

OCTOBER REPORT/NOVEMBER NEWS 2013

OCTOBER

From 3rd to 6th October [A. TRACK], Antwerp (B)

To mark the fifth edition of [A. TRACK] 2013 – interior design pathways – Contrast Wooninrichters presented the latest news of Living Divani on a mega screen inside its showroom, opening up its universe of style and good taste to the vast and varied audience that thronged to the city for the event.



Contrast Wooninrichters
Scheldestraat 13, 2000 Antwerpen
www.contrast-wooninrichters.be
www.atrack.be

From October 3rd to 13th: Solar Decathlon event, Irvine (California)

In its role as partner, Living Divani supported Team Austria of the Wien Technische Universität in the Solar Decathlon project: an international biennial competition promoted by the US Department of Energy to encourage the use of innovative solar technology in the building industry. Team Austria won the first prize as the best project.

This year's edition has been held in Irvine, California, and has seen the participation of 20 university teams selected from campuses located all over the world.

The aim of the contest was to present eco-sustainable homes with a low impact on the environment, designed and built by the students themselves. The designs were on exhibit to the public and a jury assessed the efficiency, optimal energy generation, accessibility, and excellence of the design.

The living area of the house was furnished with an Extrasoft outdoor composition.

The exhibit-home will then travel to various cities in the US and Europe.



www.solardecathlon.at
www.solardecathlon.gov

From October 10th to 12th: Zoute Rally, Knokke-Zoute (B)

Living Divani attended the exclusive rally of vintage Porsche with its client RR Interieur – the main sponsor of the event -, using its products to furnish the VIP lounge which hosted the drivers and co-drivers.



Photo by Thomas De Bruyne

RR Interieur
Natiënlaan 215
B - 8300 Knokke-Heist
www.rrinterieur.be
http://www.zoutegrandprix.be/en/ZOUTE_RALLY®/

From 13th to 15th October Abitare 100% Project, Verona (I)

Living Divani was a constant and considerable presence at Abitare 100% Project, the event organised by Veronafiere to offer companies a place to meet and network, making strategic contacts for trade and distribution, both in Italy and abroad.

The firm presented some of the bestsellers from its collection here in Verona, in the exhibitions “Colors” and “Take a Seat”, curated by the architect Giulio Cappellini, and brought the occasional table Ying Ying for “spazio ARTVERONA” – a modern and contemporary art exhibition area. It also took part in the comON space – a creative workshop that helps build relations between people, business networks and understanding of market dynamics, exhibiting the two projects from the 2012 edition: Dot Dot Dot tables and the plate/chopping board Parla come Mangi by young designers Cesare Bizzotto and Gioele Antonello.

Furthermore, Living Divani furnished the lounge of Elle Decor magazine, one of the players in this third edition of Abitare 100% Project, with the new sofa Metrocubo, Frog armchair and Jelly low table.

Lastly, the company presented an exhibition concept at Spazio Verde in the central area of Hall 4, with some of its most representative products.

On 14 October, Carola Bestetti, the second generation of Living Divani, took part in the round table “Design-Industria-Mercato” [design-industry-market] – an interesting free discussion together with Roberto Archetti for Poltrona Frau, Patrizia Moroso for Moroso, Giulio Cappellini and Henry Timi– where debates centred around the main topics of the design production chain.



www.abitareiltempo.com

From 22nd to 28th October BE ORIGINAL WEEK, Milan (I)

Living Divani was among the firms featured in the store windows of *laRinascence* in Milan, with **Ile bench**, in a special display by Studio Ossino for BE ORIGINAL WEEK: seven days of high design in which every evening a different designer gave a talk on the value of original design. The event was organised by Elle Decor Italia magazine, with the sponsorship of the City of Milan and Italian design association ADI.

Living Divani s.r.l.

