



JERA WOOD



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JERA WOOD

I completed the MSc study in Product Design at the University of Antwerp where I acquired broad knowledge and necessary skills that are vital for a complete design process: from product idea to its realization. My biggest passion has always been furniture design. After working two years as an “all around” designer at Hebic (a Belgium company dealing with interior van design using CNC technology), I felt an intrinsic - strong, need to get back to furniture design and woodworking which I have been practicing with my father from an early age.

Jera Wood is a company in progress that I established with the aim to create a balance between design and physical wood work. Aside from my deep interest in furniture design, I also like to see a concept being created. I believe that the balance between the two leads to the best result in the complex process of creating high-quality furniture.

I have a bimodal approach to my work: I can start by making rough sketches on paper and follow that design until the end - deciding further the dimensions of pieces and their connections. On the other hand, I am able to initiate the design process by first observing rough pieces of wood and, based on their shape and form, I decide the best purpose they could have. I used this latter, rather artistic, approach for the big table in white ash.

Wood is a very inspiring material to work with. Each piece is unique, having its own drawings, characteristics, feeling. This particular nature of the material demands an individual approach to each piece. I believe that the selection of the wood, depending on the way it is produced and worked out, has an essential influence on the end result, making the design process incomplete if the material is inadequate. By default, I consider all these steps as important as the idea itself and I strive to bring this holistic approach in my work.

With Jera Wood I try to focus on making pieces that point out the natural shapes and forms of the wood. What others might view as an imperfection, can actually give a unique character to a piece. I prefer to work with hardwood like oak, white and dark ash, walnut, maple. I strive to find quality wood for all my furniture. I often look for big slabs to build a wood library to create big tables from one solid piece on demand of the customer.

For finishing my pieces I usually go for natural products such as linseed or coconut oil, bees wax, or any other natural ones. This finishing brings the best out of the wood - a natural look with richer colors. This approach has also a significantly smaller environmental impact than other synthetic products. For my pieces, I avoid using screws and rather go for wooden joints. A precise wooden connection is much stronger and can last a lifetime, prolonging the lifespan of the whole piece .

I hope that the selected pieces of my work that I present in this portfolio reflect my true love for wood.

Dining table

The table is made from a very old piece of white ash. It is a dinner table meant for 6 to 8 people. I kept the original form of the slab, but finished it by hand bringing it to a thickness of 5 cm. The slab with its drawing is interesting enough and characterizes the whole table as a unique piece. The design of the bottom part secures a strong base.

- white ash
- 225 x 80 x 75 cm
- linseed oil, vernish finish



Dining chair

For this chair I tried to achieve a design that is strong and yet elegant. The chair is made in white ash but to increase the comfort, a foamed cushion is added to the sitting surface. For better ergonomics, both sitting surface and back support are slightly inclined (12 degrees).

- 45 x 43 x 101 cm
- white ash
- linseed oil, bees wax finish



Coffee table I

For quite some time i had a very nice smaller slab of walnut standing around. The drawing on it, has a lot of character and really shows the beauty of the wood. The legs are a thicker which gives it a more bombastic effect on this overall smaller piece. This works out nicely with the chosen dimension and the thickness of the smaller slab.

- walnut
- 160 x 45 x 38 cm
- linseed oil, lappenwash finish



Lounge chair

I wanted to create a lounge chair that has only straight lines but still brings comfort. I was playing with this idea already for some time. After adapting the design to make it more ergonomic I came out with this solution which, i find, was satisfying and comfortable.

- walnut
- 60 x 55 x 40 cm
- linseed oil, lappenwash finish



Commode

For this commode I wanted to emphasize the beauty of the oak. The front creates a visual appealing view and brings harmony throughout the wood pattern. With this in mind I decided not to use handles but rather go for a less visual solution by creating cutouts in the wood. This gives the closet a full wooden look. All the doors are a 'push to open' system.

