

# 2022 collection





As we all know, the latest years have been marked by altered circumstances and new ways of living and communicating. Changing the everyday life as we knew, time has required us to take a deep breath, to look inside ourselves and to achieve authentic equanimity. Calling for an ability to establish a strong connection with ourselves. As well as we flourish by creating a solid inner foundation, we believe that we experience personal growth through close relationships.

During these times, dear relationships have been essential to us. Regardless of whether that be customers, designers, suppliers or any other of our collaborators. Therefore, it is time to turn our eyes towards others. Let us pay tribute to the people surrounding us. To community. To the partnerships. Celebrating closeness in a world of distance.

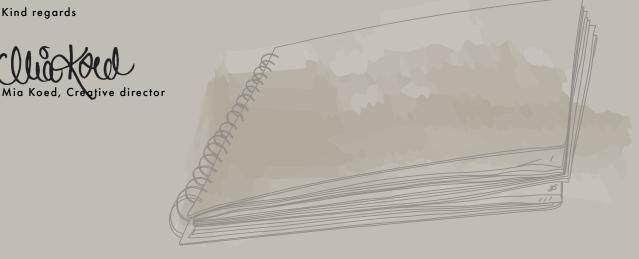
Deeply rooted in our originating belief, we remind ourselves of the vision we put down in our founding book back in 2014. A simple notebook with a spiral back. Here, we stated a special case that is very near to our hearts; With an honest mind, WOUD should be built upon close relationships with great chemistry characterised by engagement, dedication and commitment. We still hold onto that today.

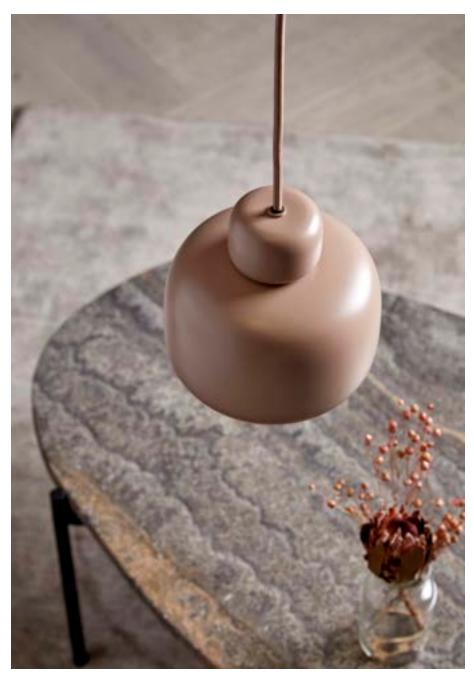
Therefore, we would like to honour and say a sincere thank you to all of you who have shown us loyalty, confidence and drive while sharing our appreciation for the mutual respect, honest conversations and open-minded understandings we have witnessed. These near relationships made it possible for us to navigate through challenging times.

We have been completely in touch with the core of the way we interact. We have explored and challenged the foundation of how we perceive and understand presence. Now, we truly look forward to welcoming another stimulating year, where we will heartily seek new relationships while nursing and developing our existing connections.

With this, we encourage you and ourselves to remember the people we surround ourselves with. Recognising that we could not have gotten this far without the experienced trust, kindness and resolute willingness to support each other.

We will love to welcome you inside our universe. Enjoy.





STONE PENDANT designed by Philip Bro

CONO FLOOR LAMP designed by Benny Frandsen COLLAR 2-SEATER designed by Meike Harde DOUBLE THROW designed by Studio MLR





DEW TABLE / WALL LAMP designed by Saif Faisal UTILITY SHELF designed by Racheal Heritage JEU DE DÉS CANDLE HOLDERS designed by Oleg Pugachev



CONO WALL LAMP designed by Benny Frandsen

CONO FLOOR LAMP designed by Benny Frandsen NAKKI 1-SEATERS designed by Mika Tolvanen ARC COFFEE TABLE designed by Julie Begtrup and Ditte Vad FRAME DINING CHAIRS designed by Mario Tsai TREE DINING TABLE designed by Elisabeth Hertzfeld ANNULAR PENDANT designed by MSDS Studio PIDESTALL PLANTER designed by Emilie Stahl Carlsen





ARRAY HIGHBOARD designed by Says Who GHOST FLOOR LAMP designed by Studio Kowalewski TACT RUG designed by Shazeen

### UTILITY SHELF designed by Rachael Heritage

With a vision of combining the function of a cupboard and the lightness of an open shelving unit, the Utility shelf forms a versatile design, which is characterised by its soft curves and arches. Made of natural oak, Utility communicates an honest design. A design language that is beautifully enhanced through the exposed, solid oak construction, revealing the unique grain.

Utilise space in small corners, passages, hallways, kitchens and bathrooms with the versatile and visual light shelving piece. The two compact shelves with three sides encourage you to contain and display both aesthetic pieces and convenient objects that should be easily accessible during the day. Whether that be towels and lotions in the bathroom, tableware and seasonings in the kitchen or scarves and gloves in the hallway. Emphasising true utility.

The Utility shelf comes with a lacquered or painted surface, making it resistant to daily use at home or the tough environments in a professional setting. Meticulously thought through, the design is flat-packed to reduce the size of the box and with that the carbon footprint.

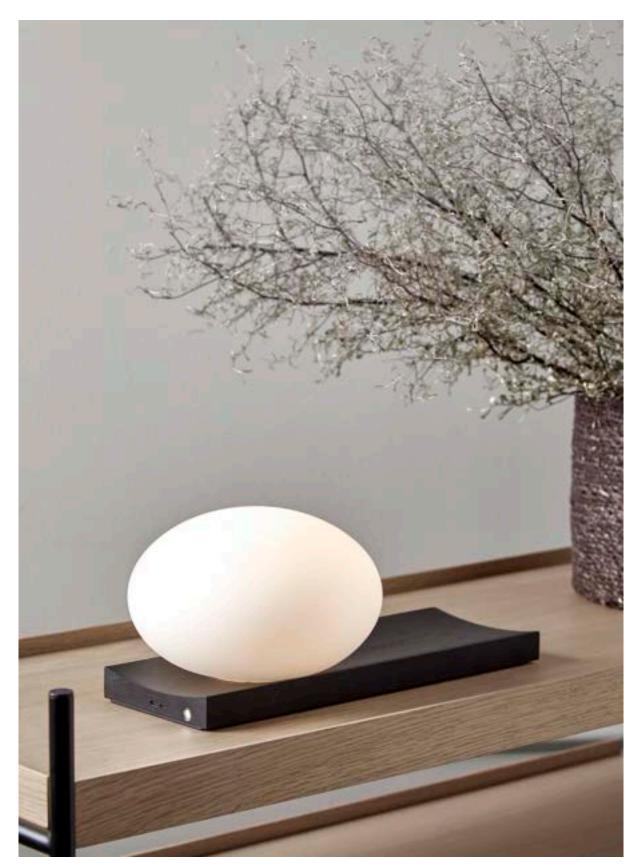
ARKIV BOOKEND designed by Ella Shegai UTILITY SHELF designed by Rachael Heritage HOOP RACK designed by Jeanette Holdgaard

