



# Joe<sup>s</sup>pecial

*since 1970  
edition 2020*

**Poltronova**  
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## description

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 Elmo 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 Elmo leather, of course with a sparkling finish, the party costume for a special anniversary.

## typology

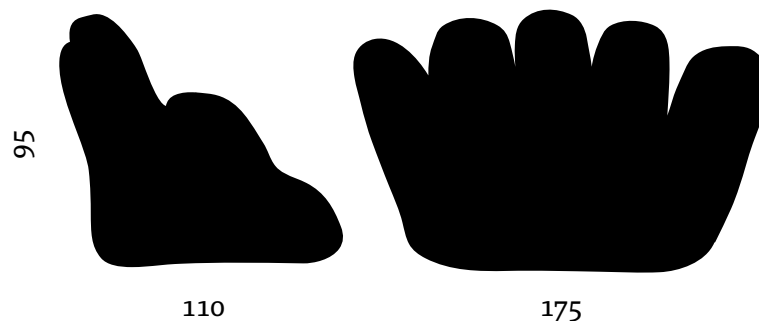
Armchair

## dimensions

175 × 122 × 95[h] cm

## weight

54 kg





## materials

Steel frame and preformed polyurethane foam padding, cover made from high quality materials.

*Joe Jeans*: 10 sq meters of high quality cotton and silk jersey

*Joe Plush*: 10 sq meters of high quality faux fur

*Joe Gold*: 10 sq meters of high quality soft leather

*Joe Whip*: 10 sq meters of high quality soft leather

## colors

*Jeans*  
Prussian blue



*Plush*  
taffy pink  
dove grey  
baby blue



*Whip*  
BAL99011



*Gold*  
TRE54099





**Joe  
Special**



Ph. Pietro Savorelli



Ph. Pietro Savorelli



Ph. Pietro Savorelli



Ph. Pietro Savorelli

**Joe  
Special**





Ph. Serena Eller



Ph. Serena Eller



↶ *Contemporary Cluster, Rome. 2020*



↶ *The Student Hotel, Florence. 2020*





Ph. Pietro Savorelli

↗ *Contemporary Cluster, Rome. 2020*



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Ph. Pietro Savorelli

↗ *Contemporary Cluster, Rome. 2020*



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made in Italy  
since 1970

The armchair Joe has a very original shape, but its cover requires using superb craftsmanship. Designed in the 1970s with what was in those days the innovative technique of pre-formed expanded polyurethane - permitting foaming items into any shape - it took highly accurate manual work to faithfully reproduce the classic baseball glove on a giant scale. Today, just as in the past, the cover is made like an haute couture dress, in order to ensure the very best quality, and each armchair is unique.

Each armchair takes 10 square metres of high quality material cut out using scissors, in a very accurate manner because the cut will be visible. The seam is machine-sewn, and at the end of each seam, the threads are knotted together to make sure they stay tied even after many years. The 140 metal eyelets are put in by

hand. It then takes many hours to add the soft padding to the polyurethane foam, and to put the cover on and seal it at the bottom, pulling the strings through the metal eyelets.

To make the armchair, our seamstress and our upholsterer take all the time they need to achieve the best result.



Ph. Ugo Mulas

*Poltronova factory,  
Aglia. 1970—2020*

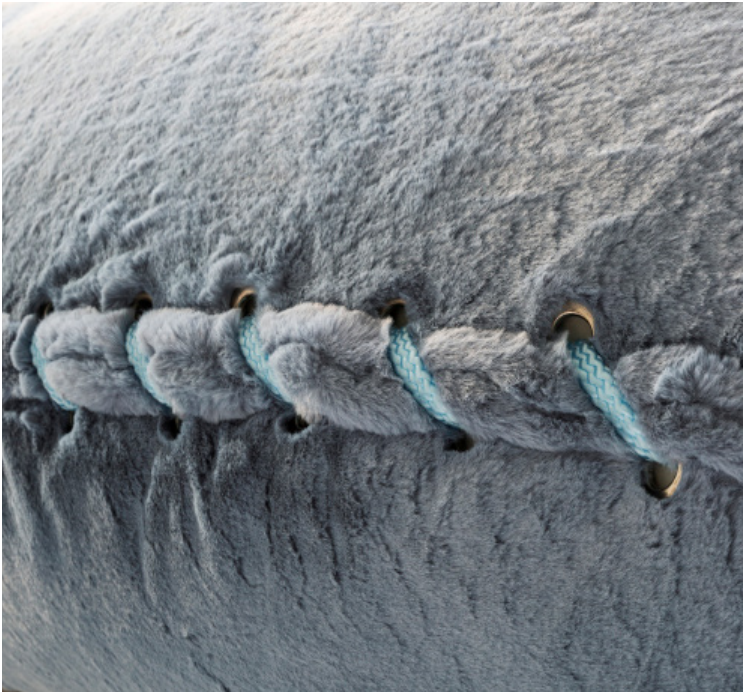
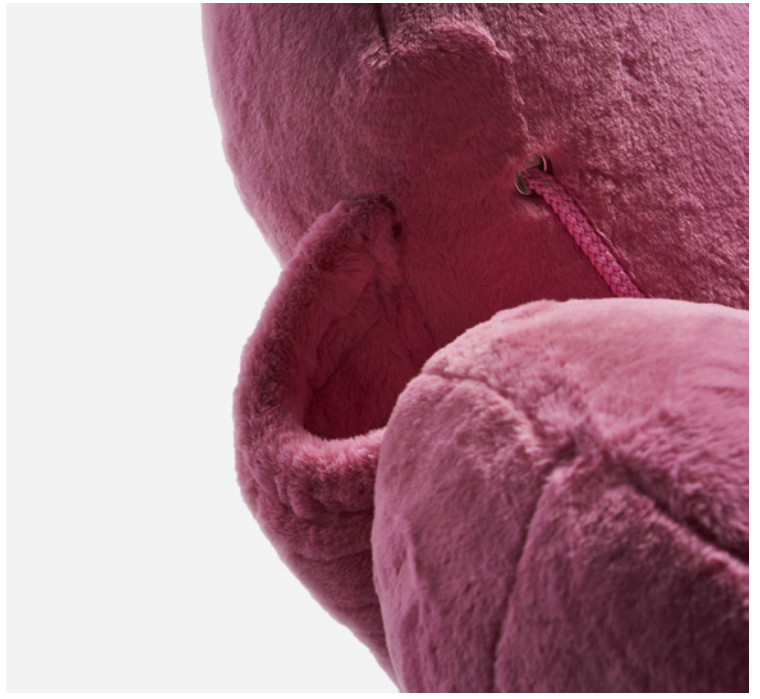


Four signs branded onto the product guarantee its authenticity: the name Joe, the signature of the designers, the star and the 50<sup>th</sup> anniversary mark.

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since 1970  
special edition 2020





**Joe  
Special**

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**made in Italy**  
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Each armchair has its own identity card, which shows the number of the armchair and a leather bag with products for preserving the leather.





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image rights

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**poltrona**