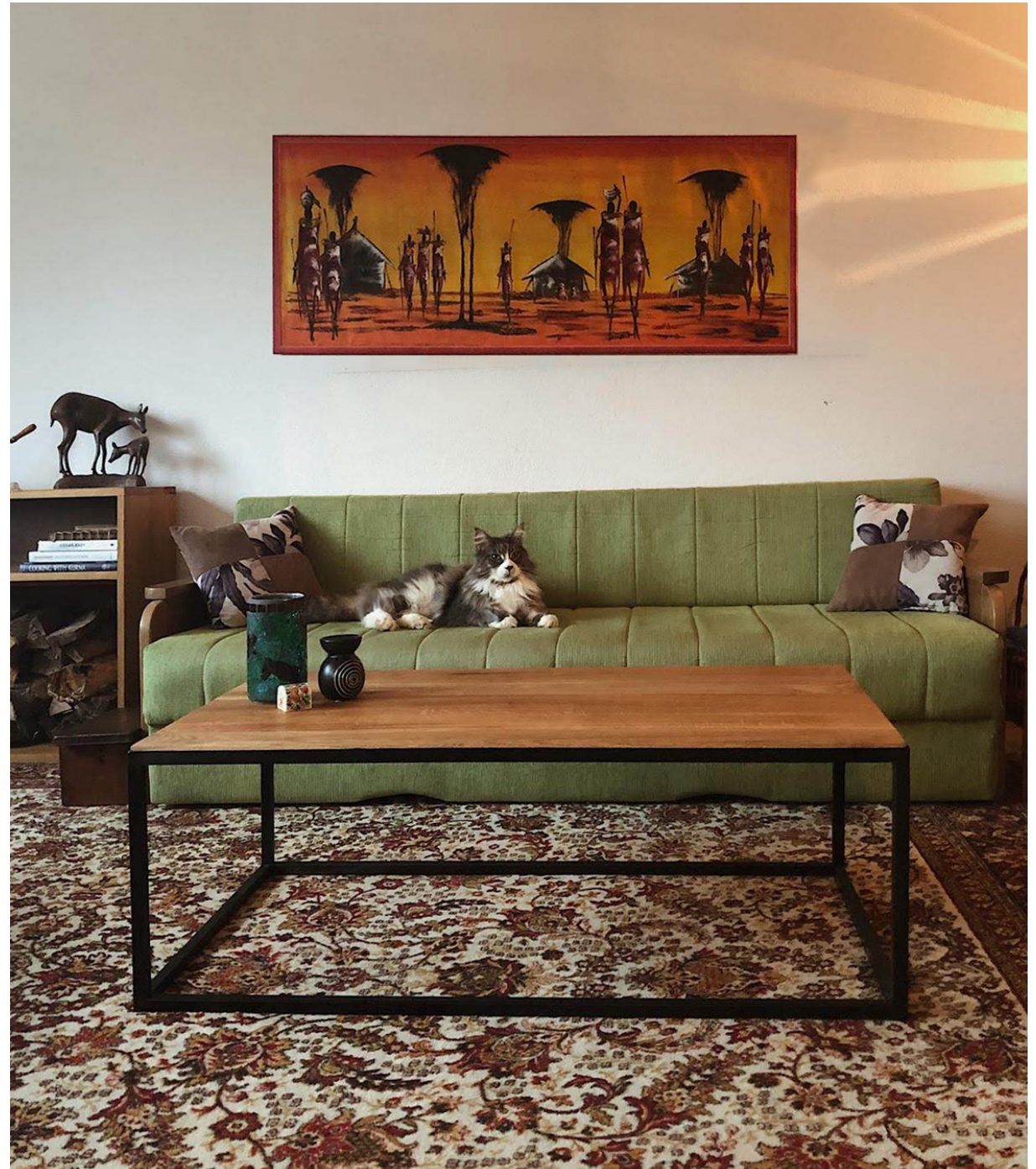
- oak
- 185 x 50 x 70 cm
- linseed oil, white wash finish



Metal frame coffeetable

This minimalistic metal frame supports an oak surface. The combination of simple lines and contrasting color creates an interesting piece that matches a lot of interior styles.