62

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ULTILITY SHELF designed by Rachael Heritage LUNAR PENDANT designed by Johanna Hartikainen PIDESTALL PLANTER designed by Emilie Stahl Carlsen





DEW TABLE / WALL LAMP designed by Saif Faisal



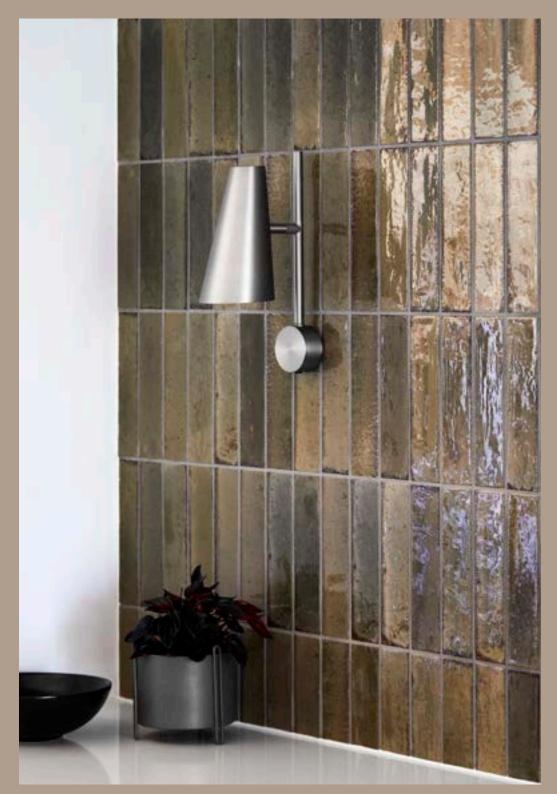
PAUSE DINING CHAIRS designed by Kasper Nyman TREE DINING TABLE designed by Elisabeth Hertzfeld LU PENDANTS designed by Beaverhausen TACT RUG designed by Shazeen

TINT RUG designed by Shazeen LA TERRA SIDE TABLE designed by Agnes Morguet





STEDGE SHELF designed by Leonard Aldenhoff HIBO HIPPOPOTAMUS designed by Steffen Juul ARKIV BOOKEND designed by Ella Shegai



CONO WALL LAMP designed by Benny Frandsen PIDESTALL PLANTER designed by Emilie Stahl Carlsen

SENTRUM SIDE TABLE designed by Schmahl+Schnippering DOUBLE THROW designed by Studio MLR FLORA MODULAR SOFAS designed by Yonoh







KYOTO RUG designed by AD Miller LEVEL DAYBED designed by MSDS Studio ANNULAR PENDANT designed by MSDS Studio

# Your home

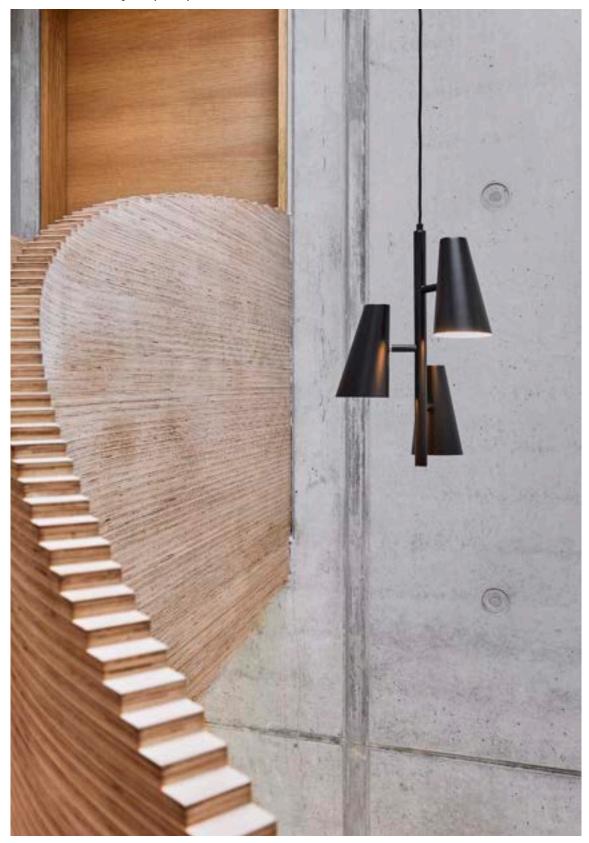
Every home expresses a personality. Every home evokes a certain feeling. Every home tells its very own unique story. Before you move your belongings in, it is just a place, an apartment, a house. Spaces and places can have souls, hearts and histories, but as soon as you decorate the space with your collected furniture and interior, it suddenly turns into a home. Your home.

Thoughtfully selected to create the most suitable surroundings for you and your family, your unique composition of furniture reveals a unique atmosphere. An atmosphere that should allow you to relax, feel safe and check out of the complex world outside the doors. Providing an experience of inspiring and intimate spaces.

The chosen colours and materials reflect you and bring a personal touch to the room. By implementing portraits, antiques and travel souvenirs, you can evoke memories, tell stories and personalise the spaces. When letting brand new furniture into your home, you start a new story. Designs act and appear differently depending on the rooms they become a part of. Small or spacious. Bright and inviting or dim and enclosing. Making every piece its very own. And as time passes, the design will become a natural part of your home. A part that would be missing if it was removed.

With this in mind, this season we focus on extending our current collection. We have added new functions and colours to our existing, compelling designs, intended to meet the diverse tastes, preferences and cultures. Enabling you to be creative and form a space that makes you feel at home the moment you step inside.

CONO PENDANT designed by Benny Frandsen





KYOTO RUG designed by AD Miller COLLAR SOFA designed by Meike Harde ARC COFFEE TABLES designed by Ditte Vad and Julie Begtrup ELEVATE SHELVING SYSTEM designed by Camilla Akersveen and Christopher Konings

## **ARC TABLES**

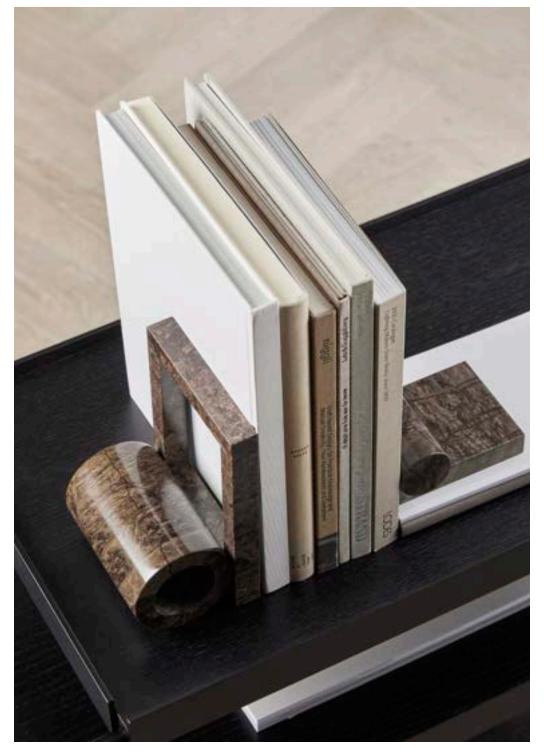
designed by Diffe Vad and Julie Begtrup

The Danish design duo started their collaboration during their studies and found that they share the same aesthetic sense, appreciation of materials and expressions in their design language.

