2027

Between places.

JOIVI

Between places.

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THE RISE OF MODERN LIVING.

Imagine the sun's warm touch on your skin, its soft sunlight blanketing everything in a soothing glow and creating a serene, energetic atmosphere. It's a moment where you can almost feel nature's peaceful embrace, as if time itself slows down to let you savor the beauty of the moment. At Joivi, we bring this feeling to life with our furniture, designed to enrich both open-air and indoor spaces.

Joivi is guided by the idea that spaces should not define the way we live. Indoor and outdoor are conceived as a single, continuous environment, where furniture exists beyond fixed contexts. Objects move freely between moments, atmospheres and places, guided by a quiet balance of design, comfort and material awareness that shapes a new sense of everyday living.

THE JOIVI WAY.

“The approach is founded on creating products that fully express their inherent qualities, through a design language that establishes continuity between indoor and outdoor environments, without distinction in intent or expression. Each object is conceived to operate beyond spatial boundaries, holding its identity intact while naturally inhabiting any context, so that space itself becomes a flexible condition rather than a defining limit.”

— SIMONE VIOLA

WHERE THE SOURCE MATTER.

Each piece is conceived as part of a shared vision, while retaining its own distinct character. Materials, palette and finishes are selected with care and intention, responding to different living settings while ensuring reliability, comfort and longevity over time. Tradition and innovation coexist through a continuous investment in technology and processes that allow design to engage precisely with its surroundings.

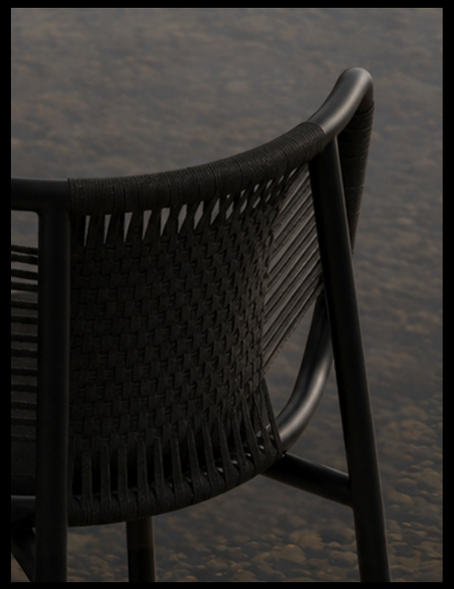
Sustainability sits at the core of Joivi's vision, guiding the entire product lifecycle. From the use of 100% recyclable materials such as stainless steel and aluminum, to recycling initiatives that reduce waste, each choice reflects a responsible approach. Wood collections are crafted exclusively from 100% FSC® teak, sourced from carefully managed forests that meet rigorous environmental, social and economic standards. This commitment is supported by globally recognized environmental and safety certifications.

Aribe

DESIGN BY SIMONE VIOLA

Bold linear forms move with a quiet lightness, where texture engages in a precise dialogue, and layered materials combine with defined shapes, culminating in a presence that is at once controlled and impactful.

Aribe unites complex woven detailing with expansive, sculptural volumes, establishing a sensory dialogue between texture and mass that reads as both contemporary and subtly exotic, supported by a lightweight aluminium structure. The patterned, tactile backrests and exterior planes set up a deliberate tension against the fluid, soft seating, forming a composition that feels organized yet naturally welcoming. Geometric intent and artisanal precision converge to shape a distinct, assured presence, where material depth and formal resolution resolve into a single, calibrated harmony.



Noma

DESIGN BY SIMONE VIOLA

Forms adapt as if breathing with the space, modules aligning and expanding with measured intent, structure guiding while volume receives, producing a dynamic presence that shifts responsively into every configuration.

Noma expresses the core idea of modular design, where elements shift and extend to adapt across different settings, supported by a strong yet minimal metal frame, while soft cushions add a calm tactile contrast. Each module is conceived as part of an open system, able to connect, rotate, and expand in every direction, allowing compositions to grow freely and take on entirely different configurations. Noma defines spaces with order and adaptability, where its modular logic remains understated, allowing the system to read as a continuous, cohesive form rather than a composition of separate elements.