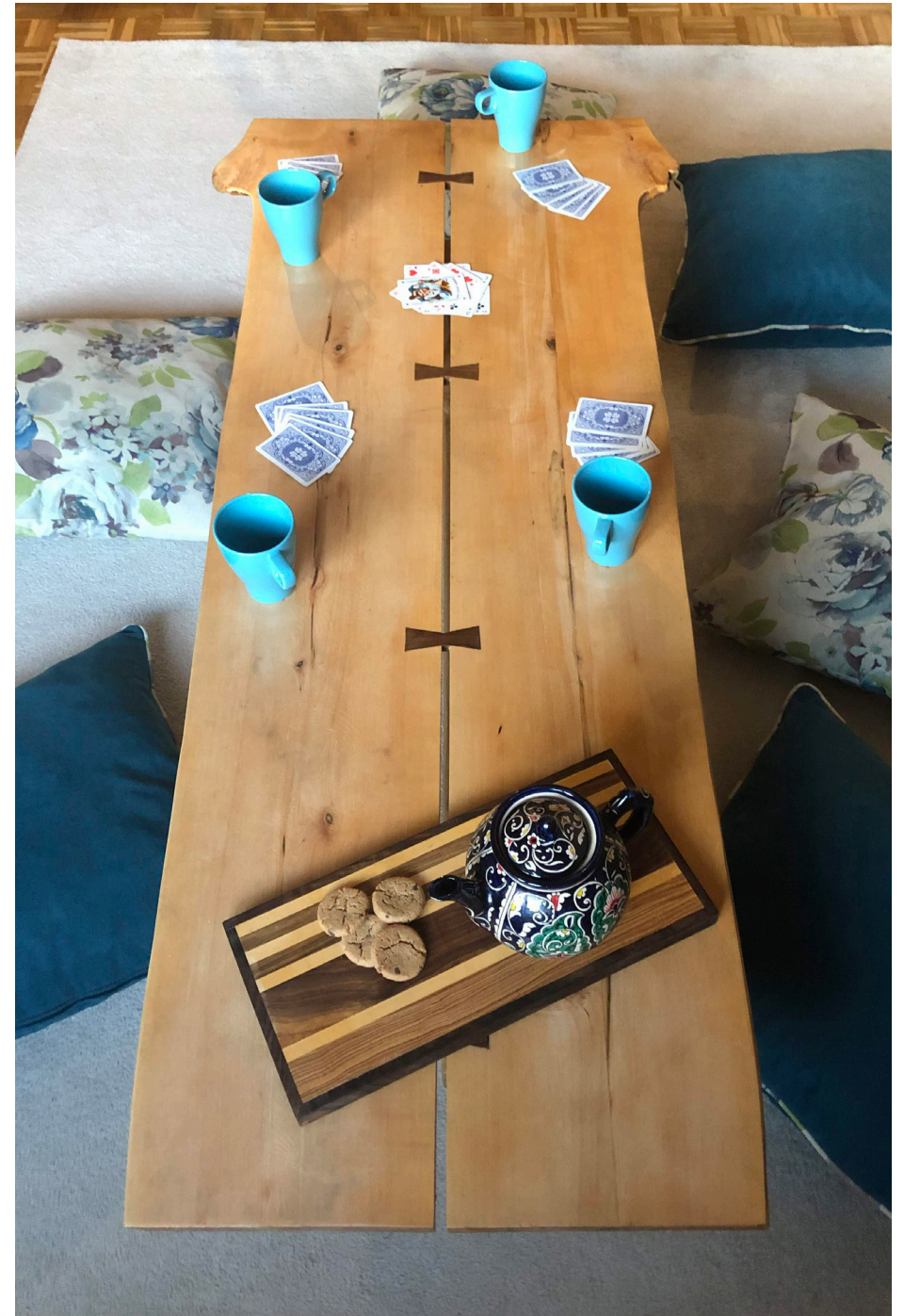
- oak
- 110 x 60 x 45 cm - 85 x 85 x 45 cm
- hardwaxoil



