

T O O U

JOI

by Simone Viola



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JOI THIRTYSIX
Structure in polypropylene, color black.
Seat cover color anthracite.



>
JOI TWENTY
Structure in polypropylene, color light brown.
Seat cover color sand.

Think of a chair. An everyday object made invisible by continuous use. A light piece of domestic furniture in which comfort has the equal aesthetics. And what is a chair good for if not to sit down to eat, talk, wait, rest and live life?

We have traced the identity of our ideal chair to create the profile of a happy, joyful object which leads automatically to evenings in the company of friends, with the family at home or in the garden, to moments in which chairs are moved to make room for a new arrival, to stack them easily at the end of the day or leave them outside overnight in the rain. An object without boundaries other than the need to be practical, comfortable and userfriendly. The Joi collection is a tribute to one of the greatest masters of the 20th century: Hans J. Wegner.

A thought which flows along the same guidelines of beauty, simplicity and ergonomics. A decisive line traced by the imprint of great, proudly modern Nordic design, because real design follows life as opposed to fashion. Joi combines all of this with advanced construction techniques which allow accessible and flexible production in a variety of versions. Its main feature is the joint which allows the creation of three different chairs, inserting backs characterised by different personalities, uses and vocations.

The choice of colors also pursues the consistent thought of a determined but flexible object. With four different colors for the structure and five fabrics for the removable seat cover, the Joi collection allows a wide variety of combinations suited to identifying the right mood for the setting in which it is going to be used.





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JOI TWENTYFOUR
Structure in polypropylene, color dark brown.
Seat cover color coffee.

Simone Viola



SWITZERLAND, 1985

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.

JOI		Material	Dimensions*	Weight**	Colors
TO-1520 JOI twenty		polypropylene air injection technology	D 52.5 W 48.5 H 76 SH 46.5	4.8	Structure white  light brown  dark brown  black 
TO-1524 JOI twentyfour		polypropylene air injection technology	D 52.5 W 55 H 81 SH 46.5	4.8	In and outdoor use UV resistant Stackable x 4 pcs Seat cover sand  coffee  anthracite  light blue  lime 
TO-1536 JOI thirty-six		polypropylene air injection technology	D 52.5 W 46.5 H 84.5 SH 46.5	4.8	dark gray 
TO-1522S seat covering		Sunbrella fabric	D 40 W 39	0.08	Removable cover Washable at 40°
TO-1522R seat covering		Regular fabric dark grey cover	D 40 W 39	0.08	

Creative & design direction

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