With a common belief that designers have the opportunity and ability to improve and affect their surroundings, the duo aims to create honest, timeless and functional designs that allow dynamic interaction between the design and its user. Their work is characterised by clean lines and graphical compositions inspired by the traditional Nordic design philosophy while constantly exploring new materials, techniques and forms.

The two friends worked on the Arc series during a period of time when they lived together. Based on a brainstorm on tables with hidden storage space, the design process started with numerous of sketches on a paper role and ended with a prototype in reused cardboard made by hand. The table is a convincing representation of Ditte Vad and Julie Begtrup's design approach and vision: They wanted to create a beautiful table series with space to hide your mess. Resulting in a light and playful design, that invites its user to make use of the simple functionalities.

BOOKND BOOKEND designed by Roel Vandebeek



TÖJBOX WARDROBE designed by Made by Michael BAENK BENCH designed by NUR Design KYOTO RUNNER designed by AD Miller HIBO HIPPOPOTAMUS designed by Steffen Juul



ARKIV BOOKEND designed by Ella Shegai GHOST TABLE LAMP designed by Studio Kowalewski FRAME DINING CHAIR designed by Mario Tsai ELEVATE MODULAR SHELVING SYSTEM designed by Camilla Akersveen and Christopher Konings

#### NAKKI SOFAS designed by Mika Tolvanen

This season, we have expanded the timeless Nakki collection to include a series of connectable lobby modules. Nakki lobby.

Consisting of four modules, the series allows you to mix and match the separate components to form endless configurations in the lounge areas, receptions, cafés or any other places you can imagine a soft plush sit in an eye-catching design.

Use the corner modules for both right and left corners or as standalone modules to create a personal and intimate space. Make the armless middle module extend the sofa and let it form a dynamic 'snake' winding through the room by combining it with the ottoman. The two chaise longue modules contribute to a loungy feel and offer an ideal seat to rest. For further functionality, add the mountable small side table, which can be fixed directly to the Nakki lobby legs to make it sturdy and clean.

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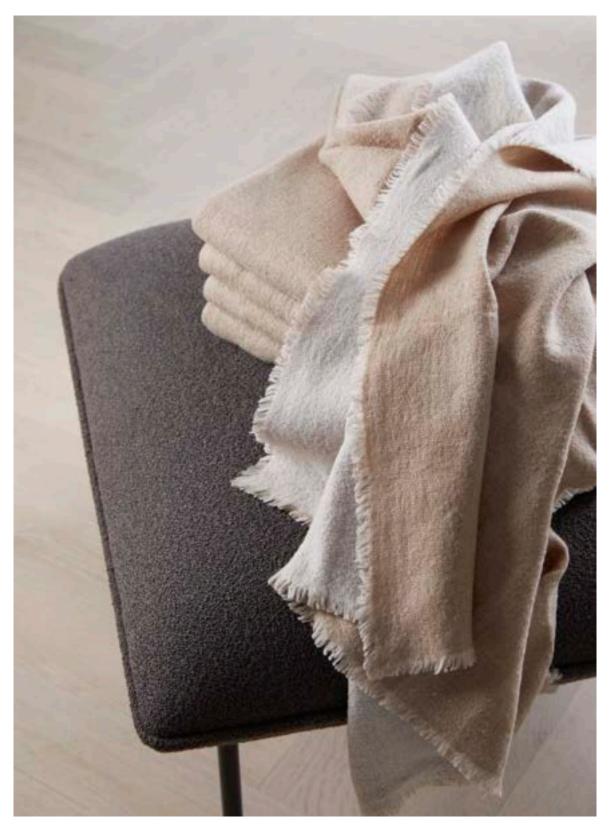




As an award-winning designer, Mika Tolvanen creates a wide range of projects. From small objects to comprehensive product series. He has been part of the WOUD design team since the very beginning with his Nakki sofa. We are proud to present the new lobby addition to the distinct series. A series that truly revolves around Mika's design approach.

He believes that good designs stem from the comprehension of materials and a desire to improve how they function. Functional design is exactly the keyword to Mika Tolvanen. To him, it is essential that the design idea starts from function yet still communicates an original character.

With an aim to make new designs more exciting, he designs playful and characteristic products, yet it is essential to him that his work has an understandable and quiet presence as he believes design should never be the aspect that makes noise. Mastering this delicate balance makes Mika Tolvanen a renowned designer.



DOUBLE THROW designed by Studio MLR NAKKI OTTOMAN designed by Mika Tolvanen



COLLAR MODULAR SOFA designed by Meike Harde TACT RUG designed by Shazeen ARC COFFEE TABLE designed by Ditte Vad and Julie Begtrup





CONO TABLE LAMP designed by Benny Frandsen ARKIV BOOKEND designed by Ella Shegai RHINA RHINOCEROS designed by Steffen Juul VIRKA SIDEBOARD designed by MOAKK and Røpke Design



ARRAY SIDEBOARD designed by Says Who

NAKKI BENCH designed by Mika Tolvanen KYOTO RUG designed by AD Miller KNAEGT COAT RACK designed by Rikke Palmerston

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CONO WALL LAMPS designed by Benny Frandsen MONO BAR STOOLS designed by Kasper Nyman



ROMBO RUG designed by Studio MLR DUO SIDE TABLE designed by Chifen Cheng NAKKI 2-SEATER designed by Mika Tolvanen



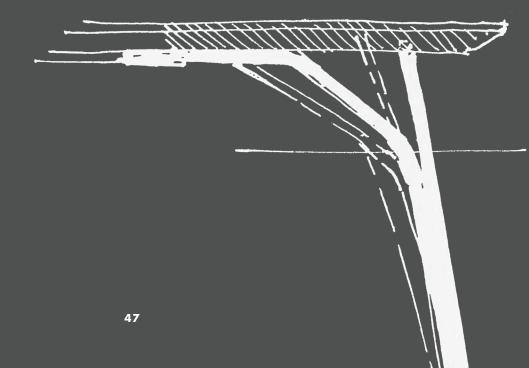
CONO TABLE LAMP designed by Benny Frandsen MONO COUNTER STOOL designed by Kasper Nyman TREE CONSOLE TABLEE designed by Elisabeth Hertzfeld

14

## TREE CONSOLE designed by Elisabeth Hertzfeld

Beloved for its slim silhouette, the lines of the Tree table has been transformed into a console table in two different heights with a FENIX laminate top in three earthy tones. Taking inspiration from the forests around Paris, Tree is designed to translate the designer, Elisabeth Hertzfeld's, experienced and enamoured lightness of how trees effortlessly rise in vertiginous heights.