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www.livingdivani.it info@livingdivani.it

On 22 October, the programme of meetings and events opened with Living Divani and Boffi hosting Victor Vasilev with his talk **“Respect”**: an occasion to think about the importance of respect for intellectual property of design project. The title of the discussion take ironically inspiration from the song **“Respect”**. The talk took place at the Boffi Solferino showroom (Via Solferino 11, Milan).



www.elledecor.it/beoriginal

From 24th to 27th October FIAC, Paris (F)

A prestigious presence of Living Divani in Paris where, together with its client Etat de Siège, for the FIAC (Foire Internationale d'Art Contemporain), it has once again furnished the VIP spaces of Grand Palais presenting its distinctive style: essential, richly poetic lines that flow into each other, elegant shapes and materials that fit perfectly into the architectural surroundings, establishing an intense dialogue between art and design.

Grand Palais & Hors-les-Murs
Paris

www.fiac.com

ETAT DE SIEGE
1, quai de Conti
F – 75006 Paris

www.etatdesiege.com

ONGOING

From 14th September to 15th December, **“Monet. Au coeur de la vie”**, Pavia (I)

Living Divani renews its partnership with Alef – cultural project management, one again key players in the art and culture events.

The firm has been asked to bring its comfortable, elegant proposals to furnish the communal areas and exhibition route at the event **“Monet. Au coeur de la vie”** – a major retrospective dedicated to Claude Monet, one of the greatest exponents of the impressionist movement – promoted by the City of Pavia in partnership with the Province of Pavia and sponsored by the Italian Ministry for Cultural Heritage and Activities, the French Embassy in Italy and the Institut Français in Milan.

Living Divani accompanies the selection of works of art with **Bubble Rock** sofas, an unconventional looking model with soft lines that make it an harmonious and slightly transgressive objects, and **Extra Wall**, versatile seating that can be arranged in different kind of combination; **Jelly** coffee tables complete the scene.

This further partnership highlights the dynamism of the firm's designs and the versatility of its products, as well as reaffirms its regard for both national and international top-level events.

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Scuderie del Castello Visconteo

Pavia, Italy

Opening times:

Monday-Friday, 9 am to 7 pm

Saturdays, Sundays and public holidays, 9 am to 8 pm

www.scuderiepavia.com

From September 30th to October 31st : Festival Verdi, Parma (I)

To mark the bicentenary of the birth of Giuseppe Verdi celebrated at the Teatro Regio in Parma, Living Divani, together with its dealer Blank Design for Living, offers its Extrasoft, Confident and Track by creating some relax areas inside "Sale del Ridotto", dedicated to the most important guests.



Via G. Garibaldi, 16a

I - 43121 Parma

www.festivalverdiparma.it

Blank Design for Living

Via F. Tanara, 15

I -43121 Parma

www.blankdesign.it

NOVEMBER NEWS

From 1st to 5th November e'interiors, Tokyo (JP)

To mark Tokyo Designers Week (26 October - 4 November), with the sponsorship of the Italian Embassy, the retailer *e'interiors* is organising the special event "1:1", dedicated to the architect Piero Lissoni, who will be the guest of honour at the inaugural evening, that will take place in private at the Embassy.

The *e'interiors* showroom will be hosting a cocktail party on 1st November with its partner companies; the party is open to public.

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Cocktail: 1st November from 6 pm to 8 pm

e'interiors inc.

4-22-5 Minami Aoyama Minatoku

Tokyo 107-0062, Giappone

www.interiors-inc.jp

From 7th to 23rd November Living with Art, Turin (I)

On occasion of Artissima – the international fair of contemporary art in Turin- Living Divani becomes protagonist exhibiting its rug collection, together with some of its most emblematic pieces, in three different locations within a historic building in the city centre.

The historic Galleria d'Arte Tessile Battilossi (textile art gallery) presents the exclusive contemporary rugs designed for the firm by Harry&Camila, while design&art store Verdelilla uses a selection of seatings, including Curve and Chauffeuse to contextualize their proposals.

Family Chair are among the sculptural works exhibited at Arch. Angela Franco's studio, together with macro paintings and sculptures of young artists from Turin.