Coffee table II

The top is constructed out of two matching book slabs connected with butterfly joints. One side of the bottom gives the support that prevents it from tipping over, while the rest of the piece is held with two beams to keep the piece light.

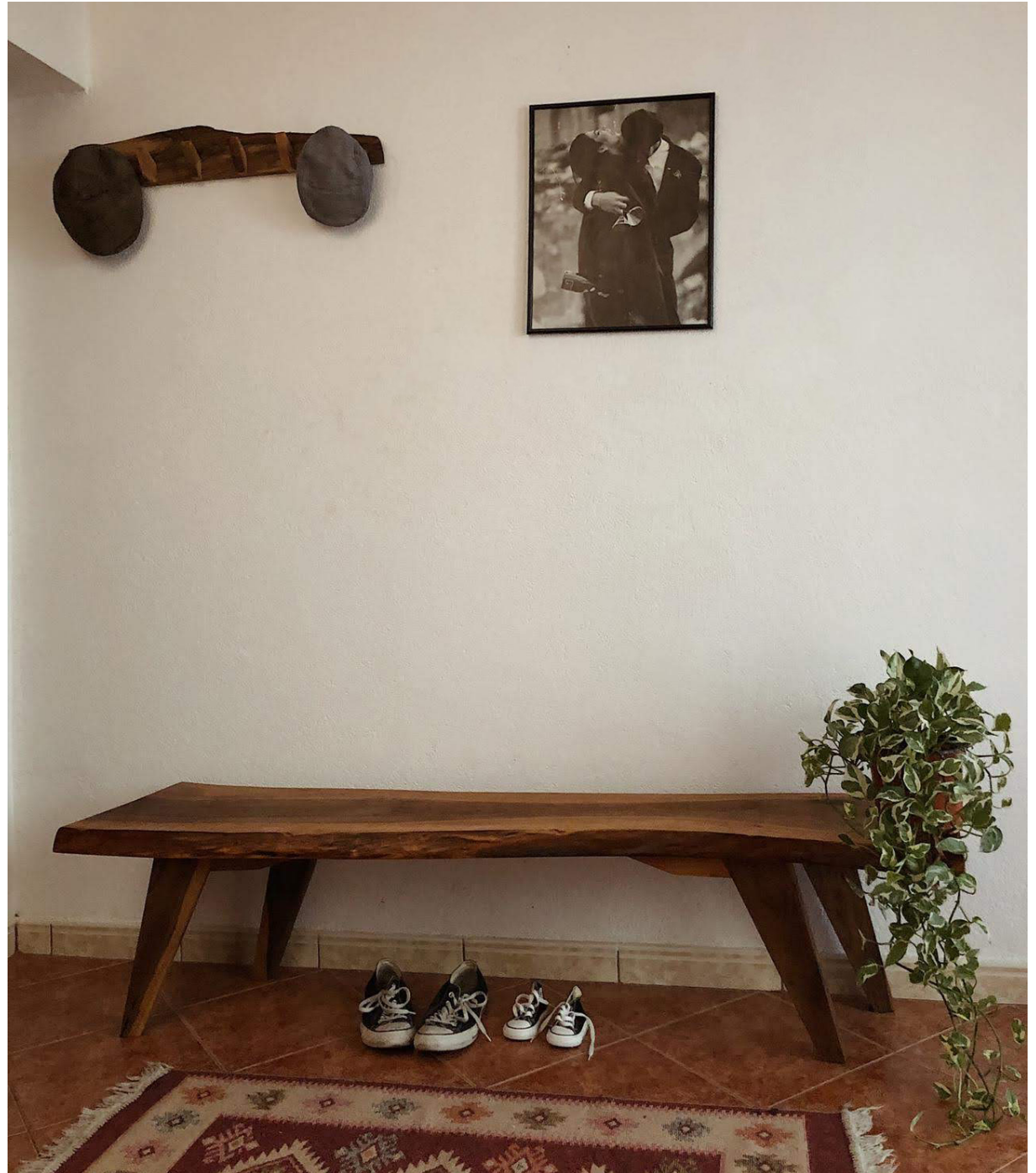
- white ash
- 160 x 45 x 38 cm
- linseed oil, lappenwash finish



