

Newsletter December 2012

IN THE SPOTLIGHT

THE NEW WEBSITE IS ONLINE!

Major developments afoot at Living Divani!

The firm's new website is online, with completely new graphics and content, designed to keep track of Living Divani's constant activities in the fields of design, communication and culture.

A fresh and very user-friendly site, packed with content yet quick and straightforward to consult, a modern take on the firm's history and its many facets.

Drop in and see us!

www.livingdivani.it

Family Chairs win the La Repubblica "Chairs Champions League"

Having clashed with another twenty design icons, coming head to head with the other 2 favourites in a final battle of finishes and materials, Living Divani's Family Chairs came out on top in the seating champions' cup held by the website of Italian newspaper La Repubblica.

The collection of seats with their remarkable magnified optical effect, created by Japanese designer Junya Ishigami, will be the face of the publicity campaign for Casaidea, Rome's furniture expo, plastering the streets of the Italian capital in January and February.

This victory testifies to the high visual impact of these poetically-shaped pieces, which have bewitched the readers of one of Italy's biggest dailies, and to the support that Living Divani was able to mobilize through its network of contacts - architects, retailers, clients and design-lovers from around the world!



23 November 2012 to 24 March 2013, "Dracula e il mito dei vampiri" [Dracula and the vampire legend], Milan (I)

Living Divani reaffirms its presence in the world of art and culture in a new and prestigious partnership with Alef Cultural at the exhibition "Dracula e il mito dei vampiri", currently running at the Milan Triennale.

To continue the partnership first established at the Klimt exhibition and renewed at the Renoir retrospective, Living Divani is giving seating to furnish one of the rooms exploring the figure of Dracula and vampires in cinema, curated by film critic Giovanni Canova, and hosting a number of original storyboards, as well as the screenplay of the film "Bram Stoker's Dracula", produced by Francis Ford Coppola.

The pieces selected for the occasion are Bubble Rock, seating with a carefree elegance, and Cabrio, high urban definition chairs.

Milan Triennale

Viale Alemagna, 6 - Milan

6-9 December, Pulse Miami Art Fair, Miami (USA)

The firm's involvement in cultural sponsorship continues. Living Divani is a sponsor at the Pulse Art Miami Fair during Miami Art Week, furnishing the VIP lounge in the garden of the Ice Palace Studios.

The unrivaled stars: an Extra Wall composition, Frog armchairs, some amusing Bubble Rock pieces and finally a third installation with Cafè armchairs and Jelly tables.

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From 12 December 2012 to 27 January 2013, Living Divani at the Milan Triennale for Altagamma Excellence 2012

The uniqueness of the Altagamma companies is rooted in a combination of inventiveness and innovation, cutting-edge technology, local tradition and preservation of ancient knowledge.

Ten talented Italian photographers took up the narrative challenge to shoot the Altagamma businesses using their own artistic creativity. They have created a single mosaic, celebrating all that is "beautiful, good and well-made" in Italy's finest firms.

For Living Divani, photographer Lorenzo Cicconi Massi has in mind "Alice in Wonderland" effects to give the company's iconic pieces a magical, almost surreal atmosphere.



January 2013 PREVIEW

14 to 21 January, Imm Cologne (D)

A number of iconic pieces and the latest new products presented at the recent Salone del Mobile in Milan will be landing in Germany for Imm – the international furnishing show in Cologne.

The installation, designed by Piero Lissoni, will be an architectural showcase with a highly seductive cosmopolitan look, where Living Divani's sophisticated, contemporary proposals will fit in seamlessly, proposing settings where home meets contract, as the firm reaches out to both sectors simultaneously.

HALL 11.1
Stand D029-C028



FOCUS ON B2

Design Victor Vasilev

B2, latest product by Victor Vasilev, encloses magazines and other objects in an interplay of moving layers, with panels of different heights and sizes set over a square base. Available in a single 84 x 84 cm version that can stand alone or in multiples to create a larger composition, B2 seems like a miniature architectural structure, offering different perspectives according to the viewpoint.



Technical details

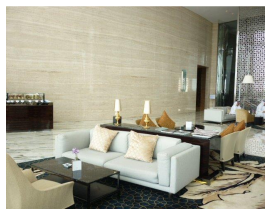
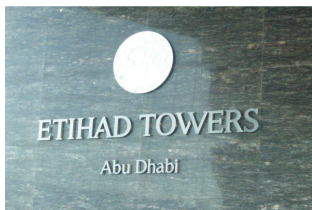
Table with steel structure in 2,5mm metal sheet, consisting of 4 tops, in different heights and dimensions, screwed to the base. Epoxy powder coated in RAL 9010 and 9017 black.

Dimensions: 84 x 84 x h 28 cm

CONTRACT

JUMEIRAH HOTEL, ABU DHABI

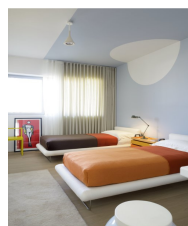
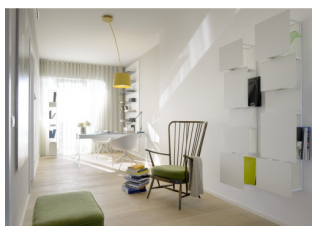
Family Life sofas bring their generous, elegant, discreet shapes to the lounge at the Jumeirah Hotel, a remarkable building that is part of the complex of five Etihad Towers, breathtaking skyscrapers that have revolutionised the Abu Dhabi skyline, offering incredible panoramic views over the city and the Arabian Sea.



Living Divani in the sample apartment curated by Interni for CityLife 2012 (I)

At the forefront of contract upholstery supplies, Living Divani plays its part in furnishing the apartment designed by Zaha Hadid within the architectural complex of the CityLife area in Milan. Pieces include 2 Rod sofas, 2 Avalon beds, coffee tables Bolle and Stack Table, and Bukva bookcases.

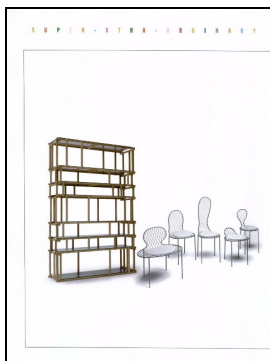
Photographer: Gionata Xerra



NOVEMBER PRESS REVIEW



Elle Decor (NL)



Grazia Casa (I)



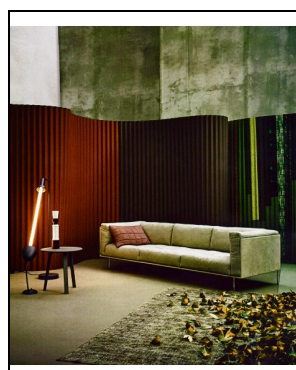
Grazia Casa (I)



Hearst Home (I)



Marie Claire Maison (I)



Elle Decor (I)

Kalè stool takes the December cover of Hearst Home magazine

The unbroken white line of Kalè stool in Crystalplant, finished off with a round, red cushion, sitting asymmetrically on its splayed seat, takes pride of place on the front cover of the December issue of Home magazine!

The Hearst group's home and decor publication, now under the guidance of Livia Peraldo Matton, former editor of Elle Decor, has chosen this piece designed for Living Divani by the 34-year-old talent Mario Ferrarini, to enhance its Christmas table featuring the best of contemporary design.