Reminiscent of how branches of a tree ramify, the curved legs make a graphic and elegant design feature, which recurs in the complete series. Use the low version as a console table in the hallway or the tall table as a high workstation that easily can be integrated into your home. It is possible to add a shelf to install under the tabletop for additional storage of magazines, papers or desk tools.





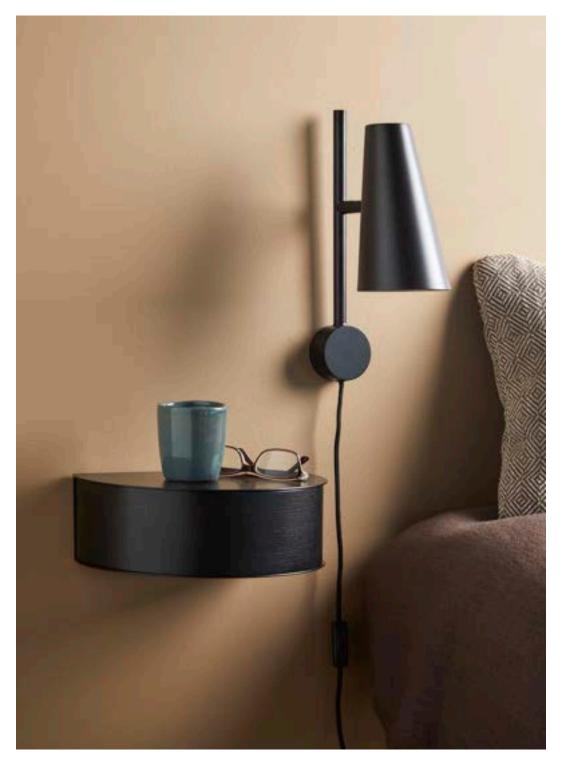
GHOST FLOOR LAMP designed by Studio Kowalewski NUNU ELEPHANT designed by Steffen Juul

MONO DINING CHAIR designed by Kasper Nyman TREE DINING TABLE designed by Elisabeth Hertzfeld TRAY SHELF designed by Hanne Willmann PIDESTALL PLANTER designed by Emilie Stahl Carlsen









CONO WALL LAMP designed by Benny Frandsen WALLIE WALL DRAWER designed by Amalie Skov Rahbæk

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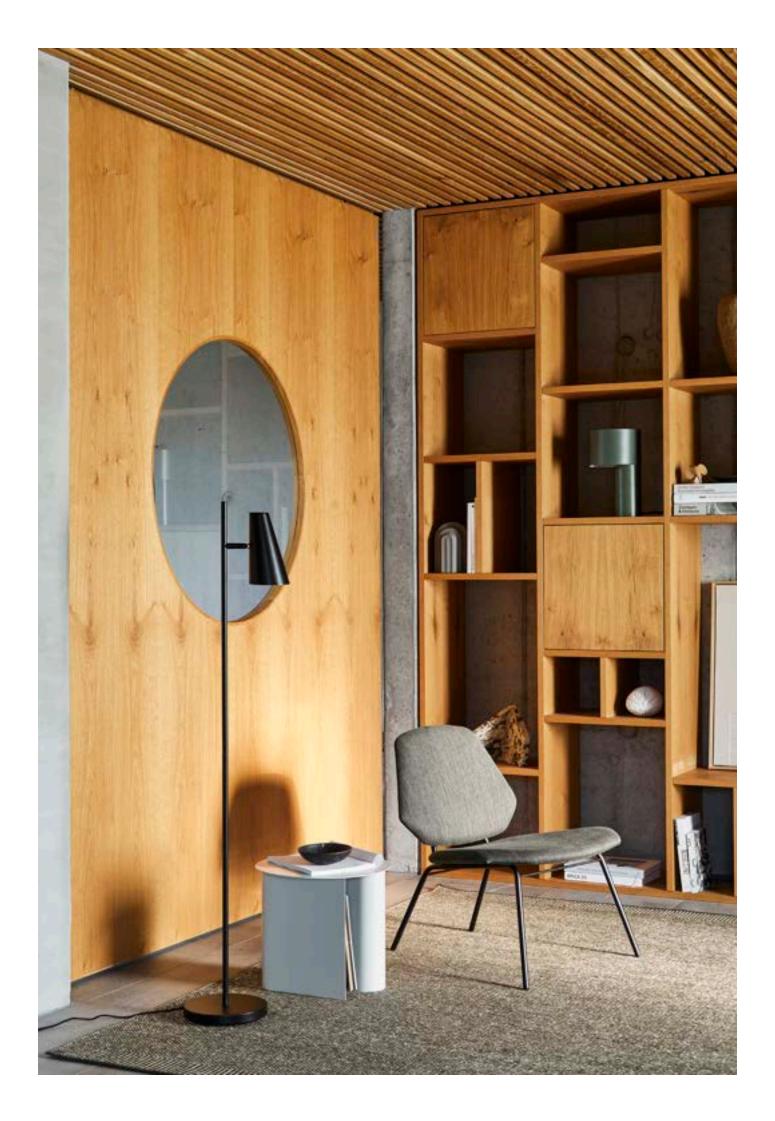
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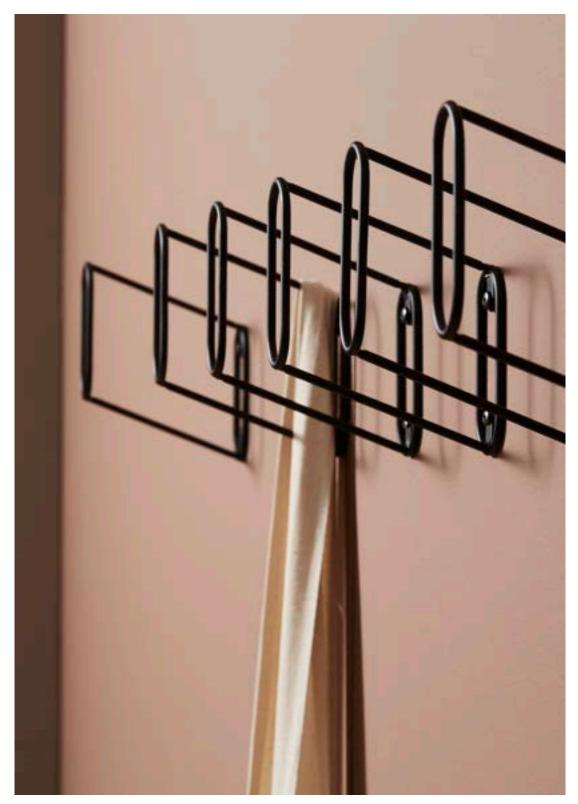
## Our curated collection

Carefully selected and thoughtfully curated, our collection emphasises sophisticated simplicity, longevity and honest design based on our strong dedication to carrying the Scandinavian tradition into a new era. Still deeply rooted in our proud design heritage. With this in mind, since the very beginning, we have pursued to create new originals and homely surroundings, which arouses a feeling of comfort, equanimity and eye-pleasing pleasure.

