

Joe Whip

50th anniversary special edition
1970—2020

Joe is a big comfortable chair in the form of a giant baseball glove, mounted on invisible wheels. With this project the designers, inspired by the poetics of Pop Art, gave material form to their admiration for the legendary American baseball star Joe DiMaggio. With a courageous shift of scale, they transformed the glove into a welcoming place to sit, inserting a hyperrealist figure borrowed from the world of art into the domestic environment.

To celebrate the fiftieth anniversary of the armchair Joe designed by DDL Studio, Centro Studi Poltronova has created four special editions for a must-have item which has never gone out of the catalogue. Joe Jeans is an elegant high quality denim version whose material pays homage to popular American imagination, where the culture of baseball was born. Joe Plush, entirely clad in high quality faux fur, aspires to becoming an interior decoration toy, very soft and embracing, and is dedicated to all those who have a dreamer's soul. Joe Whip is made of black leather, it is a precious edition with an elaborate braiding which transforms the thumb into a fringe, and by similitude, into a whip, preserving all its Pop provocation. And finally, Joe Gold: this too made of leather, of course with a sparkling finish, the party costume for a special anniversary.

typology	armchair
dimensions	175[l] x 122[w] x 95[h] cm
materials	structure frame padding preformed polyurethane foam covering leather
colours	black



04S



07S



08S



09S



10S



11S



12S



13S



14S



01*



02*



03*

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Centro Studi Poltronova per il Design
press@centrostudipoltronova.it
archivio@centrostudipoltronova.it
www.poltronova.it