



Blake Tovin Based in upstate New York, designer Blake Tovin has seen his work evolve throughout his career, yet his approach has remained the same from the start: “Reduce a design to its essential elements, avoid ornament, and focus on proportion, materials and finishes to create products that are understated and comfortable to live with.” Tovin’s many sources of inspiration in the visual world around him—from a great architectural detail to a simple structure—create “a sense of excitement about an idea that sends you back to the drawing board to explore the possibilities.”

A stylized, handwritten signature in white ink, consisting of a large, sweeping initial 'B' followed by a series of connected loops and a final horizontal stroke.