

Salone Internazionale del Mobile Milano 2013
MULTIPURPOSE
Hall 5 Stand E19-F18

A resolute character and a feeling of lightness, fresh pragmatism and a burst of eccentricity: these are the new traits of **Living Divani's** 2013 collection, now bigger than ever and including designs with a **multiform look** and **multiple identities**, creating a new range of furnishings characterised by their playful spirit. Furnishings we can reinvent every day, giving free rein to our imagination.

Upholstered furniture, entrusted to the careful supervision of the brand's art director, **Piero Lissoni**, are this year distinguished by an unusual **interplay of lines and surfaces, raw and sophisticated materials, technology and innovation** for products that have never been so versatile and comfortable.

Rod, the sophisticated range of upholstered furniture designed in 2012, now includes **Rodwood**, a new version with a visible wooden shell for a very natural visual effect. The new finish frames the back and armrests in oak and also creates an occasional-table effect, a wrap-around corner shelf: vintage touches given a more contemporary, geometric look.

Metro², a Living Divani icon designed way back in 1999, has also been updated and now has soft, comfortable new padding. This restyling is part of Living Divani's wider policy of improving its long-established products in accordance with new standards of softer comfort. While maintaining its characteristic big, bold forms, the sofa's construction and sewing/finish details have also been updated, such as the new bronze-finish foot. With its new look, Metro² becomes **Metrocubo** and is ready to head into the next decade, repeating the success it achieved in the past.



In addition to Rodwood and Metrocubo we also launch a **range of new furnishing accessories**, multipurpose objects which reveal to the attentive eye a multitude of possible interpretations according to whether they are seen close-up or from a distance and how we interact with them.

First and foremost from the Milan based creative duo **(a+b), dominoni, quaquaro** comes the **Mate** clothes valet, i.e. a chair, a stool or simply a place to put things. A whole range of different accessories can be applied to the original, ladder-like backrest. "According to Bruno Munari, the first creative step is to take a chair, turn it upside down and see what it suggest to us," say the designers. "This never-too-often-repeated commandment is behind Mate, a silent help that waits for us in the entrance hall, or sits quietly in a corner of the bedroom, to take care of all the things we immediately want to shed as soon as we get home: jacket, coat, umbrella, bag, boots, keys, hat, scarf and ... perhaps even flowers". Mate is a versatile article that does whatever we choose to use it as. Its powder-coated square-tube frame (with welded seats) is available in white or black, but coloured versions are available by request.



Another new collaborative effort is the one with Valencia-born **Victor Carrasco**, whose first design for Living Divani is **Fold**, a light armchair with a foam-covered iron frame. The upholstery fabric is sewn onto the padding to achieve an effect of lightly-rounded segments, evocative of a fan; an image that carries us to the warm Mediterranean atmosphere of Andalusia. The **Strato** coffee table is available in large and medium sizes. A central spacer ring connects its contoured upper and lower levels. Each layer is made of MDF with a natural or charcoal-stain chestnut veneer, or painted black or white with a limed-effect finish, so we can each choose our preferred combination of surfaces, opting for natural wood, wood/paint combinations or particular interplays of shades and colour.



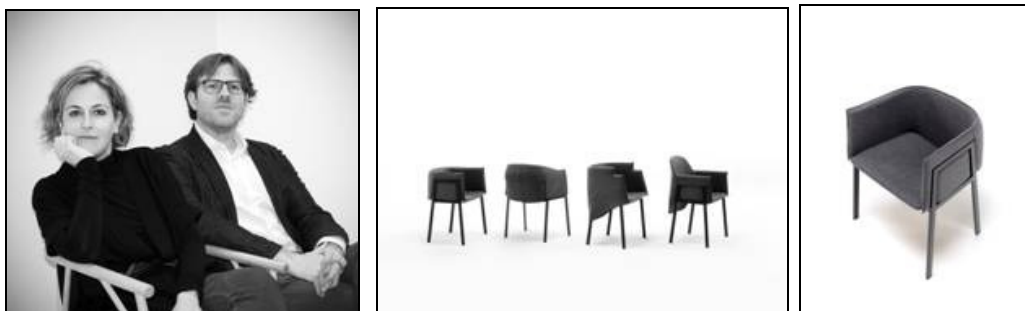
The **Track** bench is designed by **David Lopez Quincoces**, a Madrid-born designer who obtained a degree in Art from the 'Universidad Complutense de Madrid' in 2004, followed by a Masters in Interior Design at the 'Polictecnico di Milano'. Track has a large, regular, simple shape finished with particularly attractive upholstery. A soft, continuous seat on a steel frame. The ideal addition for any room in the house or equally perfect for the contract world, which Living Divani also serves, from the most prestigious hotels to office waiting areas and luxury boutiques.



A basic frame to cover in different ways, a sort of outfit to choose according to our taste: this is the distinguishing trait of the **Grace** chair by **Giopato & Coombes**. Now in their second year of cooperation with Living Divani, the Italian-British pair has designed a small range of chairs based on the idea of interchangeable upholstery for the same chair to characterise our home settings with a particular style or a multiple-finish look.

Grace's black powder-coated rectangular steel tube frame may be "dressed" in four different upholstery "outfits" featuring details borrowed from the fashion world, creating a range of seats with different personalities.

Mandarin Grace wears a sort of collared cape that falls softly to cover the legs, with a central closed split on the back. **Polo Grace** is covered in layers of leather or fabric with topstitching and loops to create the design of a belt. **Pin-Up Grace** has a close-fitting outfit that shows off its perfect silhouette. Lastly, **Eton Grace** wears a male-styled outfit with an elegant tail, with the fanciful touch of a pleat on the armrest which leaves the sides of the frame partially "naked".



Living Divani asked the designer duo **Harry&Camila** – Dutch practicality and Latin vitality – to create a sequel to their **Carpet Collection** launched in 2011.

On the one hand, the new **Wired** rug enters the standard collection, joining the five models already in the range; Wired is 80% wool and 20% silk, hand-knotted in Nepal, with a two-tone dotted pattern. On the other, the new **Sin Titulo** carpets make their debut. These were inspired by works of art reinterpreted through zoom-ins and colour experiments; details from Impressionist paintings are transformed into abstract backgrounds with colours changed to focus on burnt effects and sepia, teal or white shades, creating large, decorative floor surfaces which blend perfectly with Living Divani settings to provide the perfect finishing touch.



These are the **new designs for 2013** which join the other products in the collection at the Milan International Furniture Fair on Living Divani's new stand designed by Piero Lissoni. A home protected by a white outside wall which allows views of the interior, revealing elegant room settings around a garden inside full-height glass walls overlooked by a raised platform reserved for offices.