

Seitz



**A collection made for SLOW LIVING**

Upholding the reputation of Swiss craftsmanship,  
Studio Seitz calls upon traditional techniques to introduce  
a collection of distinctive, modern simplicity.

Studio Seitz builds upon the traditions that precede us—upholding modernist principles with tactile simplicity. Through honest materials and distinct techniques, we can transform our perception of everyday objects.

The Seitz name is no stranger to craft inside the municipality of Berneck, Switzerland—dating back to 1795. This small, yet industrious town has been home to artisans for hundreds of years—most notably for its ceramics. The Seitz family were one of many early craftspeople whose work influenced the region's handicrafts industry.

Today, this tradition continues with designers Kevin Seitz and Rob van Wyen—through the preservation and modern interpretation of local Swiss techniques. The pair present their Alpine Collection—driven by the past, refined for today. Along with their lineage of Swiss makers, the studio seeks to revitalize art forms that are quickly fading away.



ALPINE COLLECTION Faceted Candle Holders, Appenzeller Dresser, Limen Teapot and Chalet Stool



Our Chalet Bench is a modern interpretation of a Swiss classic—the stabellenbank—widely found in homes, farms and taverns across Switzerland. It is held together by four hand-turned legs and strong joinery, made from solid European ash.



Our craftsmen's expertise in sustainable materials, simple connections and joinery enhance the architectural integrity of each and every bench.





The Chalet Bench's legs are dovetailed into a solid wooden seat without the use of nails. Any weight applied to the seat gains extra stability through the slanted legs, spread apart. This interaction of forces provides long lasting durability.



CHALET STOOL ebonized European ash

Made from solid European ash,  
the Chalet Stool's inherent simplicity pays  
homage to its longer predecessor  
—our Chalet Bench.





Perfect for any area of the home, this compact stool doesn't sacrifice function for size. It's small footprint lets you mix up seating at the dinner table or use as a side table in the living, bath and bedroom.





CHALET STOOL natural European ash

Stabelle seating has been at the heart of homes, chalets and taverns in the alpine region for centuries.





The Cooperage Wall Mirror is inspired by the silhouette of a classic Fahreimer (Alpine milking pail). Made from solid European ash, the mirror's inside reveals sixteen geometric facets, referencing its construction method.



The round exterior is held together by a wooden "belt"—individually carved with heritage Swiss patterns through the craft of Schnitzerei.



COOPERAGE WALL MIRROR ebonized European ash



This solid ash dresser is an expression of modernizing traditional forms found in classic Swiss Alpine furniture. Brass pulls, each uniquely hand stamped in Appenzell, adorn the soft-closing drawers.

Solid European ash makes up the sturdy, yet streamlined base—honoring traditional alpine furniture through the value and modernization of craft.



APPENZELLER DRESSER natural European ash

Each dresser is thoughtfully produced for functional living and lasting beauty. The longevity of our furniture in itself means that it is better for the environment—using only the best materials to ensure your piece can live for generations to come.



**APPENZELLER DRESSER** ebonized European ash



APPENZELLER SIDE TABLE natural European ash

This side table calls upon the traditions of Swiss Alpine joinery—serving streamlined silhouettes to the living and bedroom. A brass pull, ornamented through metal stamping, adorns the drawer.

An open shelf houses a convenient cord escape to make management easy and hide distractions when it's time to say goodnight. The soft-closing drawer is adorned by a polished brass pull—hand stamped in Appenzell.



APPENZELLER SIDE TABLE ebonized European ash





The Appenzeller Side Table pairs perfectly with our dresser. Mix and match with multiple finishes to get the right look for you.





Limen is a handcrafted heirloom teapot —nuanced by the techniques of Bernecker Bauernkeramik, motifs found in Chinese porcelain and organic forms inspired by human gesture.



Limen's kinetic silhouette unknowingly encourages a pour of your favorite tea. It can be tilted to the upright position to signify a polite way to ask for a refill.





