

Living Divani's Frog armchair flies to Canada for IDSWest
September 22nd-25th, 2016
IDSWest Vancouver

From September 22nd to September 25th, Living Divani lands in Vancouver, Canada to attend **IDSWest**— the largest West Coast-based design event in North America— in collaboration with its dealer **LivingSpace**.

LivingSpace— one of Canada's premier destinations for high-end modern European design, showcasing some of the most important Italian design brands— has become an anticipated IDSWest fixture. This year's booth is a large exhibition platform dedicated to the **Frog armchair**, the iconic product designed in 1995 by **Piero Lissoni**, which celebrated its 20th birthday last year.

Low, wide, generous and lively, Frog pays homage to the most fabled of animals: a frog next to a pond and ready to jump. In the presentation, **different versions of Frog** are shown— for example, balancing on a wall of rock, or riding an imaginary wave, to highlight its numerous profiles, casual look, and the chair's versatility. It is these differing versions of the Frog theme that have made the armchair famous and have renewed its image over time, while always remaining true to the original design.

From the natural glamour of the version with weaving in hemp rope and structure in white painted steel, to the seductive character of the armchair woven with hide profile and supporting frame in stainless steel with a matte satin finish; from the versatility of Frog woven with black PVC profile and black painted supporting frame, to the elegance of the padded version in black leather and chromed steel frame or the cheerful super pop chaise longue version, weaved with orange PVC profile and frame in stainless steel with a matte satin finish.

New, innovative versions launched in 2015, celebrating the design's 20th anniversary: from the handmade feel of the model woven with 2 thread of cellulose cord and frame in white painted steel, to the futuristic version of Carbon Frog, with carbon fiber structure and polyester weave.

The presentation dedicated to Frog does not end here: a Plexiglas display case, autographed by Piero Lissoni, shows a captivating **miniature version** of the armchair made by **3D printing** of gypsum powder, developed from the reverse engineering of the real armchair. It is a valuable and sophisticated object that faithfully reproduces the technical and aesthetic characteristics of the original product, and tells the story of Living Divani— a company that loves to experiment, and is open to technological and digital innovation while respecting its founding values.

"There are things that even after 20 years are still there, in their place, as new as ever. They last like a well-told story, one so beautiful that it becomes real. So real in fact that you can even sit on it." ~ *Piero Lissoni*

Company Profile

Perfect, harmonious proportions and a feeling of understated luxury: these are the distinguishing features of Living Divani, the dynamic and vibrant family-owned company, that has made its trademark of upholstery.

Born in the early 1970s, the company has followed a clear path, maintaining an intensive dialogue with the contemporary world and becoming one of the landmarks in the design landscape. Strategic is the alliance with Piero Lissoni: since 1988, in his dual role as art director and designer, he has led the firm's unique style made of discretion and formal neutrality, lightness and dynamism. A calibrated design that combines clean lines with functionality and comfort, according to a contemporary world attentive to changes and open to internationalization through an accurate job of talent scouting among the new generation of design.

Living Divani collaborates with personalities such as Arik Levy, Claesson Koivisto Rune, Francesco Rota, Harry&Camila, Junya Ishigami, Piergiorgio e Michele Cazzaniga and the new designers Nathan Yong, Victor Vasilev, Mario Ferrarini, Giopato & Coombes, Studio Juju, (a+b) dominoni, quaquaro, Marco Guazzini, Massimo Mariani, mist-o, LucidiPevere, Victor Carrasco, David Lopez Quincoces, Kaschkasch, Luis Arrivillaga, Mikael Pedersen, Lukas Scherrer and Gabriele& Oscar Buratti who all share the company's style and approach to design.

Over the years Living Divani has developed a vast and varied offer in a gradual process of creation of a complete living environment, which revolves around the upholstery system, with its subtle shapes and proportions, enhanced by

Living Divani s.r.l.

Strada del Cavolto 15/17 I-22040 Anzano del Parco (CO) Tel. +39 031630954 r.a. Fax +39 031632590
www.livingdivani.it info@livingdivani.it

characterful complements - seats, armchairs, beds, tables, bookcases, carpets and the outdoor collection - that will suit and define any setting, from the essential and rigorous to the multifarious and eclectic décor.

Significant acknowledgement of the path of excellence of Living Divani is the entry in 2012 in Altagamma, the foundation that gathers Italian companies of international repute, which operate at the top end of the market expressing the Italian culture and style both in the business model and the product, renowned for innovation, quality, service, design and prestige.

About Livingspace

Established in 1988, Livingspace has grown to become Vancouver's premiere destination for high-end European design with a modern aesthetic. The 19,000 square foot showroom encompassing 2 floors features an expertly curated selection of the world's most prestigious furniture brands. Livingspace is located in the Armoury District, which is a hub for architects and designers. The architectural setting designed by renowned Canadian designer Omer Arbel is a modern intervention in one of the city's rare heritage buildings.

For information and high resolution images: Press Office Living Divani, T. +39 031 630954 E. press@livingdivani.it