

Newsletter September 2012

IN THE SPOTLIGHT

6 to 9 September MACEF, Rho – Milan

15 outdoor Family Chairs, with their lightness and poetry, were the stars of the Home Garden pavilion at MACEF, the International Home Show.

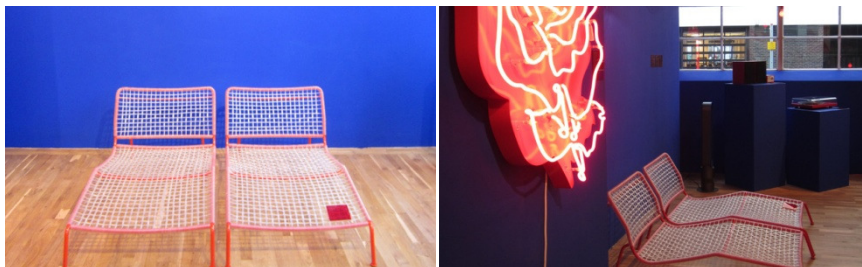
The special pavilion was transformed into a big garden, to bring together and show off the best the sector has to offer, with an excursus into furniture, accessories, gifts and equipment.

Such a concentration of original and innovative ideas could not have been complete without Living Divani.



14 to 23 September RED EXHIBITION, London

For 100% Design, a special edition of Living Divani's iconic Frog will be among the key products of the event RED EXHIBITION, organised by the famous English chain The Conran Shop, to celebrate 25 years at Michelin House. The exhibition will include work from over 40 designers, including Jasper Morrison and Thomas Heatherwick.



The Conran Shop
81 Fulham Road
Chelsea
London SW3 6RD

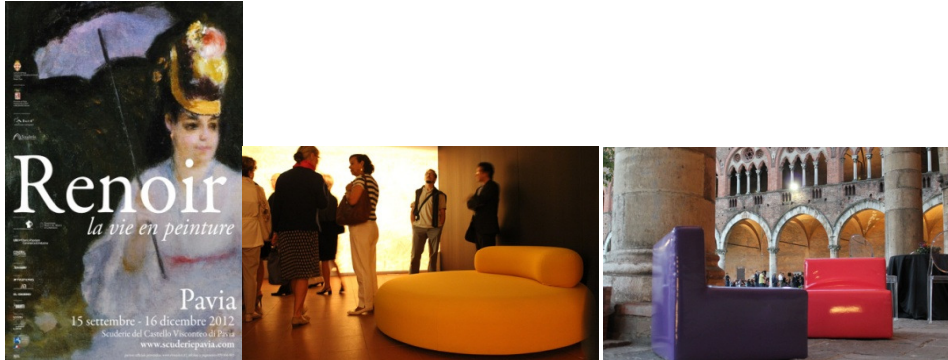
15 September to 16 December, Pavia (I)

Living Divani reaffirms its leading position at art- and culture-related events, assuming the role of relaxing partner at "Renoir. La vie en peinture", a major retrospective exhibition dedicated to one of the greatest exponents of the impressionist school, Pierre-Auguste Renoir, to be held in the autumn at the Scuderie del Castello Visconteo in Pavia.

The company has been invited to furnish - with Bubble Rock, Cabrio and Family Chair - the communal areas and the exhibition route at the event promoted by the City of Pavia in partnership with the Province of Pavia, produced and organised by Alef – cultural project management, and sponsored by the Italian Ministry for Cultural Heritage and Activities, the French Embassy in Italy and the Institut Français in Milan.

Living Divani s.r.l.

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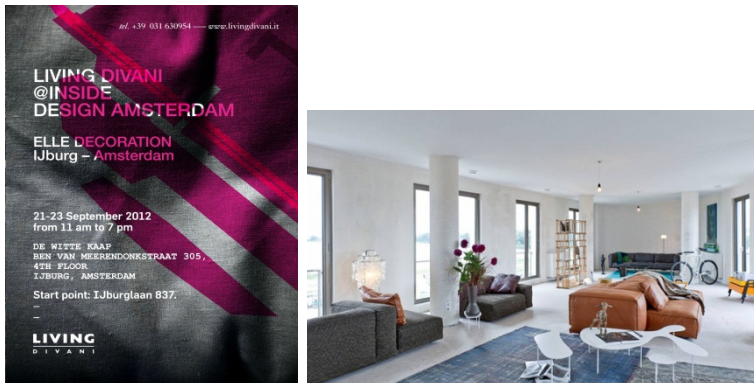


Scuderie del Castello Visconteo
Pavia
www.scuderiepavia.com

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

Living Divani opens its doors for Inside Design Amsterdam, three days dedicated to design, programmed to mark the start of the autumn.