FACETED CANDLE HOLDER solid brass

Double up and spread the light with these reversible brass candle holders, inspired by the forms of Fahreimers—traditional Alpine milking pails from Appenzell.

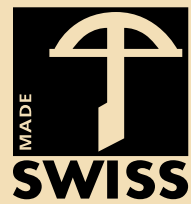


These candle holders can be used in two ways: the narrow end can fit a long taper candle, or flip it to place a tealight on the wider end. Made from solid machined brass, these holders come in a set of varying heights—allowing you to layer your light at will.



FACETED CANDLE HOLDER solid brass

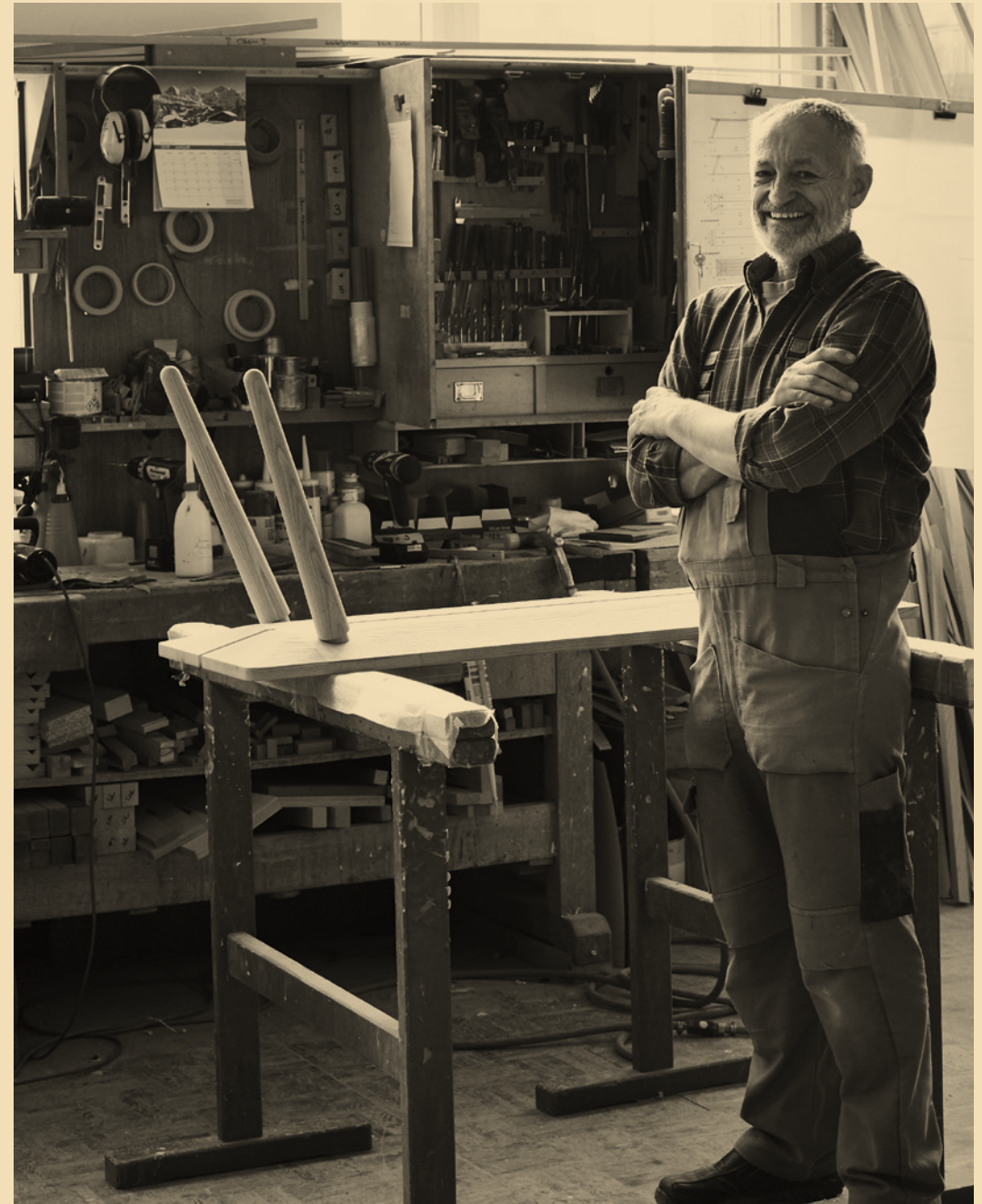




Studio Seitz partners with master makers from local Swiss cantons to breathe life into modernist-tinged creations.

While Switzerland is one of the smallest countries in Europe, Swiss made products are a byword for competence, quality, tradition and a down-to-earth approach—values recognized by the Swiss Label.

The Swiss have a tradition of precision craftsmanship and demand reliability in everything they do. In their train systems and products, the Swiss design for function but never forget the importance of form. Every year, the Swiss Label carries out several quality assurance checks to ensure the quality of our products. They require manufacturing to be exclusively in Switzerland for a certain percentage of products and services. This is important because it allows to guarantee that the products and services bearing the label meet the Swiss quality standards.



**ROLAND SEITZ** fifth generation craftsman, inside the Mätzler joinery workshop



**Adalbert Fässler leads his sixth generation workshop for handicrafts on the Gaiserstrasse in Appenzell.**

In his workshop, all motifs and ornaments are produced according to ancient tradition. From an early age, Fässler was often in his father's workshop —learning everything it takes to develop a passion for the traditional craft of metal stamping.

Everything is lovingly made by hand: belts, suspenders, shoe buckles, dog collars and of course, our very own dresser and side table pull.





ADALBERT FÄSSLER sixth generation handcraftsman

Adalbert Fässler hand stamps the  
ornamented brass pulls on the drawers  
