

## Salone del Mobile 2015 Preview

### Living Divani

Pav. 5 / Stand E19 – F18

#### Neocouture

**Essential silhouettes and tailoring codes** are the essence of Living Divani's new collection. This bright, dynamic, family-run company, which has made of **upholstery** its trademark, is taking part to the Salone del Mobile 2015 with objects made to be experienced in your everyday life, objects which exude relaxation, repossessing your time and passion for old-fashioned ways when it comes to production traditions. Natural materials such as hide, leather, rope and wicker, whether woven or quilted with knowing craftsmanship, rediscovering precious traditions of the past, are combined with closed weave textiles, from which amazing optical-effect embossed micro-needlework become apparent. In 2015, Living Divani plunges **into material experiments** transforming upholstery into emotion by stitching **new contemporary classics** and at the same time implementing its own, because a good design is constantly renewed, continuing to emit creative inspiration, elegance and modernity.

The graceful, unusual, distinct **George's** chair by designer **David Lopez Quincoces**, who, as a collaborator of three years, has confirmed himself as one of the preferred signature among Living Divani's young designers. The **"nude" model** highlights the graphics of the painted black steel structure which supports the seat in solid grooved walnut or in Iroko wood in the outdoor version. This is pure geometry, from the triangular outline of the legs to the converging curves of the back. The **woven model** transforms the chair into an intrinsic multiplicity of threads which come together and then move away, dressing and embellishing the seat. The expressive, poetic strength of the material dominates both the wicker vintage-style version which is exclusively for indoors and the waxed rope version which may be used both indoors and out.

Implementing a classic. To celebrate the 20th birthday of the **Frog armchair**, an iconic product designed in **1995** by **Piero Lissoni** and considered the pioneer of low, wide seats and a new, more relaxed way to live, Living Divani is launching new versions. Without changing its unmistakable design and lightness, essentiality and multi-usability, the work in this case is once more centred around the choice of materials and new ways of proposing them. Weaving, weft and warp: Living Divani rediscovers the **thick rope design** of the original model that brings to life a full, even texture made to be caressed. **Experiments with a scooby**: a three-dimensional thread made of woven leather which creates a wide square-mesh motive - a sophisticated grid whose nature can be discovered only from up-close.

Living Divani also continues its **collaboration with young designers**, the result of careful talent scouting among the new design generations that has characterised the company for the past years and that is pursued personally by Carola Bestetti, second generation, in close cooperation with the art director Piero Lissoni.

**FJU** is *Kaschkasch*'s first project for Living Divani. This designer duo, whose operational base is in Cologne, presented FJU for the first time at the Salone Satellite 2014 where Living Divani noticed it and decided to include it in its collection. It is an extremely linear desk, a practical foldable work space that can be closed to free up space whenever you need it, creating a **suspended container for small objects or a magazine shelf** with a captivating oak surface. This multi-purpose product is designed for the home, but is also perfect for contract projects. The **FJU** desk summarises the purity and invention of Northern design with the Living Divani idea of elegance.

Living Divani design extends to the **bedroom**. The new **Lipp Bed** is the latest arrival to *Piero Lissoni*'s upholstered Lipp family, launched in 2014, which reinterprets the luxurious capitonné style with the brand's typical contemporary geometrical spirit. Lipp Bed shows off its characteristic and elegant sartorial detail on the headboard, a stylistic code but also a soft element to lean against. This classic and purified image is made extremely modern by the sharp cut of the shapes, for a couture furnishing style, which expresses the Living Divani character, slotting perfectly into the most sophisticated bedrooms and hotel rooms.