We present a coherent collection with different purposes and functionalities. When selecting designs, we search for products with a clear meaning, purpose and function. Each part should embrace our identity. Each product should be able to stands on its own. Each design should serve a purpose and functionality.

With an aim to honour and recognise existing designs, we treasure exploring the possibilities of developing and extending some of the beloved products. An approach that substantiates our vision to create timeless designs that stay relevant as time passes and fashion changes. When a product allows you to discover and add new colours, functions and sizes, it retains a strong form language, making it long-lasting design.





EILEEN HOOKS designed by Gustav Rosén

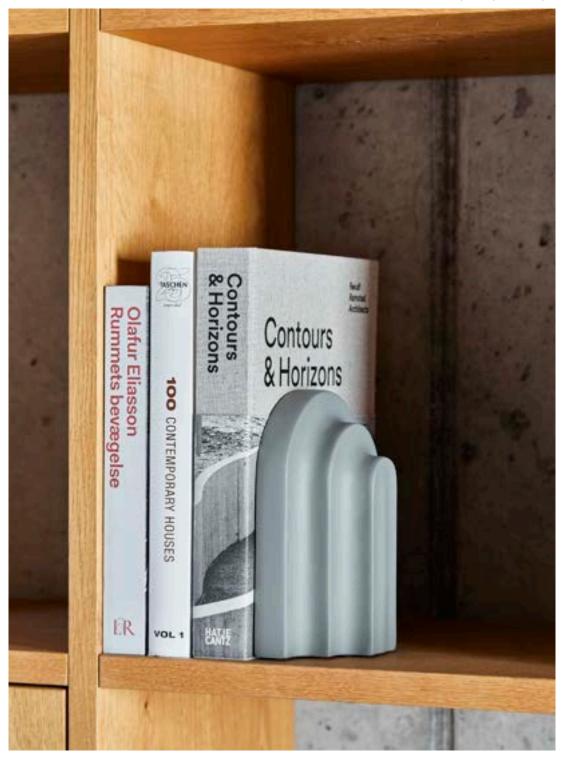
TRAY SHELF designed by Hanne Willmann ILLUSION HANGERS designed by Philip Bro TÖJBOX WARDROBE designed by Made by Michael



STUDY TABLE LAMP designed by MSDS Studio NUNU ELEPHANT designed by Steffen Juul ARC COFFEE TABLE designed by Ditte Vad and Julie Begtrup ELEVATE SHELVING SYSTEM designed by Camilla Akersveen and Christopher Konings



ARKIV BOOKEND designed by Ella Shegai





ANNULAR PENDANTS designed by MSDS Studio PIDESTALL PLANTER designed by Emilie Stahl Carlsen









The thick, hand-tufted Kyoto rugs are introduced in an appealing off-white nuance, which provides a complementing base for an interior arrangement while bringing a sense of a textured landscape inside the homes. A design by the Los Angles based multi-disciplinary studio, AD Miller.

The design appears as a reminiscence of the distinctive patterns found in the accurate Japanese zen gardens. A walk in one of these magnificent gardens in Los Angles inspired the designer and founder, Adam Miller, to translate the traditional raked lines into a modern design. Designed with the aim to share a story and evoke a feeling of the unique tranquillity that can be obtained in the gardens.

Every creation the studio forges is based on the design principle of simplicity and honesty. This also applies to the Kyoto collection. A collection inspired by the sweet meeting between Japanese aesthetics and Scandinavian design.

Educated in architecture and design in the US and Denmark, Adam Miller has an inherent connection to Denmark and Danish design. Living abroad in Italy as well, his design philosophy is deeply rooted in a holistic approach and an appreciation of the art of storytelling. Carrying on the Italian tradition.



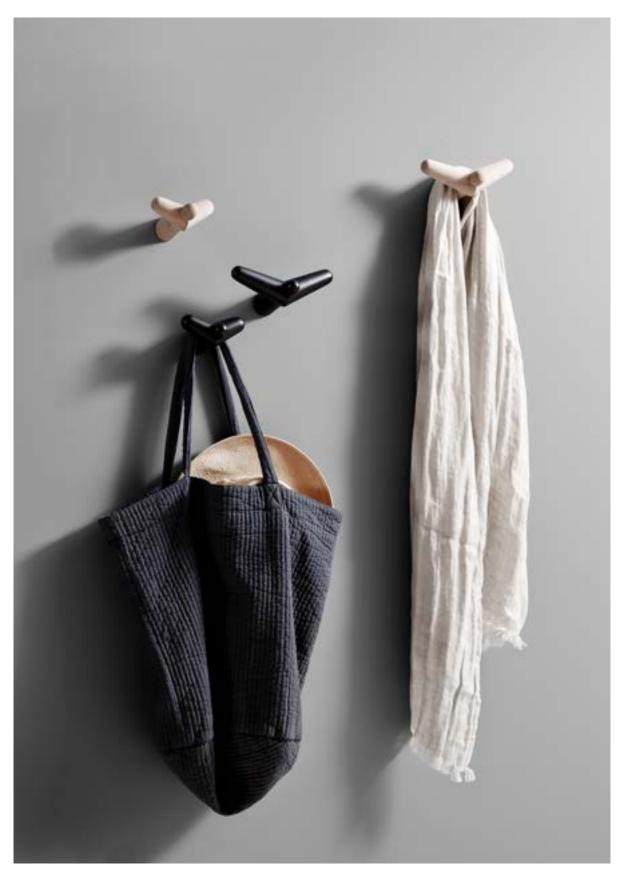
HAAK HOOKS designed by Rikke Frost



S.A.C. DINING CHAIRS designed by Naoya Matsuo PIDESTALL PLANTER designed by Emilie Stahl Carlsen TREE DINING TABLE designed by Elisabeth Hertzfeld ROMBO RUG designed by Studio MLR LEAN LOUNGE CHAIR designed by NUR Design SENTRUM SIDE TABLE designed by Schmahl+Schnippering



NUNU ELEPHANT designed by Steffen Juul TANGENT TABLE LAMP designed by Frederik Kurzweg