of our Appenzeller Dresser and Side Table.





**The Mätzler joinery company was founded in 1888 by master joiner Anton Mätzler at Kirchgass in Berneck.**

Today, Urs Mätzler carries the family tradition as a fourth generation craftsman. His company places great emphasis on quality and strives to lead the way in design and joinery excellence—mixing traditional techniques with innovative technology.

Mätzler's craftsmanship is the benchmark by which all other artisans are judged—honesty instilled from the passion and care that can never be replicated in mass manufacturing.

The Mätzler joinery workshop  
produces our Chalet Bench and Stool,  
Appenzeller Dresser and Side Table  
and the Alpine Wall Mirror.



**Thomas Seitz, descendant of ceramicists Jakob and Ulrich Johann Seitz, is a fifth generation craftsman from the municipality of Berneck.**

The family run workshop has been precision machining for nearly thirty years. Through the use of CNC machines, lathes, milling machines, drill presses, saws and grinders —the workshop produces a large number of intricate parts for traditional and modern machines across Northern Europe.





**MICHAEL and THOMAS SEITZ** sixth and fifth generation craftsmen

The Thomas Seitz machining workshop produces our Faceted Candle Holder and hardware for the Appenzeller Dresser and Side Table.





**Hans Mösl** has been running an Alpine cooperage, an important aspect of Appenzell tradition, in Gais for 45 years.

Hans Mösl's workshop works by machine and by hand. Coarse molds are made on the machine, but the fine carvings are purely handmade. This once thriving craft, "Weissküferi," is now only practiced by five individuals in Eastern Switzerland.

Today, Hans can count on the support of his nephew Reto. He hopes to pass the operation over to him one day, but for now, he's not thinking about retiring anytime soon.

Hans & Reto Möslì turn the frame and hand carve traditional Swiss patterns for our Alpine Wall Mirror.







Designers **KEVIN SEITZ** and **ROB VAN WYEN**

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Styling / Michael Reynolds & Erin Swift

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