

**Salone del Mobile Milano. Shanghai**

19-21 November 2016

Shanghai Exhibition Centre (SEC)

Hall East / Stand E64-E66

Set-up in collaboration with Porro design by Piero Lissoni

**Living Divani flies to Asia for the first edition of the Salone del Mobile Milano. Shanghai**

Reference point in the design furniture scene due to the perfection, harmonious proportions, and understated luxury style of its upholstered furniture, **Living Divani** is to participate in the first edition of the **Salone del Mobile Milano. Shanghai**, the new trade fair event promoted by Federlegno, which will be held in the Chinese metropolis from the 19th to the 21st of November.

The prestigious location of the show will be the Shanghai Exhibition Centre, historic building situated in the elegant heart of the Jing'an district which, for the occasion, will transform into a de facto shop window where the excellence of Italian design and Made in Italy may be discovered.

Living Divani, strengthened from a growing presence in Asia thanks to the recent openings in Hong Kong, Tokyo, Bangkok, Singapore and all the way to Jakarta, takes on this new adventure with enthusiasm and with the will to reinforce its presence in a strategic market which is highly receptive to the impeccable style of the brand: a measured design made of discretion, formal neutrality, lightness and the typically Italian craftsmanship.

Three **settings**, enclose a selection of iconic pieces together with some of the latest **Living Divani** novelties, completed by the **Porro's** collections. Starting from the bedroom, passing through the living room, right through to the dining room, the stand, designed by the well-known Italian architect **Piero Lissoni**, art director and main designer of both brands, recreates a home **of cosmopolitan elegance** that is, at the same time, minimal and luxurious.

In the centre of the bedroom, **Lipp Bed** by *Piero Lissoni* introduces you into the refined world of **Living Divani**.

Born from the homonymous family of upholstery, the bed flaunts the identifiable sartorial detail on the headboard, statement of style yet also an accommodating element of support; a classic and purified image, really up to date thanks to the distinctive cut of shapes.

Selected to accompany it, the bedside table **Moon** by *mist-o*, made of curved wood, consisting of two side by side half circle that reveal its internal surfaces when opened and the bedside table **Stilt** by *Marco Guazzini* which is distinguished by the net volumes, supported by three cylindrical legs, which conceal drawers of different heights and capacities.

In front of the bed, the graceful armchair **Gray** by *Piero Lissoni*, distinguished by the extremely clean lines traced from the frame in solid red lacquered oak, with its empty geometrical forms, is accompanied by the fluid shapes of the low tables **Rabbit & The Tortoise collection** by *Studio Juju* that playfully enrich the environment.

The heart of the display is the *living area* where the upholstery products, signed by *Piero Lissoni*, express the quintessence of Living Divani sophisticated comfort.

On one side, the soft and welcoming shapes of **NeoWall**, promoting the proportions of individual elements and the overall harmony, as well as the comfort of the seat itself. A sofa defined by the clarity of the lines, giving a statement of elegance, class and discretion for the modern living environment.

On the other, **Rod XL** is distinguished by the possibility to mix finishes, experiencing captivating two-tone and two-material effects, and striking leather/fabric combinations, as well as the slender back and light airy shell, lined with inviting cushions enhanced with quilted details and buttons at sights.

At the centre of the setting, the coffee table **Plane** by *Massimo Mariani* is composed by two tempered glass panels, united by a support pin and encasing a slanting slab. A sculptural object which plays on the delicate balance between solids and spaces, created to meet the functional demands of daily life.

The room is completed by the **Sartor.C** armchairs, the new variants of the Curve armchair designed by Piero Lissoni in 2009, which emphasize the unique quality of the “deconstructed” armrest and backrest for a more casual comfort, through new materials that enhance the textures and the sensory experiences. Its predisposition to embrace the human body with warmth is revealed through the artisan care shown in the details of the manufacturing such as the backrest cushion clasped to the exposed buttons on the back with a “Scooby” leather profile.

Finally, the *dining area* where the Living Divani proposals naturally integrate themselves, creating a refined area for relaxing in.

The **Lipp** armchair by *Piero Lissoni* where **the stitching is found on the three internal sides** to create an extended decoration, a precious cocooning which envelops you in a refined covering with diamond-shaped quilting. To its side, the **B3** side table by *Victor Vasilev*, based on the idea of architecturally-inspired shapes, features a base stand and three tops positioned horizontally at different heights; the result is a coffee table that hovers in the air.

An elegant profile in bronzed steel- sheet, frames the new **Galileo** mirror designed by *Mario Ferrarini*. Hanged onto a wall and supported by a thin steel wire, Galileo is a type of pendulum, ready to oscillate and reflect the world in its many facets.

To personalize environments and to create captivating graphic patterns on the floor, the **Sin Titolo** and **Arabian Geometric collections** of carpets by *Harry&Camila*.

The participation of **Living Divani** at the Salone del Mobile Milano. Shanghai, is a testimony to the desire to re-affirm its role in Asia and to build new relations with the players of this important territory, open to the quality of Made in Italy, of which the company is the perfect expression.

Indeed, since 2012, Living Divani has been a member of **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.

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