

Hospitality

# JOIA Restaurant – London

Colourful fabrics in the Joia restaurant: an eye-catcher in London.



## Starting Point

JOIA Restaurant is located in the art'otel London Battersea Power Station. Russel Sage Studio designed the restaurant inspired by its name – the Portuguese word for «jewel». The design combines gemstone colors with midcentury elements, creating an unparalleled atmosphere.

## Solution

The textile solutions in the JOIA Restaurant play a central role in the Art Deco-inspired design. The entrance area welcomes guests with a red-toned CORSO print. In the dining room, the elegant VOILE TINTO in soft blue shades dominates. Jade green seating and salmon pink benches continue the jewel theme, while midcentury elements like rich wood parquet and brass accents complete the design. Curtains with light blue UMBRIA add lively touches to the glamorous, elevated setting.

The carefully selected fabrics combine comfort and aesthetics, contributing to the JOIA Restaurant being an exquisite experience both culinarily and visually.

[Curtain fabrics from Création Baumann](#)

## Object

JOIA Restaurant, London, UK

## Concept

Studio Moren, London, UK [studiomoren.co.uk](http://studiomoren.co.uk),  
 Russell Sage Studio [russellsagestudio.co.uk](http://russellsagestudio.co.uk)

## Photos

Liane Ryan [lianeryanphotography.com](http://lianeryanphotography.com)







# Textiles Used

---



## VOILE TINTO

**Article-Number:** 0101685

**Use:** Transparent/semi-transparent curtain fabric

**Number of colors:** 3

**Material:** 100% Flame retardant (Trevira CS)

**Fabric width:** 295 cm/116 inch/3.23 yard

**Weight:** 51 g/m<sup>2</sup>

**Light fastness:** 5

---



## UMBRIA IV – 300

**Article-Number:** 0004203

**Use:** Dense curtain fabric

**Number of colors:** 20

**Material:** 100% Flame retardant (Trevira CS)

**Fabric width:** 300 cm/118 inch/3.28 yard

**Weight:** 281 g/m<sup>2</sup>

**Sound absorption:**  $\alpha_w$  0.70

**Abrasion resistance:** 50'000 Martindale

**Pilling:** 4

**Light fastness:** see downloads