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ETHOS



A stunning example of craft techniques, the Ethos chair offers a fresh, contemporary interpretation of the classic, mid-century tuxedo chair. Refined in scale and detail, the Ethos chair is composed of simple upholstered forms resting within a stainless steel frame that elevates the seat above the floor. With deep cushions cradled by the metal frame, the chair offers exceptional comfort while retaining the rigorous elegance of modernist design. The Ethos collection, designed by David Ritch and Mark Saffell of 5d studio, includes benches, ottomans and occasional tables that display equal fluency with line, proportion and detail.

















5d studio



David Ritch



Mark Saffell

David Ritch studied Architecture and Urban Planning at the University of Cincinnati, where he went on to receive a BS in Industrial Design. Ritch has 24 years of design experience, including work with Henry Dreyfuss, Rubbermaid and Donald Chadwick.

Mark Saffell is a graduate of Ringling College of Art and Design, where he received a BFA in Interior Architecture. Saffell has 22 years of experience, including work with Sussman/Prejza and Donald Chadwick.

Ritch and Saffell's design work, which includes seating, tables, desks, workstations and systems furniture products, has received top awards from ID Magazine, IDEX and the IIDA, as well as winning Best of Show at Neocon and IDSA-Design of the Decade. Their work has been featured at the Cooper-Hewitt National Design Museum and the Pasadena Museum of California Art.

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