

Woak

A melting pot DNA where skills originate from crossed cultures and combine with the woodworking tradition of the land where the raw material comes from. Woak symbolises the strength of a newly independent country and the desire to open up to the new with an almost nomad vocation to travel and absorb knowledge from all over the world and then mix it with the original heritage of craftsmanship carpentry. Instead of products, we create “pieces”, crafted with great care for the users as well the environment. We are passionate about working with the warmth of solid wood, especially oak and walnut, and attach great importance to sustainable raw materials.

Our goal is to create timeless pieces, drawing inspiration from the most prominent periods in furniture design, and an eye for everchanging contemporary aesthetic.

“A tree’s beauty lies in its branches but its strenght lies in its roots.”

Woak's roots lie in a specific Bosnian reality that has been working with the wood from that same land for over 30 years. A land rich in resources like forests, water and people who infuse in their work a knowledge handed down over time and a sensitivity for this material truly unique.

Oiriginally the company supplied the productive chain of the neighboring furniture districts for years, providing skills and materials, and became one of the most important reality in wooden elements supply. The international expansion allowed the vertical growth of the business thanks to the acquisition of know-how in designing and assembling the finished product. Hence the collaboration with important commercial realities brought out the desire to work on a inner collection and led to the birth of the house-brand.

Sales
Woak Austria
(Whiteoak GmbH)
A-1030 Wien, Obere
Weißgerberstraße 24/8

T +43 664 2355 789

Production
Woak
Drinska 115
75420 Bratunac
Bosnia and Hercegovina

info@woakdesign.com
woakdesign.com

Woak

Right from the choice of the name Woak, we declare the centrality of the raw material in defining our own identity. We work with the purest part of the wood, obtained from the heart of the tree, that maintains the resistance, durability and beauty of the plant. Even during the processing, solid wood preserves all the typical characteristics of living and natural wood. Thus it is the material par excellence used in the creation of furniture destined not only to last but also to grow in charm over time.

This quality is guaranteed by the careful selection of the raw material and the control of the entire productive chain. A condition of competitive advantage that allows us to supervise every phase and maintain our commitment to ecological requirements. Every single panel is hand selected by craftsmen with decades of experience and here comes the other strength point: the added value of people who have handed down the techniques of the highest artisan carpentry from generation to generation. The men and women who make Woak products are guided by a passion for artisan virtuosity that shines through in every phase of the production cycle: from the accuracy in picking the material, to processing, carving, assembling with unique techniques and knowledge that might get lost if tradition and love for this work wouldn't keep them alive.

Sales
Woak Austria
(Whiteoak GmbH)
A-1030 Wien, Obere
Weißgerberstraße 24/8

T +43 664 2355 789

Production
Woak
Drinska 115
75420 Bratunac
Bosnia and Hercegovina

info@woakdesign.com
woakdesign.com