Baia

DESIGN BY SIMONE VIOLA

Clean, purposeful lines are grounded in tactile warmth, the woven seat enlivening the structure with nuanced detail, design that celebrates simplicity without losing character, producing a presence that feels alive and approachable.

Baia celebrates the essence of everyday seating, combining clean, minimal geometry with a warm, tactile texture. The steel structure provides definition and strength, while the woven pattern on the seat introduces a perceptual sensory dimension, recalling traditional craftsmanship in a contemporary form. The balance between rigidity and softness makes the collection versatile and approachable. Baia expresses simplicity, function, and comfort, creating a chair that feels both familiar and composed.

Feitian

DESIGN BY JOIVI LAB

Lines float lightly through space, movement taking shape with restrained energy, the structure lifting and flowing as if in motion, an ethereal presence that transforms emptiness into an expressive stage.

Feitian explores the idea of movement translated into form. An aluminum structure traces fluid lines that appear to lift the composition from the ground, giving the collection a suspended and dynamic character. Structure and continuity work together to create a visual language where solidity and lightness coexist. The flowing profiles generate a sense of motion, shaping the surrounding space with a calm but distinct identity. Feitian expresses balance through elevation and rhythm, where form appears to float while remaining grounded in precise construction.

Pinni

DESIGN BY JOIVI LAB

Generous volumes engage with delicate textures, touch leading the reading of spatial and tactile qualities, while material contrasts set a sense of balance and intent, forming a presence that feels grounded, welcoming, and unmistakably defined.

A collection shaped by intention and dynamism. The structure outlines clean, architectural lines, while the soft volumes of the seating introduce a sense of depth and calm. Geometry and proportion work together to create a balanced composition, where lightness and solidity stand side by side. The result is a design that shapes and defines the space around it, giving each environment a distinct and composed character.

Moon

DESIGN BY JOIVI LAB

Curves shape space with calm precision, recalling pure, essential geometry, as modules interact to form flexible yet defined compositions, producing a presence that lets the environment shift into alignment.

Inspired by the celestial body, Moon explores the expressive strength of a pure, circular geometry. The collection takes shape through a series of modular elements, each conceived as part of a coherent spatial composition. The seating volumes remain measured and defined, emphasizing the clarity of the form while maintaining comfort and composure. Through its modular nature, Moon allows multiple configurations, adapting to different environments while preserving the integrity of its geometry.

Simone Viola

Born in Mendrisio in 1985, Simone Viola studied Industrial Design in Milan and collaborated with leading architecture and design studios across Italy and beyond. In 2011, he established his own studio in Switzerland, focusing on industrial and furniture design. Since 2024, he has effectively assumed the role of Creative Director at Joivi shaping projects that merge industrial precision with artisanal craftsmanship. His designs are defined by clean lines, thoughtful solutions, and a refined aesthetic that fosters meaningful connections between people and spaces, enriching everyday living through beauty, function, and emotion.

Joivi Lab

Joivi Lab stands at the core of the company's creative and technical ecosystem, a space where intuition meets method, and ideas are rigorously explored before taking form. More than an in-house studio, it operates as a dynamic platform where designers, engineers, and specialists engage in an ongoing dialogue, shaping projects through a shared process of research, experimentation, and refinement. Rooted in the company's identity yet open to external perspectives, the Lab reflects a constant drive towards innovation, transforming complexity into coherence, and ideas into objects that resonate with purpose, intelligence, and enduring quality.

Aribe

MEASUREMENTS

Dining chair
270161

Width 61 cm
Depth 56 cm
Height 76 cm
Seat Height 48 cm
Net Weight 4.6 kg

Coffee table
270163

Width 90 cm
Depth 90 cm
Height 37 cm
Net Weight 6.4 kg

Lounge chair
270162

Width 75 cm
Depth 72 cm
Height 76 cm
Seat Height 41 cm
Net Weight 4.7 kg

Dining chair pillow
270165

Width 32 cm
Depth 5 cm
Height 18 cm
Net Weight 0.3 kg

Side table
270164

Width 45 cm
Depth 45 cm
Height 46 cm
Net Weight 2.7 kg

Lounge chair pillow
270166

Width 39 cm
Depth 5 cm
Height 27 cm
Net Weight 0.3 kg

All measurements are expressed in centimeters and kilograms.

