

Living Divani at PULSE Art Basel Miami Beach
4 – 7 December 2014

Engaged for several years in the cultural and artistic world through various collaborations on national and international level, **Living Divani** renews its partnership as **technical sponsor** with **PULSE Contemporary Art Fair**.

Since 2005, **PULSE Contemporary Art Fair** has been the premiere satellite fair for the discovery and acquisition of cutting-edge contemporary art. With annual editions in Miami Beach and New York City, the fair cultivates a supportive environment for its international community of galleries and provides a platform for their growth and expansion in the contemporary art market. From its inception, PULSE has presented thoughtfully-curated exhibitions and ever-evolving programming that reflect the fair's commitment to making the visitor experience a dynamic one.

To celebrate its **10th anniversary**, Pulse Miami Beach moves to a new custom-designed venue, the lush Indian Beach Park where Living Divani furnishes the **VIP outdoor lounge** area with the versatility of the modular seating **Extrasoft** combined with the vibrancy of colorful armchairs **Cabrio**, both designed by Piero Lissoni, the new embracing armchair **Poncho** by LucidiPevere, the neat lines of **Family Lounge** and **B2** tables which are opposed to the smooth shapes of **Kalè** designed by Mario Ferrarini.

Living Divani's **outdoor collection** is once again the protagonist of this important annual event where art and design blend in a unique combination to celebrate the essence of creativity.

PULSE Miami – Contemporary Art Fair
Indian Beach Park
4601 Collins Avenue
Miami Beach, FL (USA)

PULSE MIAMI BEACH

CONTEMPORARY ART FAIR

COMPANY PROFILE

Perfect, harmonious proportions and a feeling of understated luxury: these are the distinguishing features of Living Divani, the dynamic and vibrant family-owned company, that has made its trademark of upholstery.

Born in the early 1970s, the company has followed a clear path, maintaining an intensive dialogue with the contemporary world and becoming one of the landmarks in the design landscape. Strategic is the alliance with Piero Lissoni: since 1988, in his dual role as art director and designer, he has led the firm's unique style made of discretion and formal neutrality, lightness and dynamism. A calibrated design that combines clean lines with functionality and comfort, according to a contemporary world attentive to changes and open to internationalization through an accurate job of talent scouting among the new generation of design.

Living Divani collaborates with personalities such as Arik Levy, Claesson Koivisto Rune, Francesco Rota, Harry&Camila, Junya Ishigami, Piergiorgio e Michele Cazzaniga and the new designers Nathan Yong, Victor Vasilev, Mario Ferrarini, Giopato & Coombes, Studio Juju, (a+b) dominoni, quaquaro, Marco Guazzini, Massimo Mariani, mist-o, LucidiPevere, Victor Carrasco and David Lopez Quincoces, who all share the company's style and approach to design.

Over the years Living Divani has developed a vast and varied offer in a gradual process of creation of a complete living environment, which revolves around the upholstery system, with its subtle shapes and proportions, enhanced by characterful complements - seats, armchairs, beds, tables, bookcases, carpets and the outdoor collection - that will suit and define any setting, from the essential and rigorous to the multifarious and eclectic décor.

The growing enthusiasm for outdoor living in recent years has led our company to design and create solutions which allow a greater degree of fusion between indoors and outdoors, interlinking and merging different areas.

Living Divani, interpreting in its distinctive style the current trend of multi-use and multi-composition of furniture and the contamination between indoor and outdoor spaces, has therefore adapted some of its most successful products to open-air use. Moreover, the company is also developing *ad hoc* projects.

The Living Divani collection is conceived as well for the Contract sector, where quality, technical performances and custom-made solutions qualify the company to be active globally in different fields: offices, banks, airports, hotels, waiting areas, museums, restaurants and showrooms.

The contained dimension and the flexible internal structure ensure a fast response management, lean design process and logistic, essential features in this sector, in which Living Divani plays an important role providing different solutions: a standard collection of great versatility that surprises for the many possibilities of combinations and finishes; the option to alter the standard product range, to respond even more promptly to the needs of a specific project; the expertise to develop customized solutions in terms of formal and material research, by granting the excellence of design that has always distinguished every creation of the brand.

Significant acknowledgement of the path of excellence of Living Divani is the entry in 2012 in Altgamma, the foundation that gathers Italian companies of international repute, which operate at the top end of the market expressing the Italian culture and style both in the business model and the product, renowned for innovation, quality, service, design and prestige.