

T O O U

# HOLI

by Simone Viola



Gertrude Stein used to say: A rose is a rose is a rose. Namely, any thing can only be what it is. However, she also meant that we tend to confer personal and universal emotions to a specific name.

A design object stands out for aesthetic, shape and colour, as well as for manageability and functionality. Yet, only a chair has the power to literally disappear from our sight as we are using it, and if we forget about it while sitting, then it means it is very comfortable it welcomes the weight of our body and allows us to rest, to work or to sit at a table for a long time. Indeed, it fully fulfils our expectations about sitting. At home, in a café, at the office, we sit everywhere.

The act of sitting is even more frequent than eating or drinking. We sit tens of times a day without even noticing this automatic

yet fundamental action. In fact, only an uncomfortable seat can be felt and noticed as soon as we sit down on it. Holí is a chair that will embrace your body at the right height, allowing to comfortably relax your back while maintaining slim, non-encumbering proportions. The collection offers a wide range of sitting solutions, with or without armrests, and two different heights for the stools, which are all stackable. Holí was designed with either a closed or a perforated backrest, creating an ideal stylistic continuum between indoor and outdoor furniture in order to satisfy any living-space requirement. The metallic structure is painted in the exact same shade as the polypropylene shell, giving the impression of a monoblock element.

Available in white, black, red terracotta and olive gray.



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#### HOLI CLOSED CHAIR

Shell in polypropylene, color white. Side base, metal powder coated in white.

#### HOLI OPEN CHAIR

Shell in polypropylene, color white. Side base, metal powder coated in white.

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#### HOLI CLOSED ARMCHAIR

Shell in polypropylene, color olive gray. Base with arms, metal powder coated in olive gray.

#### HOLI OPEN ARMCHAIR

Shell in polypropylene, color red terracotta. Base with arms, metal powder coated in red terracotta.





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**HOLI OPEN LOW STOOL**  
Shell in polypropylene, color red terracotta.  
Low stool base, metal powder coated  
in red terracotta.

**HOLI CLOSED LOW STOOL**  
Shell in polypropylene, color olive gray.  
Low stool base, metal powder coated in olive gray.



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**HOLI CLOSED HIGH STOOL**  
Shell in polypropylene, color black. High stool  
base, metal powder coated in black.

**HOLI OPEN HIGH STOOL**  
Shell in polypropylene, color black. High stool  
base, metal powder coated in black.

# Simone Viola



## SWITZERLAND, 1985

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Simone Viola was born in Mendrisio, Switzerland in 1985. After a rigorous training in industrial design in Milan and through his collaboration during various architectural and design studios, he began to gain experience in Switzerland and abroad. In 2011, he founded the Simone Viola Design Studio, focusing on industrial projects for furniture and accessories.

His philosophy leans toward research on the materials and technical aspects related to the development of the project, conceptually guided by historical and artistic references. This approach produces the most natural connection to contemporary design, where the object is not the expression of a trend, but a long-lasting fusion of form and the intended use. Soft, natural elegant shapes and an elevated attention to details characterizes his work and a continuous optimization of the development phase allows the realization of high quality and generously accommodating products.

HOLI		Material	Dimensions*	Weight**	Colors
TO-1611/TO-1601 HOLI closed shell Side base		seat polypropylene base metal	D 51 W 48.5 H 79.5 SH 46.5	4.6	Structure and shell white  red terracotta  olive gray  black 
TO-1612/TO-1601 HOLI open shell Side base		seat polypropylene base metal	D 51 W 48.5 H 79.5 SH 46.5	4.4	In and outdoor use UV resistant Stackable x 6 pcs
TO-1611/TO-1602 HOLI closed shell Armrest base		seat polypropylene base metal	D 51 W 55 H 78.5 SH 47	5.2	
TO-1612/TO-1602 HOLI open shell Armrest base		seat polypropylene base metal	D 51 W 55 H 78.5 SH 47	5.0	
TO-1611/TO-1606 HOLI closed shell Low stool base		seat polypropylene base metal	D 51 W 54 H 100 SH 67	6.0	
TO-1612/TO-1606 HOLI open shell Low stool base		seat polypropylene base metal	D 51 W 54 H 100 SH 67	5.8	
TO-1611/TO-1607 HOLI closed shell High stool base		seat polypropylene base metal	D 52.5 W 54 H 108.5 SH 77	6.2	
TO-1612/TO-1607 HOLI open shell High stool base		seat polypropylene base metal	D 52.5 W 54 H 108.5 SH 77	6.0	

\*Dimensions in cm / \*\* Weight in kgs

**Creative & design direction**

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**Styling**

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