A pop-up circuit will lead visitors around the main furniture showrooms, restaurants, galleries, museums and temporary locations of the Dutch capital, where the firm will decorate an apartment in its unmistakable style, with a number of iconic products including Frog armchairs and Extrasoft sofa, as well as the latest new products presented at the Salone del Mobile, such as Rod and NeoWall sofas, Off Cut bookcase, and coffee tables Kalè, B2 and Rabbit & the Tortoise Collection, recreating an atmosphere of great elegance and charm.



c/o De Witte Kaap
Ben Van Meerendonkstraat 305, 4th floor
IJburg, Amsterdam
Start Point: IJburglaan 837
from 11 am to 7 pm

26 to 29 September MARMOMACC, Verona (I)

A special marble edition of the icon-sofa Extra Wall designed by Piero Lissoni and successfully exhibited by Gemeg, a company from Carrara, leader in the marble field, at the Natural Stone Vision in Milan, will be presented to Special Show Garden Installation at Verona Marmomacc - the International Trade Fair for Stone Design and Technology -, the leading fair which support the marble system in the world, with the aim to promote the products and technologies development and becoming a cultural laboratory on the marble design trends.

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27 to 30 September, IDS WEST, Vancouver (Ca)

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.

Iconic pieces alternate with the latest new products from Living Divani in a stand shared with Porro, the result of a partnership with the local retailer who serves both firms, **Livingspace**, creating settings midway between the home environment and the residential and hotel contract world, as the firm reaches out to both sectors simultaneously. Sofas Rod, Extrasoft and NeoWall, Confident armchairs, Softwall bed, coffee tables Kalè, Bolle, Ying Ying and Rabbit & the Tortoise Collection, accompanied by a number of rugs from the Harry&Camila collection will be ambassadors of a typically Italian quality of lifestyle in Canada, marked by its perfect, harmonious proportions.

The space is designed by **Piero Lissoni**, who has been invited to Vancouver for a series of lectures and meetings. The architect will be a guest of honour at the fair, and will also be feted on Saturday 29 September at an event at the Livingspace showroom in the city, which is set to host the area dedicated to the two brands after the show draws to a close.



IDS WEST
Convention Centre,
Vancouver, Canada
Opening 27th September

Livingspace
120 1706 West 1st Ave
Vancouver BC, Canada

October PREVIEW

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 propose its products to furnish the reception, waiting area, meeting rooms and relaxation area of the nautical company's stand with its hallmark grace and elegance, and will also be present on one of the yachts on show at the fair.

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12 to 22 October ComOn, Como (I)

Living Divani also participate to ComOn, now at its 5th edition.

The company will offer its support to young designers who will realise complements and furniture dedicated to "Table", the theme of this year.



27 October LIVIN'ASTA, Como (I)

Living Divani will organize the charity event LIVIN'ASTA, in favour of art and young artists of the territory. The art direction will be entrusted to Luminanda, as well as the choice of the artists and the performance creation.

This year, the artistic interpretation of the Living Divani seats will be offered to different national and international artists and illustrators for childhood books.



FOCUS ON KALÈ

Design Mario Ferrarini

Table/stool that brings to mind celestial worlds, a space-age habitat made of purified forms developed around the simple geometry of a circle. Softened with a round cushion, which sits asymmetrically on the splayed seat, it transforms into a handy stool. Kalè can be used alone or to enhance an existing setting, and is particularly attractive in small groups, forming a constantly evolving imaginary floral landscape.



Technical details

Table-stool in Cristalplant®. Technologically advanced composite material, constituted by a high percentage of natural minerals and a small percentage of extremely pure polyester and acrylic polymers. It is an inert, hypoallergenic and non-toxic material, 100% recyclable, fireproof (class 1). It has a high resistance to UVs, it is compact and non-porous. 100% restorable. The stool version features a seat cushion in polyurethane foam, covered with acrylic fibre layers, fully removable covers. Dimensions: 53 x Ø 44 cm.

CONTRACT

PAXTON RESIDENCE HOTEL, Paris

Living Divani furnishes the main entrance, lobby and bowling hall of this four-star hotel located near Disneyland, with Box sofas and chairs, Wall compositions and a number of bespoke poufs, creating spellbinding and relaxing atmospheres.



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