COMBINATIONS

Metal
Cream white W9472

Fabric
Light brown P894

Flat rope
Light brown R945

Metal
Burgundy red W9468

Fabric
Burgundy red P895-1

Flat rope
Burgundy red R946

Metal
Graphite black W9473

Fabric
Graphite black P893

Flat rope
Graphite black R944

All combinations are suitable for indoor and outdoor use. Custom colors available upon request.

Noma

MEASUREMENTS

Lounge chair
260741

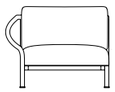
Width 112 cm
Depth 85 cm
Height 69 cm
Seat Height 39 cm
Net Weight 12 kg

Armless module
260745

Width 85 cm
Depth 85 cm
Height 69 cm
Seat Height 39 cm
Net Weight 11 kg

Coffee table module
260747

Width 85 cm
Depth 85 cm
Height 23 cm
Net Weight 12 kg

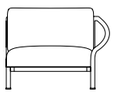


Left-Arm module
260742

Width 99 cm
Depth 85 cm
Height 69 cm
Seat Height 39 cm
Net Weight 11 kg

Corner module
260744

Width 85 cm
Depth 85 cm
Height 69 cm
Seat Height 39 cm
Net Weight 14 kg



Right-Arm module
260743

Width 99 cm
Depth 85 cm
Height 69 cm
Seat Height 39 cm
Net Weight 11 kg

Ottoman module
260746

Width 85 cm
Depth 85 cm
Height 39 cm
Seat Height 39 cm
Net Weight 8 kg

All measurements are expressed in centimeters and kilograms.

COMBINATIONS

Metal
Cream white W9472

Fabric
Light brown P890

Wood
Natural teak JW001

Metal
Graphite black W9473

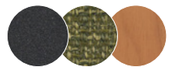
Fabric
Light brown P890

Wood
Natural teak JW001

Metal
Cream white W9472

Fabric
Green P891

Wood
Natural teak JW001



Metal
Graphite black W9473

Fabric
Green P891

Wood
Natural teak JW001

Metal
Cream white W9472

Fabric
Camel beige P892

Wood
Natural teak JW001

Metal
Graphite black W9473

Fabric
Camel beige P892

Wood
Natural teak JW001

All combinations are suitable for indoor and outdoor use. Custom colors available upon request.

Baia

MEASUREMENTS

Dining chair
270481

Width 51 cm
Depth 50 cm
Height 81 cm
Seat Height 45 cm
Net Weight 4.5 kg

Counter stool
270484

Width 49 cm
Depth 40 cm
Height 65 cm
Seat Height 65 cm
Net Weight 4 kg

Square dining table
270487

Width 91 cm
Depth 82 cm
Height 74 cm
Net Weight 20 kg

Dining armchair
270482

Width 59 cm
Depth 50 cm
Height 81 cm
Seat Height 45 cm
Net Weight 5 kg

Bar stool
270485

Width 49 cm
Depth 41 cm
Height 75 cm
Seat Height 75 cm
Net Weight 4.5 kg

Coffee table
270488

Width 91 cm
Depth 82 cm
Height 34 cm
Net Weight 18.5 kg

Lounge chair
270483

Width 71 cm
Depth 65 cm
Height 78 cm
Seat Height 40 cm
Net Weight 6.5 kg

Dining table
270486

Width 173 cm
Depth 82 cm
Height 74 cm
Net Weight 34 kg

All measurements are expressed in centimeters and kilograms.

