

## **Company Profile**

Perfect, harmonious proportions and a sense of understated luxury: these are the distinguishing features of Living Divani, the dynamic family-run firm with its signature upholstery.

From the early 1970s to the present day, the company has followed a clear course, maintaining an intensive dialogue with current trends, and becoming a point of reference within the design scene. The strategic alliance with Piero Lissoni has been key, and he has led the firm's unique style since 1988. "When I do design work, I talk with the company, and try to interpret its needs as best I can in my own personal language," he explains. He expresses the firm's unmistakable style - discreet, neutral in its forms, light and dynamic - with a well-balanced and essential design that combines clean lines and shapes with ergonomics and comfort.

The firm has worked with designers of international calibre, including Shiro Kuramata, Francesco Rota, Arik Levy, Claesson Koivisto Rune and Junya Ishigami, who all share the company's style and approach to design. Each has a different and unique vision, but they all have in common with the company the same harmony and 'delicacy' of forms, the clean shapes, a veritable hymn to linearity.

Over the years Living Divani developed a vast and varied range of sofas, armchairs, beds and accessories, in a gradual process of creation and production that brought it ever-nearer to the complete living environment, centred on the upholstery system with its subtle shapes and proportions. Around this system it introduced its characterful complements - seats, fauteuils, tables, occasional tables and bookcases - that will suit and define any setting, from the essential and rigorous to the multifarious and highly decorative.

Alongside the living area, the firm also developed the night zone and outdoor sector. Beds are a natural progression from sofas, with simple, neutral shapes embellished with a line of cashmere throws in shades of orange, beige and chestnut. And for outdoors, high-tech fabrics with a structured, sturdy feel cover shapes already used indoors, fulfilling a dual function: both highlighting their versatility and creating design solutions that help to dissolve the boundaries between inside and out. The search for texture also extends into the processed fabrics, with woven linens and cottons, raised prints and raw cuts, always unflinchingly discreet, to be found covering Living Divani pieces.

The Living Divani range is designed to be equally suitable for contract use. With its great quality, technical performance and customizability, the firm has gained a worldwide presence in all sectors: from offices (Deutsche Telekom in Bonn, Bayern Post in Munich, Andersen Consulting in Rome, Sony in Madrid, and Atelier Hauser & Partner in Switzerland) to banks (Ras Bank and Allianz Bank), airports (El Al Israel National Airlines in the King David Lounge in Paris, Tel Aviv and New York), hotels (Hotel Monaco and Gran Canal in Venice, Ginza Royal Garden Hotel in Tokyo, David Citadel Hotel in Jerusalem), waiting areas (waiting room and press room of the Bahrain Formula 1 circuit, the Ministry of Foreign Affairs hall in the Palazzo della Farnesina in Rome, Reserva Bezares in the City of Mexico), museums (National Gallery in Victoria, Australia), restaurants (Operakallaeren in Stockholm), showrooms (Ermenegildo Zegna, Max Mara and Benetton) and retail spaces (La Perla in Doha, Qatar).

In 2003 Carola Bestetti entered Living Divani, a second generation bringing her enthusiasm and interpersonal skills, to carry forward an important tradition, getting to grips with the dynamics of a market in a constant state of flux. An injection of femininity and aesthetic sensitivity for this company located at the heart of the Italian interior design district of Brianza.

The Living Divani distribution network covers Italy and the main European markets, including Germany, the Scandinavian countries, Austria and Switzerland, as well as the United States and the Far East, with exports accounting for around 85% of the firm's total turnover. Over 450 high-level retail points, spread through the world's major cities, display the firm's latest collections and new ideas.

### **Living Divani s.r.l.**

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Important acknowledgement of the path of excellence of Living Divani is its entry in 2012 in Altagamma, the foundation that gathers Italian companies of international repute, which operate at the top end of the market, which express the culture and the Italian style in the management business and the product and that are characterized by innovation, quality, service, design and prestige.

The research of recent years is oriented towards even less intrusive objects, simple and light shapes, created by subtraction, in accordance with contemporaneity, which prefers essentiality and changing, by combining a sensitive engagement in a path of international openness and talent scouting among the new generation of designers.