Opening: 7 November from 6 pm

Cocktail: 8/9/10 November from 6 pm

Galleria Battilossi, Verdelilla, Angela Franco architetto

Corso Re Umberto, 17

I - 10121 Turin

www.battilossi.it

www.verdelilla.it

From 22nd to 24th November Love Design, Milan (I)

Love Design® is in its 6th edition. The biennial design event in support of AIRC (the Italian cancer research association) is organised by the Lombardy AIRC committee in collaboration with ADI (the Italian industrial design association).

The event, firstly created in 2003 under the name "Il Design sostiene la ricerca", is a different meeting moment with solidarity, a concrete help from the best design companies and visitors for the funds collection in favour of the Italian oncological research.

Once again this year, Living Divani participate with enthusiasm to this important charity initiative, offering Bloom, Cabrio, Lulea armchairs, Hinge stool and Wheels low tables.

Fabbrica del Vapore

Via Procaccini, 4

I - Milan

From 10 am to 9 pm

www.lovedesign.airc.it

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23rd to 24th November, "Ad alto tasso di design" ["a high design rate"], Milan (I)

For the third year, Living Divani is participating to "Ad alto tasso di design" by offering a number of products. This charity sale is organised by Altruisti Anonimi, a group of friends and colleagues from the world of journalism belonging to the furniture field, in favour of AiMPS – the Italian Association for Mucopolysaccharidosis and related diseases.

Basilica di S. Ambrogio – Oratorio della Passione

23rd November from 3,30 pm

24th November from 10 am to 6 pm

November 2013 to March 2014 Los Arquitectos de la Nada, Barcelona (E)

Casa Asia and Fundación Japón in Barcelona – associations created to build and strengthen relations between Asia and Spain, in collaboration with Sant Pau and Centro Cibeles de Cultura y Ciudadanía, pay homage to the works of Junya Ishigami with a video exhibition entitled "Los arquitectos de la nada" which will run until next spring, before continuing in Madrid.

Living Divani features with the Family Chair collection, designed by the architect in 2010

From Tuesday to Saturday, from 12 am to 2 pm and from 4,30 pm to 7,30 pm

Sant Manuel Pavilion

Sant Pau's Modernist Venue

Sant Antoni Maria Claret, 167

E - 08025 Barcelona

www.casaasia.es

www.casaasia.eu

FOCUS ON TRACK

Design David Lopez Quincoces

Track is an essential design bench with large, regular and simple shape finished with particularly attractive upholstery: the ideal addition for any room in the house or equally perfect for the contract world, which Living Divani also serves, from the most prestigious hotels to office waiting areas and luxury boutiques.



Technical sheet

Supporting steel frame and base in aluminum, with black epoxy powder coating. Seat cushion with differentiated density polyurethane foam, mounted on a frame sprung with coated rubber elastic straps. Covering in 100% polyether thermally bonded onto a polyamide velveteen backing. Quilted fabric or leather upholstery, only the fabric version is fully removable by Velcro fastening after unscrewing from the frame.

Dimensions: 190x80x33cm

SHOWROOM OF THE MONTH

BOFFI SOHO, New York

Opened in June 2000 this showroom, designed by architect Piero Lissoni, occupies close to 10,000 square feet comprised of two minimal floors with soaring ceilings, reflecting the typical New York loft in the centre of Manhattan.

It is a place of great charme in an historical building dated 1872 and, since May 2013, the showroom shows the best collection of Living Divani, formerly housed at the BY New York Showroom.



31 ½ Greene Street
New York, NY 10013
www.boffi-soho.com

CONTRACT

Mercedes-Benz, Berlino (D)

Ille sofas and coffee tables, designed by Piero Lissoni, find their ideal habitat at the central headquarters of the German automobile manufacturer, furnishing its spaces with elegant refinement.



SEPTEMBER PRESS REVIEW



Elle Decor (I)



Elle Decor (I)



Elle Decor (I)



Elle Decor (I)



AD (F)



Elle (B)



Hearst HOME (I)



H.O.M.E. (A & D)



H.O.M.E. (A & D)