Bench

This bench in walnut creates a playful effect in the room. This because of the placing of the legs. It gives the impression that it will start walking around. The slab is 4.5 cm thick with strong legs which makes it durable.

- walnut
- 180 x 40 x 42 cm
- linseed oil, lappenwash finish



Driftwood lamp

Once, I found a piece of wood on the beach which inspired me to make this type of lamp. The origin of the wood is unknown and the shape is transformed by the sea. The cable is completely invisible. The soft yellowish light brings forth the beauty of such unique piece of wood.

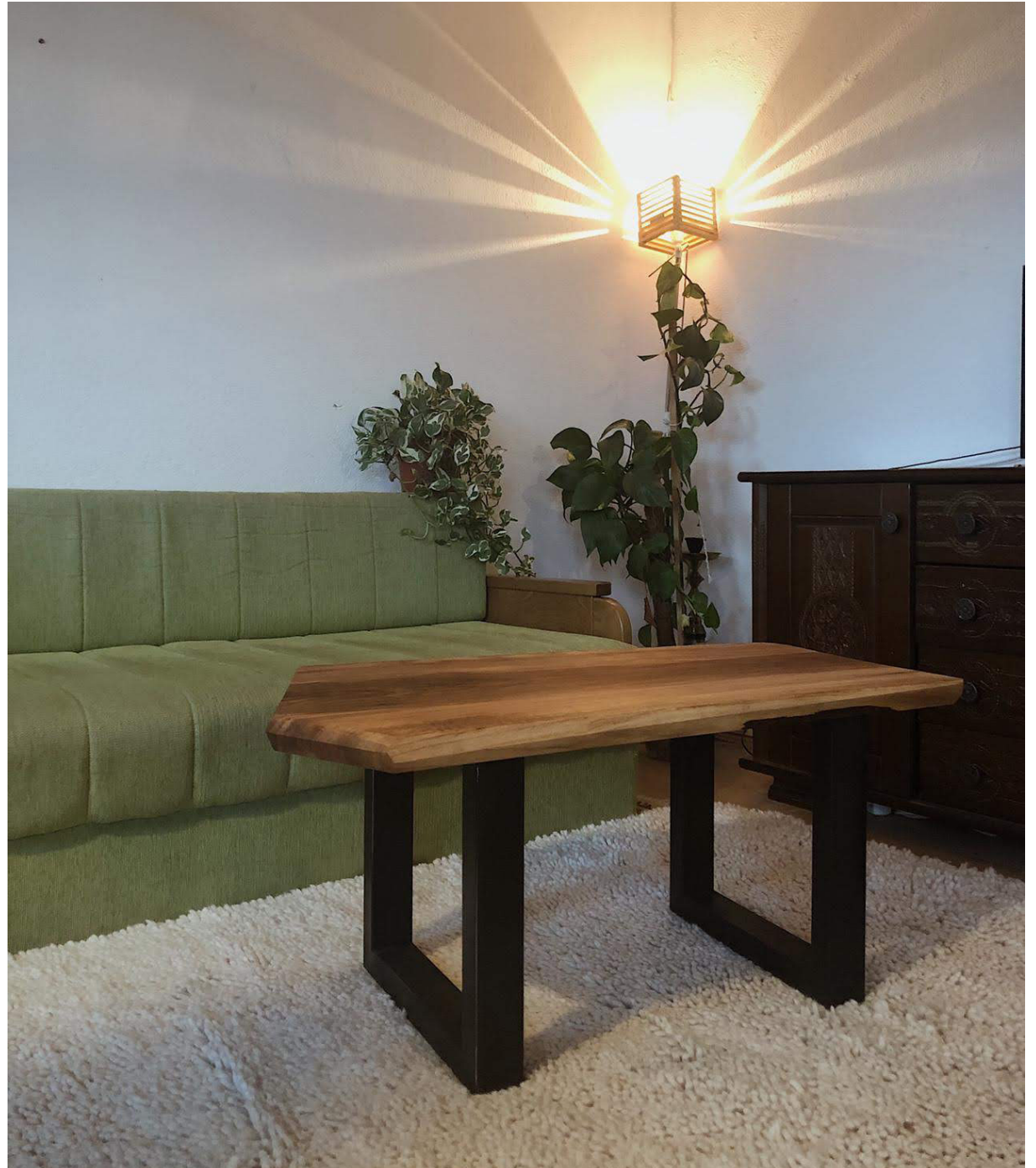
- wood source unknown
- 25 x 25 x 45 cm
- no finish