TAIL WING HOOKS designed by Kasper Nyman

STEDGE SHELF designed by Leonard Aldenhoff HIBO HIPPOPOTAMUS designed by Steffen Juul ARKIV BOOKEND designed by Ella Shegai PAUSE COUNTER CHAIR designed by Kasper Nyman

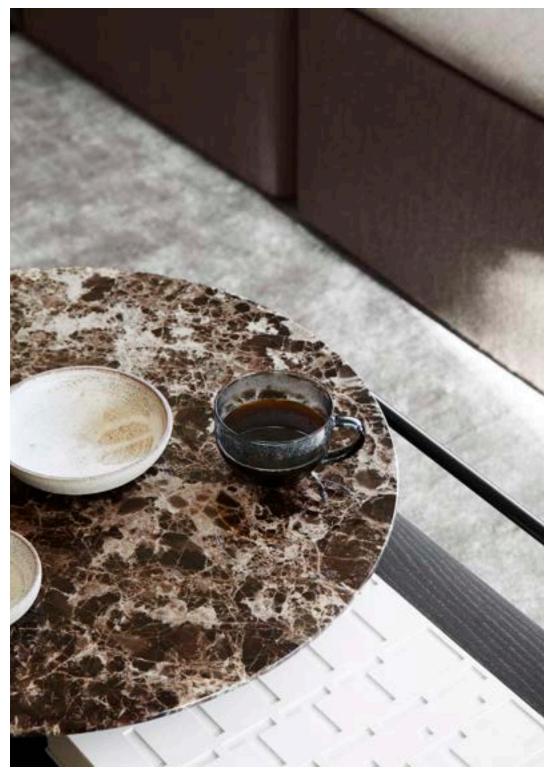




## The wonder of nature

It is no secret that the all-embracing nature is one of the most stimulating sources of inspiration for designers when forming a new piece. Whether that be the organic shapes, calm colours or unique materials found in the surrounding nature.

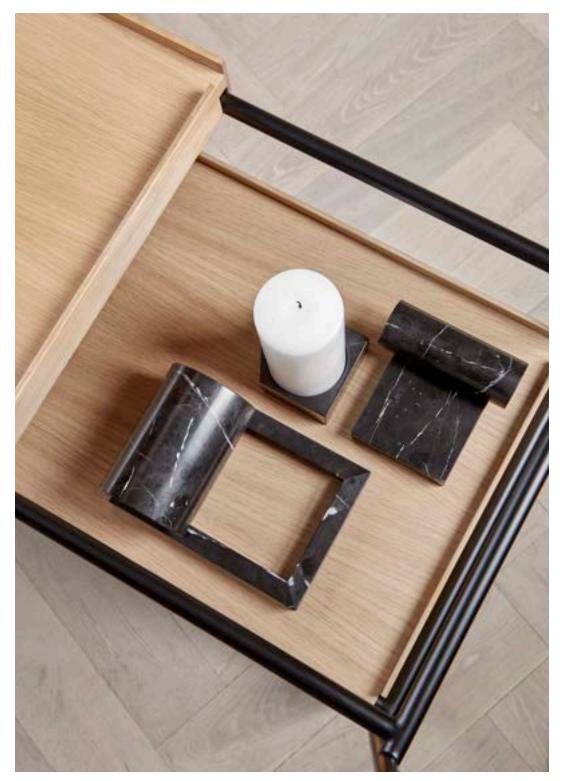
With our curated collection, we want to continue to bring a touch of nature and its tranquil harmony into any space through neutral shades and natural materials. Owing to the life in raw nature, the beauty of the materials reveals through their individuality. From travertine and marble stones to oak and wool. Every surface of the travertine and marble stones appears unique as the play of colour will vary. Every grain structure of the oak and walnut material will be one of a kind. Appreciating the fascinating capability of nature, the tactile appearance of the materials will change as time goes past. Oak will darken. Leather will patinate. Letting the materials tell their own stories.



VERDE COFFE TABLE designed by Rikke Frost



JEU DE DÉS CANDLE HOLDERS designed by Oleg Pugachev



JEU DE DÉS CANDLE HOLDER designed by Oleg Pugachev BOOKND BOOKENDS designed by Roel Vandebeek TRAY SHELF designed by Hanne Willmann

### DOUBLE THROW designed by Studio MLR NAKKI 1-SEATER designed by Mika Tolvanen CONO FLOOR LAMP designed by Benny Frandsen







ROMBO RUG designed by Studio MLR PUMP TABLE LAMP designed by KUTARQ Studio VIRKA LOW SIDEBOARD designed by MOAKK and Ropke Design



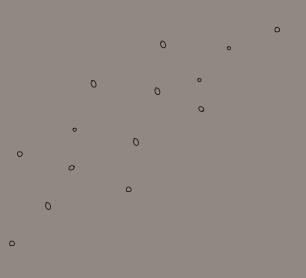
STUDY TABLE LAMP designed by MSDS Studio ELEVATE MODULAR SHELVING SYSTEM designed by Camilla Akersveen and Christopher Konings

# **DOT PENDANTS** designed by Rikke Frost

Seen from a distance, the lightweight Dot pendants hover in the air resembling dainty dots in the room. A design that has been a part of our collection since our very first launch back in 2015 and we are excited to share it with you in a completely new finish.

The new addition introduces the smoked glass in company with a satin plated metal shade. With its dull and smooth surface, the pendant reflects light in a convenient way and brings a new character to the significant design. Industrial and modish, the diminutive pendant accentuates the perforated shade referring to its name.

Dot illustrates Rikke Frost's profound love for matching materials and drawing soft yet minimalistic lines. With a belief that materials and their combination provide a tactile experience, her work is characterised by a curious approach to surfaces and uniform designs.

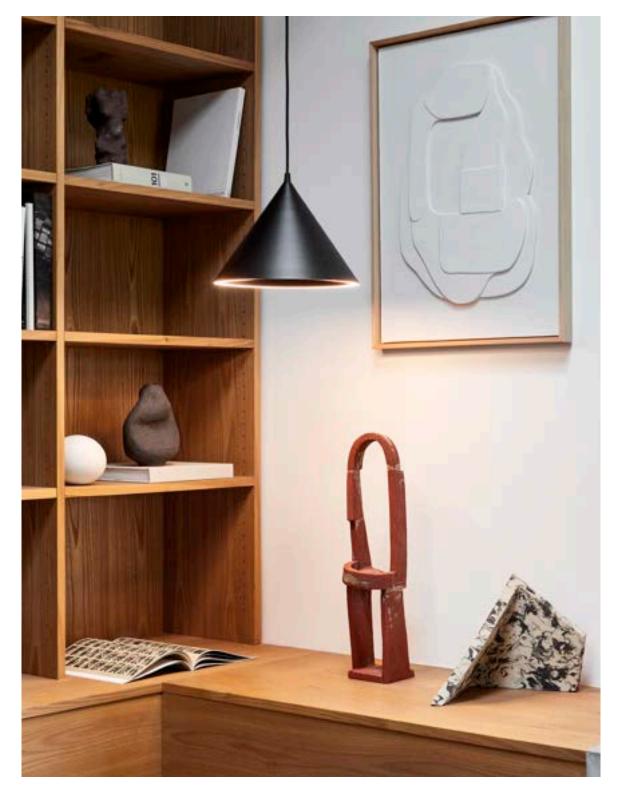


DOT PENDANTS designed by Rikke Frost





TANGENT TABLE LAMP designed by Frederik Kurzweg ARRAY SIDEBOARD designed by Says Who



