

## A LEAP ACROSS 30 YEARS OF DESIGN

### #FROG30TH

Living Divani celebrates the **30th anniversary of the Frog armchair** with a series of special initiatives culminating during Milano Design Week 2025.

#### **THE CATALOG – stories by Giovanna Zoboli and illustrations by Leonie Bos**

A journey through the history of this iconic product comes to life in an exclusive catalogue featuring 30 stories written by **Giovanna Zoboli** "*thirty stories for an adventurous armchair*", with Frog as the ever-present protagonist in its many interpretations.

*«When we first saw her thirty years ago, we told Piero we wouldn't sell a single one,»* the people at Living Divani recalled about their first encounter with Frog.

*«Sell?» she must have thought. «Oh, I'll do better than just sell! I'll have a long life, travel the world, and since I bear the name of an animal that has made an art of transformation, I'll change outfits, experiment with materials, be adventurous with colors, and become the very icon of those slightly off-kilter proportions that Piero Lissoni mentions whenever people ask him about me».* writes Giovanna Zoboli

Each of these stories has been interpreted by Dutch artist **Leonie Bos**, who has created extraordinary illustrations that highlight every variant of the Frog armchair, capturing its essence and transforming each narrative into a unique and evocative work of art. The result is a visual experience that takes the reader on a rich and immersive daydream through colors, shapes, and scenography.

*"It's been such a pleasure to be part of this anniversary project celebrating Living Divani's iconic Frog chair. Creating thirty drawings in just two months was a real challenge, but it almost felt effortless thanks to the inspiring stories by Giovanna Zoboli. And obviously, the chair itself; my muse. It's just a visual delight. I've come to know it from every angle and truly fallen in love with it. It feels as if it's been in my studio for 30 years."* Leonie Bos

#### **THE EXHIBITION SPACE**

The illustrations, featuring a visual language reminiscent of silkscreens, serve as the inspiration for the **exhibition space** at the Living Divani Headquarters. Presented in large format, they guide visitors through the history and evolution of the **Frog** armchair, offering a captivating narrative that spans decades. The exhibition showcases the armchair's various iterations—from experimental prototypes to the iconic versions still in the catalog today. From its creation in 1995 to its most recent editions, including the special 30th anniversary, the display brings Frog's "metamorphosis" to life.

**Super Frog** emerges with an even bolder presence: with enhanced thicknesses and a striking aluminium frame, it stands out with a strong and powerful aesthetic. Despite its audacious new look, it remains true to its iconic spirit, preserving the distinctive features that have made it a true design symbol.

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### **LIVING DIVANI GALLERY**

The windows of the **Living Divani Gallery** features a captivating allegory, where nature and imagination merge, and the **Frog** armchairs become symbols of transformation and metamorphosis.

*"At Living Divani Gallery, there will be a frog celebration, with meadows and flowers. And a beautiful story will be projected, told by Olo, about the frog—that Frog." – Piero Lissoni*

### **THE IMMERSIVE ROOM**

An immersive room envelops visitors, transporting them into a universe of fluid forms and dynamic lines. A visual and sensorial narrative unfolds, offering an ever-evolving experience. A unique tribute to the essence of the Frog armchair, this journey engages and fascinates, stirring both the mind and senses. Its woven textures reveal invisible connections, a continuously evolving pattern that opens new perceptual sceneries.

*"To celebrate the 30th anniversary of Frog, OLO creative farm has designed an experience for Living Divani where dynamic lines intersect, overlap, and multiply, giving rise to a vibrant grid—a breathing, ever-shifting network shaping new forms and sceneries. Inspired by the vision of Radical Architecture, the grid emerges as a universal symbol: infinite and ever-changing, it not only measures space but also condenses the boundless potential of human thought." OLO creative farm*

The **Living Divani Gallery** becomes the stage for this extraordinary spectacle, open to visitors until the end of May. An opportunity to step into a new reality, to observe, be moved, and forge a deep connection with the space.

*"Living Divani Gallery transforms into a creative laboratory, offering visitors a dynamic and evocative visual experience—a play of light, shadows, reflections, and colors that reveal new perspectives. We believe that new forms of interaction and dialogue with our audience create exciting opportunities to present design as an ever-evolving art form," says Carola Bestetti. "We love to experiment, and what better occasion than the 30th anniversary of Frog to open a new dimension to the public—a fresh narrative of who we are and the world of Living Divani."*

The result is a journey through the history of this iconic design by **Piero Lissoni**—an immersive narrative that explores **Frog** in all its variations, paying tribute to an armchair that redefined the concept of relaxation. A true pioneer of a new vision of low, wide seating, **Frog** introduced a contemporary and informal aesthetic to comfort, extending beyond the domestic space. Over the years, it has evolved into a true design symbol. A testament to its timeless value, the original version has been included in the permanent collection of the Museo del Design Italiano at Triennale Milano, further confirming its iconic status.

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