

Portfolio

Founded in 1969 in Anzano del Parco, in Brianza, by Renata Pozzoli and Luigi Bestetti, Living Divani has since garnered a reputation for its elegant and minimalist contemporary aesthetic, much of it thanks to the brand's longstanding collaboration with architect Piero Lissoni, who has been art director since 1988. Their daughter, Carola Bestetti, has led the company since 2003, expanding the brand's international reach and securing collaborations with the industry's top designers, such as Arik Levy, David Lopez Quincoces, and Lanzavecchia + Wai.

Renata Pozzoli, founder and president
Luigi Bestetti, co-founder
Carola Bestetti, CEO

Wallpaper*: What are your earliest memories of the company?

Carola Bestetti: My parents devoted most of their lives to creating this business; we grew up with the company. My first real memory was visiting the factory and rollerskating across the concrete floor. We used to have our birthdays at the headquarters. We had big spaces and gardens, so we used to throw our parties there.

W*: The collaboration with Piero Lissoni has been an important part of Living Divani's story. How did involving him as an art director help to shape the company?

CB: I always say that Piero is the person that gave shape to the idea of the company my parents had. I think that is why this collaboration has been so fruitful for such a long time. In the past 35 years, we've come out with products that, sometimes, were too ahead of their time and subsequently, the endurance of those pieces has been very long. Some pieces that were designed back in the 1990s still feel contemporary today. That timelessness has been the key to our successful collaboration.

W*: How would you like to see the company grow?

CB: My goal is to consolidate what we have and expand towards new markets, such as India and parts of Africa, where there is a lot happening in terms of hospitality. The phase that we're in right now is restructuring the company to do that properly.

W*: In your opinion, what is so special about the Italian family business model?

CB: It used to be that someone with a specific skill like furniture-making would develop it at home, which is what led to the *casa bottega* [home workshop] model. Expertise was handed down from generation to generation, with the entire family living and working in the same space. Eventually, those family businesses evolved into industries, which is what happened in Brianza, where the Italian furniture industry is based.

W*: What is the longest-serving piece in the Living Divani catalogue?

CB: The 'Frog' chair, designed by Piero Lissoni in 1995. Next year will be its 30th anniversary and we plan to release an updated version to celebrate.



Carola and Luigi Bestetti and Renata Pozzoli photographed at the Living Divani headquarters in Anzano del Parco with the brand's 'Notes' dining table, designed by Massimo Mariani



Living Divani

Wallpaper*

DECEMBER 2024

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