ANNULAR PENDANT designed by MSDS Studio



MONO DINING CHAIR designed by Kasper Nyman INPUT ORGANISER designed by Sigrid Smetana and Anne Holm ELEVATE SHELVING SYSTEM designed by Camilla Akersveen and Christopher Konings

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DOUBLE THROW designed by Studio MLR TACT RUG designed by Shazeen SOROUND SIDE TABLE designed by NUR Design

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STONE PENDANT designed by Philip Bro



## PUMP PENDANT designed by KUTARQ Studio

Turned upside down, Pump has been given a new function. Functioning as a pendant, we make it possible to integrate the design in several settings. Let the lamp express itself as a statement or pair them up to obtain a graphical arrangement, enhancing the lighting effect.

Thanks to its frosted opal glass, Pump provides an evocative glow intended for spaces where a pleasant and muted light is desirable. Whether that be in a corner to create a cosy atmosphere or above your dining table, providing the right environment for immersing conversations.

The Pump pendant is inspired by the characteristic shape and function of hot air balloons and thereby the idea of a luminaire lifting off the ground. A vision that really comes to life with this new version. With its soft opal glass contrasting to the simple tubular metal ring, the pendant reveals complete simplicity when floating in the air.





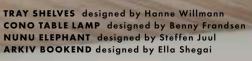


GHOST TABLE LAMP designed by Studio Kowalewski RHINA RHINOCEROS designed by Steffen Juul

ROMBO RUG designed by Studio MLR LEVEL DAYBED designed by MSDS Studio PUMP PENDANT designed by KUTARQ Studio

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WALLIE WALL DRAWER designed by Amalie Skov Rahbæk

# Our designer collective

The way we collaborate with designers at WOUD is a very essential cornerstone of our common and cherished brand identity. It is a process and a way of working that is eminently near and dear to our hearts. And it has always been.

One of the very first founding notes of WOUD was; we want to have close cooperations with young upcoming talents and established designers from home and abroad. This vision, of establishing a collective of newcomers and experienced designers from a wide range of countries, sparked the beginning of WOUD. Each designer has his or her own expression but together they share a modern interpretation of Scandinavian simplicity.

When searching for new additions to our design selection, it is not merely a matter of technical drawings and great design. To us, positive dialogue, mutual respect and great chemistry are paramount to us. We believe the best designs emerge when we understand and can rely on each other. These sincere relations form the most optimal condition for us to discover, explore and develop new originals with our designer collective.



ROMBO RUG designed by Studio MLR STONE PENDANTS designed by Philip Bro ELEVATE SHELVING SYSTEM designed by Camilla Akersveen and Christopher Konings

Architecture



PIDESTALL PLANTER designed by Emilie Stahl Carlsen



FRAME DINING CHAIR designed by Mario Tsai TREE DININD TABLE designed by Elisabeth Hertzfeld





ROMBO RUG designed by Studio MLR CONO FLOOR LAMP designed by Benny Frandsen NAKKI OTTOMAN, 2-SEATER and ARMCHAIR designed by Mika Tolvanen



SOROUND TABLES designed by NUR Design SENTRUM SIDE TABLE designed by Schmahl+Schnippering



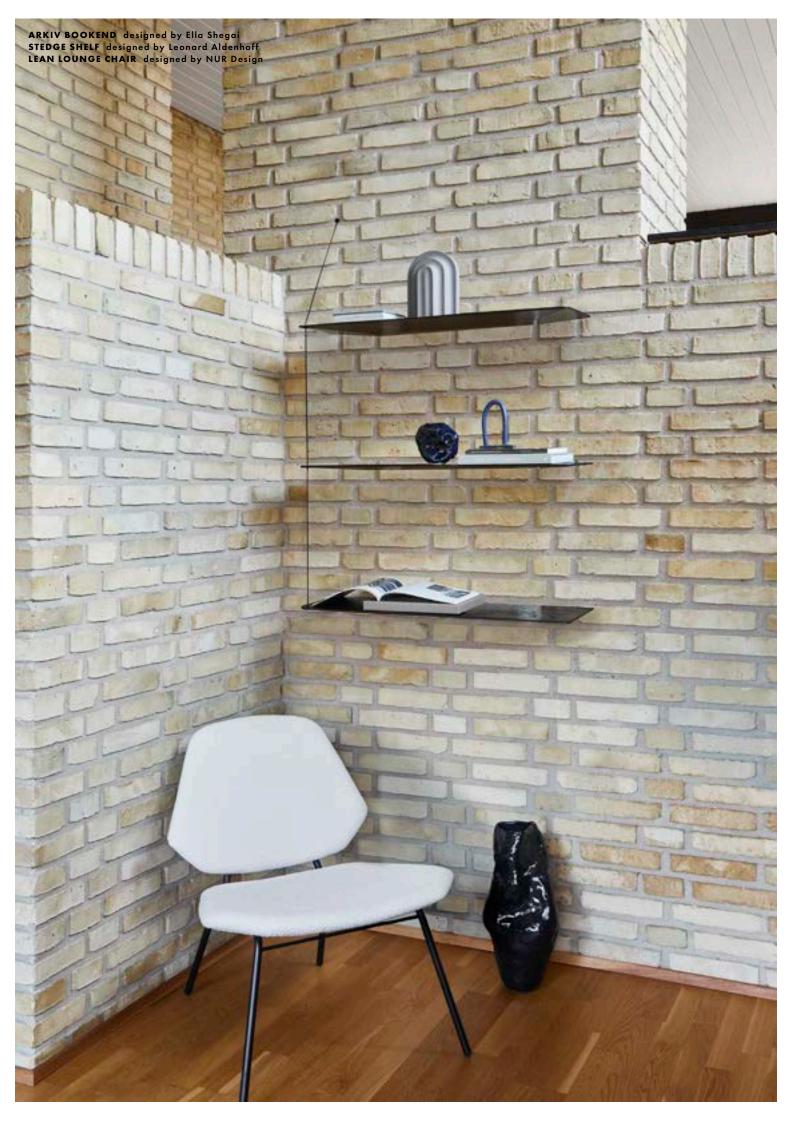
# CONO LAMPS designed by Benny Frandsen

The Cono lighting series is a result of close and valuable cooperation with one of the most remarkable, local lighting designers, Benny Frandsen. Launching the prosperous design in a satin finish, we pleasantly commend and admire the Danish designer's genuine sense of great design.

