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WOODA CREATES A NEW BUSINESS MODEL IN THE FURNITURE INDUSTRY

Omro, WI June 2, 2016 — Wooda is a designer, producer and on-line retailer of high-end furniture based entirely in Omro, Wisconsin. Although other companies attempt one or two of these practices, only Wooda has combined them in one entity.

The parent company, Black Wolf Design, has been working with the interior design trade for more than 20 years, turning out high-end custom furnishings.

"I have always wanted to make a larger, more long-lasting mark in the furniture industry, and Wooda has been created to do just that," says Terry Sweeney, owner and founder of both companies.

Small but agile, Wooda is inviting the world's industrial designers to submit designs for Wooda to produce and sell direct to consumers online. Through their website wooda.co and their Pinterest page, they present an aspirational aesthetic that favors designs that blaze new trails, utilizing CNC machining, fine woodworking joinery, beautiful woods and fine finishes.

"We are sort of the opposite of Ikea," says Susie Watson, creative director of the new venture. "We are interested in creating pieces that will be coveted now and in the future, not disassembled and sold at rummage sales." Each piece is stamped, numbered, and signed by the designer for provenance.

The company looks to the greats of industrial design of the past as inspiration for potential chosen designs. They are actively searching out pieces that will bear the Wooda name, by well-known designers, as well as those who may not have a chance to get their pieces produced otherwise. An on-staff industrial designer works directly with each designer throughout the process, making sure to adhere to their vision. Once sold, the contracted designer receives a royalty, while incurring none of the risk or cost of production.

"This is our way of showing that we are serious about bringing great design to a public that has become used to commodity design," says Sweeney. "We seriously want to contribute to the heritage of great design."