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# LIVING

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D I V A N I

## On air the new 2022 Living Divani adv campaign

An atmosphere of sophisticated lightness, spontaneously chic, pervades the new 2022 Living Divani press campaign, which unfolds over three scenarios, each one clearly representative and evocative of the Living Divani style.

The photographic flair of Tommaso Sartori, the art direction of Lissoni Graphx and the styling of Elisa Ossino Studio enhance the brand's stylistic and aesthetic code and, through a pictorial sensitivity and theatrical chiaroscuro, envision timeless scenes, harmonious spaces that invite to favour slowness, linger in comfort, rediscover the sense of encounter and self-care, savouring the beauty around.



The debut with the first image is dedicated to **Extrasoft**, the bestseller product designed by Piero Lissoni in 2008, which is completed this year with new contrasting storage units: wooden modules that follow its modularity, modify the rhythm and multiply the functionality, preserving its unique character. An expressive force characterised by dark colours dominates the double-height environment and emphasises the product, which appears as if suspended.



Almost reminiscent of a stage, the setting of the second scenario that develops around the **Sumo** sofa - design Piero Lissoni 2021 - is framed by large windows that allow light to pervade the room and its surroundings. Sumo, tribute to the essence of refinement, infuses dynamism, character and energy to the space with its slender and unique silhouette, rigorous yet fluid.



The last scene, dedicated to the outdoor, features the **Kasbah** modular sofa designed by David Lopez Quincoces, which interprets, in a totally customisable way, the idea of relaxation in the open air, matching any architecture in a perfect visual harmony; an informal, comfortable mood that reaffirms the essence of Living Divani, a silent elegance where nothing is ever casual.

The adv campaign is on air on international design architecture, news and lifestyle magazines.

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