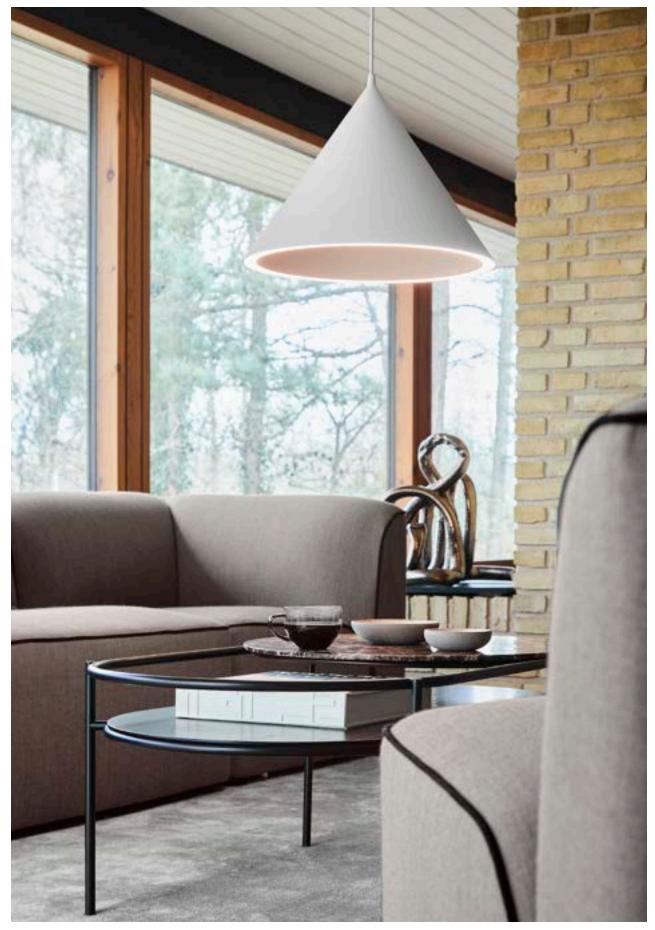
While repeating the same timeless appeal, the matt satin version adds a modern, distinctive feel to the design. Splendid for contemporary homes. Cono is characterised by the classic geometric shades that communicate a minimalistic and soft visual expression. An aesthetic that is enhanced by the silky surface on both colour variants.

Benny Frandsen's appreciation of high-quality materials and great design strongly aligns with the values of WOUD, which has generated a solid foundation for professional conversations and this common lighting series.

With the Cono series, he aimed to develop a design that combines aesthetics and functionality smoothly. To him, it was essential to create a lighting design that brings continuous enjoyment while providing a desirable light for both business and pleasure.



#### TINT RUG designed by Shazeen VERDE COFFEE TABLE designed by Rikke Frost FLORA MODULAR SOFA designed by Yonoh ANNULAR PENDANT designed by MSDS Studio





GAP PENDANTS designed by NUR Design

ARKIV BOOKEND designed by Ella Shegai TINT RUG designed by Shazeen FLORA MODULAR SOFA designed by Yonoh COME HERE SIDE TABLE designed by Steffen Juul ARC COFFEE TABLE designed by Ditte Vad and Julie Begtrup



PAUSE DINING CHAIR designed by Kasper Nyman



KUPPI WALL LAMP designed by Mika Tolvanan





ROMBO RUG designed by Studio MLR ARKIV BOOKEND designed by Ella Shegai LEVEL DAYBED designed by MSDS Studio HIBO HIPPOPOTAMUS designed by Steffen Juul PIDESTALL PLANTER designed by Emilie Stahl Carlsen ELEVATE SHELVING SYSTEM designed by Camilla Akersveen and Christopher Konings



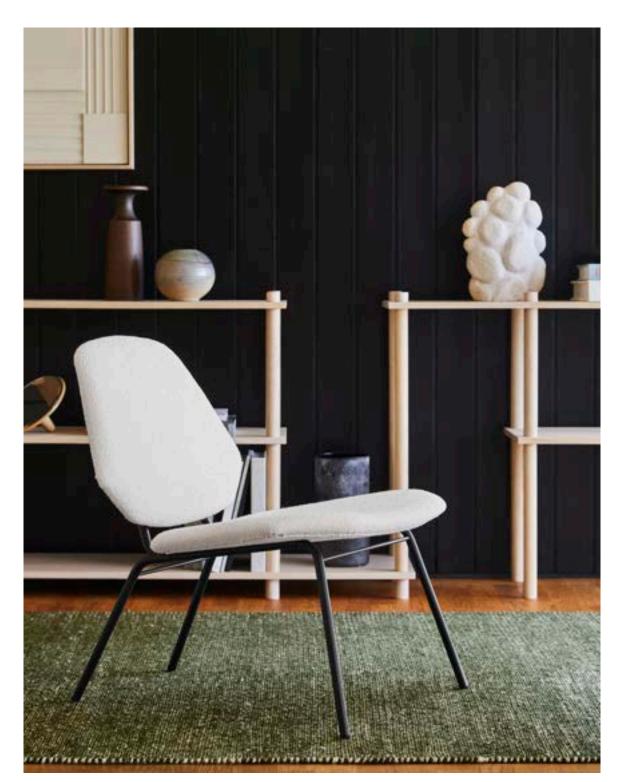
## LEVEL DAYBED designed by MDSD Studio

The Level daybed brings a sense of intimacy and tactility to the ambience. Made with care from long-lasting materials, Level is intended to fit into the informal contemporary interior while communicating stability, comfort and craftsmanship. An intention that is embraced through the new mattresses in comfy bouclé.

The material encourages you to touch and feel the soft and knobbly fabric in two neutral shades. While the subdued dark brown colour adds warmth, the grey nuance represents a colder mood, referring to the traditional Scandinavian colour palette.

With a modern approach to design, the Canadian MSDS Studio creates innovative designs that engage with the contemporary culture while staying true to the inheritance of craftsmanship. Dedicated to material exploration, rigour and resourcefulness, their work synthesises very meticulous considerations of colour, form and space, which results in simple designs.





ROMBO RUG designed by Studio MLR LEAN LOUNGE CHAIR designed by NUR Design ELEVATE SHELVING SYSTEM designed by Camilla Akersveen and Christopher Konings





BOOKND BOOKENDS designed by Roel Vandebeek UTILITY SHELF designed by Rachael Heritage



JEU DE DÈS CANDLE HOLDERS designed by Oleg Pugachev



JEU DE DÉS CANDLE HOLDERS designed by Oleg Pugachev

SENTRUM SIDE TABLE designed by Schmahl+Schnippering FLORA MODULAR SOFA designed Yonoh TINT RUG designed by Shazeen

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