

LIVING DIVANI 2015 NEWS FLY TO CANADA

Charles Virone Concept, Montreal

May 20th, 2015

Point of reference on the furniture design scene due to the **perfection, harmonious proportions** and sense of **understated luxury** of its products **Living Divani**, the bright and dynamic **family-run company** which has made of **upholstery its trademark**, after several years is once again protagonist in **Montreal** for the official presentation of its collection to the market: objects made to be experienced in your everyday life, which exude relaxation, repossessing your time and passion for old-fashioned ways when it comes to production traditions.

In 2015, Living Divani plunges into material experiments transforming upholstery into an **emotion tailoring new contemporary classics and simultaneously implementing** its own, because a good design is constantly **renewed**, continuing to emit **creative inspiration, elegance** and **modernity respecting the environment**.

Settings of this presentation is the **Charles Virone Concept's showroom**, specialized in interior design and turnkey projects which during the evening of May 20th will host a VIP event dedicated to a selected group of local architects and designers and focused on the discovery of the sophisticated world of **Living Divani**.

Designed by **Piero Lissoni**, a large **Extrasoft** composition, in gray fabric, lead to the world of **refined purity** typical of the brand. This modular sofa, where cozy and welcoming elements are placed alongside each other in regular geometries is accompanied by the **table-stool Kalé**, by **Mario Ferrarini**, in white Cristalplant® reminiscent of a stylized flower.

Second declension of Living Divani soft comfort is the sofa **Rod** by **Piero Lissoni**, whose distinctive characteristic is the possibility to differentiate the covering of the frame from that of the cushions - enriched with the quilted detail of buttons at sight - by mixing finishes, with eye-catching two-tone and bi- material effects thanks to striking combinations of leather / fabric.

Overseas debut for the **Inari** console, one of the new product of Living Divani latest collection, designed by the Italian – Japanese duo **mist-o** ; results of a perceptive job of talent scouting among new up-and-coming designers, which has characterized the company for the past years. It is personally coordinated by **Carola Bestetti**, second generation in the family company, in close cooperation with the *art director*, **Piero Lissoni**. Elegant black monolith, Inari is composed of four elements in steel sheet brought together and lined up in one harmonic element. **A material and immaterial alchemy, a balance of empty and full spaces** marked by **perfect symmetry**, a sculpture, an opaque black macro-ideogram, which personalizes any area of a house, an office, or a hotel room.

Living Divani Srl

Living Divani's design continues with some **B2** low tables, designed by **Victor Vasilev**, an architecture in miniature of different perspectives from every point of view you look at them together with **Mate** cloth valet by **(a+b) dominoni, quaquaro**, a versatile objects that comes to life depending on how it is used in a given environment.

With the presence of one of the latest news and some of the most representative products of the collection, Charles Virone Concept stands out as the valid representative for Living Divani in Canada, perfect address for residential contract, hotellerie , architects and interior decorators and customers interested in design , ever growing in the country, prolific area for the "Made in Italy".

Charles Virone Concept,
361 de Liège W. Montreal, Qc H2P 1H6
T. 514.326.7088 F. 514.326.5672 info@cvconcept.com

LIVING DIVANI'S 2015 NEWCOMERS DEBUT IN THE USA
Boffi Soho, 31 1/2 Greene Street, NY 10013 New York
From 16th to 19th of May 2015.

Reference point on the furniture design scene due to the perfection, harmonious proportions and sense of understated luxury of its upholstery, **Living Divani flies to New York** during the days of **ICFF** for the launch of the **2015 collections: essential silhouettes** and **tailored finishes**, made to be experienced in your everyday life, which exude **relaxation**, repossessing your time and **passion for old-fashioned ways** when it comes to production **traditions**.

The presentation will take place at the **Boffi Soho** showroom: **sophisticated dining and living areas** designed by Living Divani join Boffi bathroom and kitchen solutions recreating the idea of a large elegant cosmopolitan house created by Piero Lissoni, art director and *trait d'union* between the two Italian brands.

A *first area* welcomes you into the **refined world of Living Divani** where the latest indoor arrival, the new **Easy Lipp** sofa by **Piero Lissoni**, which reinterprets and softens the characteristic features of the **Lipp** sofa launched in 2014, is the protagonist molding environments with its character and lightness. A classic like the leather **Ile Club** chaise longue, is accompanied by **Gray** armchair, designed by **Piero Lissoni** in 2011, which has been **revived** through a new version with **woven backrest of thin square mesh** in the precious finishing available in the collection, a graphic choice which **accentuates** the beauty of the piece .

The **Metrocubo** coffee table, with its smoked glass surface, and **David Lopez Quincoces'** triptych **Starsky** table, with stackable circular tops decorated with a delicate inlaid wedge motif, complete the scene.

In the *second living environment*, different forms of Living Divani's **soft comfort** are represented by a large **Neowall** composition, the seating system which privileges the proportions of individual elements and the harmony of the whole, coupled with **Victor Carrasco's Fold** armchairs, whose leather is sewn onto the padding to achieve an effect of lightly-rounded segments, evocative of a fan. The **B3** table by **Victor Vasilev** with its offset tops floating in the air mirrors the white of the extendable **Step** table by **Mario Ferrarini**, which can slide to gradually reveal a hidden smoked glass top.

Two *dining areas* are interspersed among Boffi's multiple kitchen solutions: in the first you may dine merrily on **mini Jelly** swivel armchairs, while in the second the atmosphere is embellished by **David Lopez Quincoces'** new **George's** chair presented in the woven version in black hide profile: a minute play of threads, which converge and then separate, giving a more precious aspect to the chair.

The *basement floor* transports to the world of Living Divani **formal purity** with a leather **Extrasoft** composition where cozy and welcoming elements are placed alongside each other in regular geometries but with uncertain profiles, accompanied by **Kalé** coffee table-stool by **Mario Ferrarini** in white Cristalplant®, reminiscent of a stylized flower.

The *casually* elegant **Rod** sofa is distinguished by the possibility to differentiate the upholstery of the frame from that of the cushions, which are enriched with the quilted detail of buttons at sight, accompanied by **Frog** armchairs, an iconic product designed in 1995 which celebrates its 20th birthday in 2015, and **B2** coffee tables by **Victor Vasilev**, an architecture in miniature of different perspectives from every point of view you look at it.

Living Divani's design continues with the Track bench by **David Lopez Quincoces** where you may comfortably relax, and with a mix of seats of the brand used for the office area, from the trendy **Grace** by **Giopato & Coombes** whose common base is finished off with different coverings, almost like clothes to choose depending on your own taste, to the classic **Maja D.** chair with *housse*.

A selection of carpet, such as **Ceci N'est Pas Un Baroque** and **Arabian Geometric** by *Harry&Camila* from the Living Divani **Carpet Collection**, refines the different areas with a touch of colour.

With the presence of one of the latest news and some of the most representative products of the collection, Boffi Soho distinguishes itself as one of Living Divani outposts, a sophisticated contemporary refuge with warm, natural tones which offers endless ideas and suggestions for residential contract, *hotellerie*, to architects and interior decorators and customers interested in design, ever growing in the country, prolific area for the "Made in Italy".