

Newsletter April 2012

IN THE SPOTLIGHT – SALONE DEL MOBILE 2012



Living Divani, the dynamic family-run firm with its **signature upholstery**, presents a new collection born of curiosity and the drive to experiment, to instil new genres, materials and balances into its geometrical world full of light, comfortable furniture.

Ten new designs from **Piero Lissoni, Francesco Rota, Nathan Yong, Studio Juju, Victor Vasilev, Giopato + Coombes** and **Mario Ferrarini** will be presented at the Living Divani stand, alongside the best-loved products in the existing catalogue: an interweaving of relations, cultures, sensitivities and experiences to give a blend of magic and desire, lightness and the cocoon effect.

NEW PRODUCTS 2012 – Piero Lissoni

This year, the greatest interpreter of the Living Divani style, **Piero Lissoni** extends the family of upholstered pieces from the brand with the new **Rod** sofa, with its distinctive slender back and light, airy shell, lined with inviting cushions. Raised up on 12 mm wide chrome-plated steel feet, screwed into the frame, Rod comes in set dimensions, as an armchair, bench and two- or three-cushion sofa, available in two different depths. Its distinction lies in the possibility of choosing different coverings for the shell and cushions – enhanced with quilted details and bold buttons - mixing finishes with striking two-tone and two-material effects and captivating leather/fabric combos.



SALONE SATELLITE

Living Divani is also an indispensable presence at the hothouse of new talents that is the **Salone Satellite**, with prototypes created in 2011 as part of the Com'On project, an event organised by Confindustria Como to bring together young creatives from the design, art and fashion sectors with some of the best industrial players in Brianza. Alongside the relaxing Oneida chair with its refined leather weave creating a star pattern, we find Ply armchair, with the cushioning of its backrest divided into sectors, suggesting carefree combinations that are all about comfort and freedom: two designs arising from Living Divani's collaboration with Azzurra Pontiggia and Matteo Muci, young students from the Faculty of Design at Milan's Politecnico university.



FUORI SALONE

Finally, Living Divani would never miss the lively fringe event **Fuori Salone del Mobile**, positioning itself in a number of key points around the city centre circuit.

- Twenty-eight Family Chairs and one white Bolle table will bring their delicate poetry to the Clicq-Nic Designstore designed by Ilaria Marelli and curated by Cristina Morozzi for the Maison Veuve Clicquot Ponsardin in the Brera quarter
- Piero Lissoni's new Rod sofa will feature in the Porro installation "Home Sweet Home" at via Durini 15
- an Extra Wall sofa and tables will complete the open-air relaxation area at the Rimadesio showroom at via Visconti di Modrone 26
- the subtle proportions of Living Divani upholstery will furnish the Nespresso lounge area designed by Piero Lissoni at the Torneria at via Tortona 32
- a Chemise bed, and Living Divani sofas and chairs will help make the settings at the Boffi showroom and apartment at Via Solferino 11 even more inviting
- a set of Family Chairs will represent the brand at the Condé Nast exhibition "La casa degli italiani 1861-2011 AD. 30 anni di stile" [The Italian home 1861-2011 AD. 30 years of style].
- a number of outdoor pieces will customise the terrace at the Teatro Nazionale in piazza Piemonte, which will host an exhibition of Piero Lissoni projects and models, from architecture to design to graphics
- new 2012 pieces such as Francesco Rota's Hinge stools and Nathan Yong's Stack coffee tables will be reproduced in luxurious ostrich leather from the firm Klein Karoo* - becoming limited edition pieces - as part of the Interni Legacy event in the courtyards of Milan University