COMBINATIONS

Metal
Light brown W9392

Woven band
Light brown R925

Metal
Dark green W9456

Woven band
Dark green R938

Metal
Dark brown W9454

Woven band
Dark brown R937

Metal
Graphite black W9473

Woven band
Graphite black R926

Metal
Terracotta red W9455

Woven band
Terracotta red R939

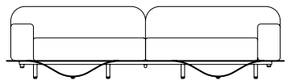
All combinations are suitable for indoor and outdoor use. Custom colors available upon request.

Feitian

MEASUREMENTS

Dining armchair
260041

Width 63 cm
Depth 57 cm
Height 76 cm
Seat Height 48 cm
Net Weight 11 kg

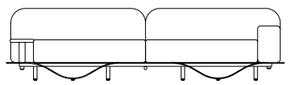


Sofa with armrests
260171

Width 270 cm
Depth 99 cm
Height 71 cm
Seat Height 44 cm
Net Weight 87 kg

Coffee table
260173

Width 110 cm
Depth 110 cm
Height 35 cm
Net Weight 19 kg



Sofa with armrest and side table
260172

Width 270 cm
Depth 99 cm
Height 71 cm
Seat Height 44 cm
Net Weight 86 kg

Pillow
260174

Width 60 cm
Depth 20 cm
Height 60 cm
Net Weight 1 kg

All measurements are expressed in centimeters and kilograms.

COMBINATIONS

Metal
Light brown W9392

Fabric
Light brown P769

Wood
Natural teak JW001

Metal
Terracotta red W9455

Fabric
Light brown P769

Wood
Natural teak JW001

All combinations are suitable for indoor and outdoor use. Custom colors available upon request.

Pinni

MEASUREMENTS

Dining armchair
240800

Width 62 cm
Depth 60 cm
Height 80 cm
Seat Height 46 cm
Net Weight 9 kg

Dining table
260051

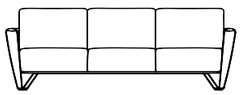
Width 229 cm
Depth 98 cm
Height 74 cm
Net Weight 78 kg

Lounge chair
240491

Width 103 cm
Depth 101 cm
Height 81 cm
Seat Height 42 cm
Net Weight 32 kg

Coffee table
240493

Width 120 cm
Depth 76 cm
Height 43 cm
Net Weight 42 kg



3-Seater sofa
240492

Width 227 cm
Depth 101 cm
Height 81 cm
Seat Height 42 cm
Net Weight 61 kg

All measurements are expressed in centimeters and kilograms.

COMBINATIONS

Metal
Cream white W9472

Metal
Silver grey W9475

Fabric
Off white P875

Sintered stone
Light grey BL119

Metal
Graphite black W9473

Metal
Silver grey W9475

Fabric
Off white P875

Sintered stone
Dark grey BL118

All combinations are suitable for indoor and outdoor use. Custom colors available upon request.

Moon

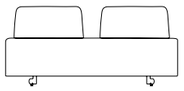
MEASUREMENTS

Lounge chair
260011

Width 83 cm
Depth 83 cm
Height 80 cm
Seat Height 47 cm
Net Weight 18 kg

Storage side table
260015

Width 78 cm
Depth 46 cm
Height 44 cm
Net Weight 10 kg



2-Seater sofa
260013

Width 166 cm
Depth 83 cm
Height 80 cm
Seat Height 47 cm
Net Weight 26 kg

Coffee table
260014

Width 86 cm
Depth 86 cm
Height 42 cm
Net Weight 18 kg

Ottoman
260012

Width 83 cm
Depth 64 cm
Height 47 cm
Seat Height 47 cm
Net Weight 9 kg

All measurements are expressed in centimeters and kilograms.

COMBINATIONS

Metal
Light brown W9392

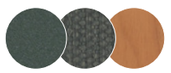
Fabric
Taupe P876

Wood
Natural teak JW001

Metal
Terracotta red W9455

Fabric
Terracotta red P877

Wood
Natural teak JW001



Metal
Dark green W9456

Fabric
Dark green P878

Wood
Natural teak JW001

All combinations are suitable for indoor and outdoor use. Custom colors available upon request.

Art Direction
Simone Viola

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Images in this catalogue were generated using artificial intelligence.
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JOIVI

info@joivi.com
www.joivi.com

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