Small coffeetable - thick metal legs

For this piece i decided not to keep the natural edges. Instead I opted for straight lines wich creates a more tied look.

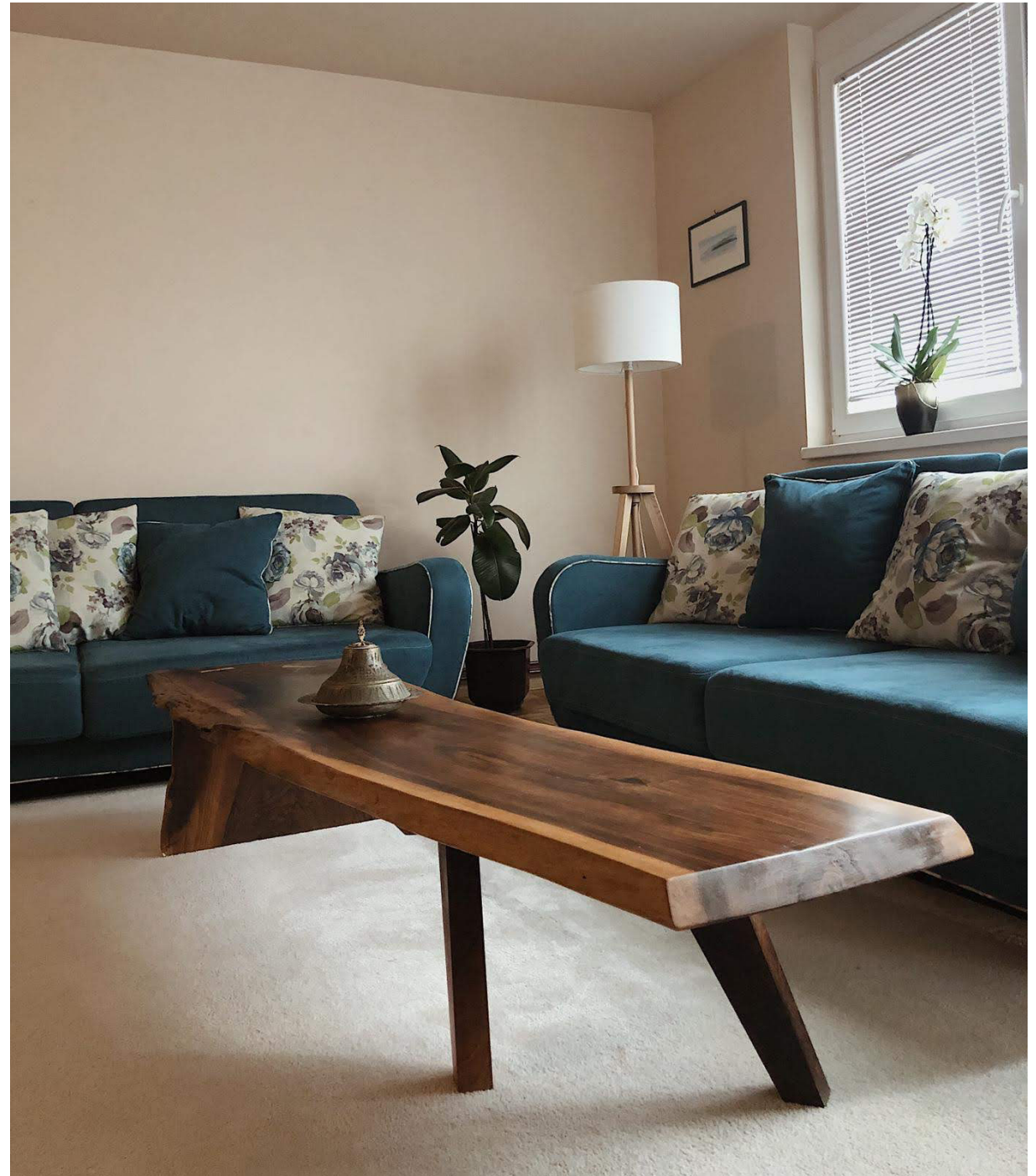
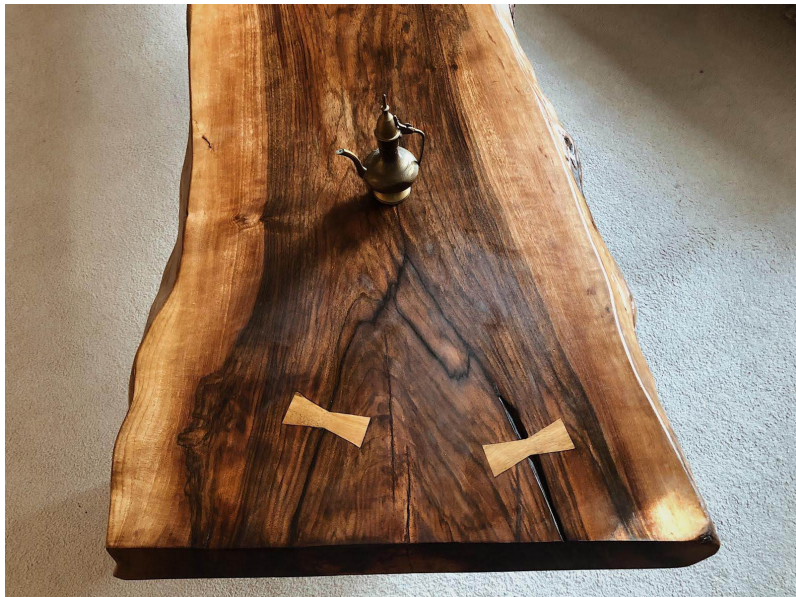
- walnut
- 100 x 45 x 40 cm
- linseed oil, lappenwash finish



Coffee table III

This coffee table is made of a solid slab of walnut. I kept the natural edges to maintain the natural look, and reinforced the slab on one side with two butterfly joints in white ash. To make the support more interesting, I positioned the front legs in a different line, making it playful. I find a combination between tight lines - shapes and natural edges brings a good balance for furniture. Both support each other when viewed as a whole.

- walnut
- 225 x 45 x 38 cm
- linseed oil, lappenwash finish



Side table

This table was designed as a side table. Its shape is completely decided by the natural edge of the wood. The bended metal legs give a light effect to the massive piece.

- walnut
- dimensions 95 x 65 x 45 cm
- linseed oil, lappenwash finish



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