam padding ensures the utmost comfort and the padding is the origin behind the name of the series.

"Nakki means 'hotdog' in Finnish, and the way it is padded looks like a hot-dog," says Mika Tolvanen, who describes the Nakki series as a playful and plump collection.

Mika Tolvanen is a Finnish designer who explains his own designs as function-oriented: *"My products are for use but this does not mean that they cannot be beautiful. I do not have a dogma but I believe that good design stems from comprehension of materials and a desire to improve how they work. An object can have a complex range of functions but it should not be complicated"*.

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LEAN LOUNGE CHAIR

DESIGNED BY NUR



LEAN BACK AND ENJOY

Lean is an expressive and graphic lounge chair. The geometric lines and the clean design make Lean an elegant lounge chair that fits into all interiors in a discreet and timeless manner. A lounge chair that embodies Scandinavian simplicity by removing all the superfluous details in order to only keep the essentials left.

Due to its size, Lean easily adapts to all living spaces. Equipped with a comfortable and a slightly inclined seat, Lean provides comfort and invites one to lean back and relax.

"My wish was to create a comfortable lounge chair. As the name suggests, Lean is designed to make you want to sit down, lean back and enjoy the moment. It has a very minimalist look but as soon as you take a seat, you discover that it is actually very soft and embracing," explains Maja Bøgh Vindbjerg of the design studio NUR.

In German, the word nur means "only" or "simply". The vision of NUR is to return to the essentials by opting for a simple design. The founder of the NUR, Maja Bøgh Vindbjerg, is inspired by the Nordic traditions. In her work she takes advantage of her knowledge of different production methods and her understanding of the challenges and opportunities inherent in each material.

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MIRROR BOX

DESIGNED BY
LAURA BILDE



SCULPTURAL FUNCTIONALITY

Mirror Box is more than just a mirror - it is a functional design object. The metal construction contains a mirror, four storage boxes made of perforated metal and a black marble plate. The storage boxes and the marble plate can be moved according to your needs and desires.

"As a designer, I am very interested in everything that makes everyday life more functional and less complex. I designed Mirror Box at a time when I was living in a small apartment with a narrow and small bathroom. There was no room for storage next to the washbasin. So I wanted to create a mirror that incorporates all the functions needed at the washbasin and hang these functions on the wall," explains Laura Bilde who has designed Mirror Box for WOULD.

Mirror Box meets the needs for order and storage in everyday life. Although Mirror Box was designed for the bathroom, it can be used in all rooms. Whether it is in the corridor, bedroom, bathroom or in the office, Mirror Box always finds its utility.

With its graphic expression and minimalist design, Mirror Box is a characteristic wall object. The combination of mirror and metal provides industrial references. Laura Bilde is a Danish designer who combines aesthetics and function in a sculptural universe. Laura Bilde manages to experiment with materials and simple details that bring joy to everyday life.

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MONO CHAIR

DESIGNED BY
KASPER NYMAN



FOLDED LIKE A SHEET OF PAPER

Kasper Nyman designed the Mono dining chair with clear aesthetics and an innovative spirit in mind. Mono is made of oak veneer, which gives the chair a simple, light and refined expression. The main inspiration behind the design is being able to fold wood like a sheet of paper into a cone shape. Mono is an interpretation of the new possibilities the wooden material provides.

"I wanted to design a concept, which made use of the new material's features. The wooden grain reacts to the overlapping construction of the seat and it lures you in to have a closer look at the detail," explains Kasper Nyman.

Kasper Nyman is a Finnish designer who designs his products from a strong idea with identity, functionality and quality at focus. *"I strive to challenge myself and the materials used in order to create products that comprehend modern Scandinavian design and visual simplicity. My major focus in design is on material and construction and I base my products on a strong idea, identity, functionality and quality"*.

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