

Newsletter July 2012

IN THE SPOTLIGHT

20 June – 20 September, CREATIVE COUPLES @ Macro Museum, Rome (I)

The **CREATIVE COUPLES/when design is created by four hands** exhibition continues at the AREA space, a critical observatory open to the public, with a programme involving workshops, artists, curators and talks, spectacularly located on the roof of the auditorium at the MACRO museum of contemporary art in Rome. Living Divani features with the armchair **Kiru**, designed by Giopato + Coombes, which combines the fragile aesthetic of origami with a solid, snug structure: a kind of lotus flower, which softly envelops the artists invited to the Macro to present their work.



MACRO

Via Nizza, 138 – Rome

Opening times:

Tuesday - Sunday, 11.00 am – 7.00 pm

Saturday, 11.00 am – 11.00 pm

www.museomacro.org

Ideales Heim, July/August issue

The partnership continues between Living Divani and the magazine *Ideales Heim*, Swiss media partner for a number of years, which begins the second half of 2012 with a reportage on the firm and an interesting interview with the two generations of women at the company's helm: Renata Pozzoli and her daughter Carola Bestetti, who offer the reader a quite unusual slant, particularly with their different perspectives on corporate vision.



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Living Divani beats B&B in the "Chairs' Champions League" by La Repubblica

Living Divani has beaten B&B Italia, taking 85% of the votes in the first "Chairs' Champions League" on the website of Italian newspaper La Repubblica.

Family Chair, with its remarkable magnified optical effect, created by Japanese designer Junya Ishigami for Living Divani, received 482 votes, against 89 for Lazy Chair, bearing witness to the huge success of this collection of five seats, each slightly different in shape, and with its own personality, but all living together as a harmonious family.

The "matches" are held twice a week, on Mondays and Wednesdays, running from 2 July through to January 2013, and will ultimately decide the winning seat among the 48 contenders, which will then become the subject of the publicity campaign for the Roman furniture fair Casaidea, to be held from 12 to 24 March 2013.

Keep an eye on the future rounds at <http://design.republic.it/> and support Family Chair!

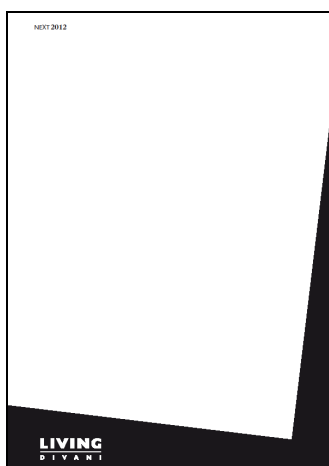
Living Divani thanks who supported us in this first match!



PREVIEWS September

NEXT 2012

The new Next catalogue 2012 will soon be released, bringing together all the new products presented at the recent Salone del Mobile, photographed by Tommaso Sartori.



NEW PRESS CAMPAIGN

The new star of the firm's upcoming advertising campaign is Piero Lissoni's Rod sofa. Portrayed by Tommaso Sartori, with a clear metaphysical inspiration, it highlights the spatial sensitivity and propensity for pure shapes that are a distinguishing feature of Living Divani's design style. Alongside Rod we will also see Extrasoft and Chemise XL sofas.



21 to 23 September INSIDE DESIGN AMSTERDAM, Amsterdam (NL)

Living Divani will be a major presence at Inside Design Amsterdam, three days dedicated to design, to be held in the early autumn. A pop-up circuit will lead visitors around the main furniture showrooms, restaurants, galleries, museums and temporary locations of the Dutch capital, which the firm will decorate with the unmistakable style of an apartment, recreating an atmosphere of great elegance and charm.

27 to 30 September IDS WEST, Vancouver (Can)

Following the firm's participation last January at IDS Toronto, the brand returns to take part in IDS West, the key event for the design sector on the west coast, in collaboration with retailer LivingSpace. The event will feature a number of new products presented at the recent Salone del Mobile in Milan, together with a selection of accessories. Piero Lissoni, guest of honour at the fair, will plan and design the space.

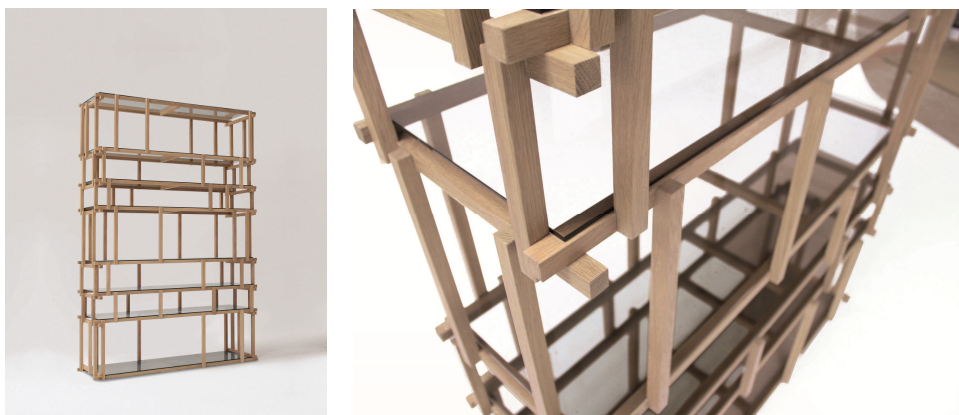
6 to 14 October, GENOA BOAT SHOW, Genoa (I)

Meanwhile, maritime atmospheres can be found in the renewed partnership between Living Divani and Cantieri Navali Sanlorenzo. Living Divani will offer its products for the reception and lounge areas of the boat building firm's stand, as well as featuring on one of the yachts exhibited at the fair.

FOCUS ON OFF CUT

Design Nathan Yong

Off Cut bookcase is made by piecing together bits of solid walnut or oak, the off-cuts from processing larger wooden boards used to create other pieces of furniture. A light, ethereal construction, defined by what is removed, a subtle weave upholding invisible glass shelves and giving new life to material that would otherwise have gone for pulping, with a view to recycling and treating the environment with respect.



Technical Sheet

Bookshelf composed of solid American Oak or Walnut splints, thickness 20x20mm with various sizes and assembled together. Six shelves in 6mm thick clear crystal or in wood; base shelf in wood. Angular edge screwed to the base to support a stabilizer weight.

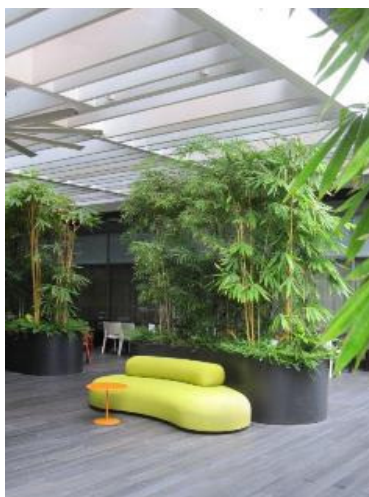
Dimensions: 125 x 41 x h 181 cm.

CONTRACT

STUDIO M HOTEL, SINGAPORE

Living Divani furnishes the outdoor and lounge areas of the new Studio M Hotel in Singapore, with some colorful Bubble Rock, the modular sofa Extra Wall both in the indoor and outdoor versions, the Curve armchairs and Ile low tables.

The hotel, designed by Piero Lissoni, aims to be a modern refuge, chic and functional: the ideal setting for Living Divani products.



JUNE PRESS REVIEW



Brava Casa (I)



Casa Viva (E)



Diseno Interior (E)



Eigen Huis (NL)



Elle Decor (I)