

Living Divani
Temporary Store at Torre Velasca
Expo 2015

Living Divani boosts its visibility during **Expo 2015** by opening a **Temporary Store** on the ground floor of **Torre Velasca**. The dynamic and lively family-run enterprise which has made upholstered furniture its trademark chooses **one of the city's most suggestive and famous buildings** and also one of its **most well-loved architectural landmarks** as a **temporary exhibition space** to present its collection, underlining the **international vocation and strong Milanese character** of its design.

Torre Velasca, which was subjected to the cultural protection status by the Cultural Heritage Authority in 2011 thanks to its high historical and artistic value, is part of **Urban Up**, the property requalification project of the **Unipol Group** aimed at enhancing the value of some of the most important Milan buildings that it owns. In the occasion of Expo 2015 Unipol Group decided to open some part of this building pre-empting the refined and top-quality spirit of the majestic general requalification project of the tower.

With its **four different settings fit for a dream-house**, created with the contribution of **Kerakoll for the finishings** and **Flos for the lighting**, the **Living Divani Temporary Store Torre Velasca** designed by **Piero Lissoni** is a **sophisticated contemporary haven**, when a **neon light sculpture** on the ceiling, a tribute to Lucio Fontana, seems to absorb the energies and tensions of the city, bestowing **unexpected moments of relax**.

The **first living area** introduces visitors to the refined world of Living Divani, playing with the visual cross-reference between the **Lipp** sofa, a reinterpretation of the refined capitonné working with the brand's typical contemporary geometric spirit, and the new **Easy Lipp** sofa which recaptures the characteristic features and tempering them, like the quilting and the slender metallic leg, moulding the settings with character and lightness. The scene is completed with the **Plane** coffee tables by **Massimo Mariani** with an oblique slab in solid walnut encased between panels of glass, and the **B3** coffee tables by **Victor Vasilev**, characterised by its tops placed at different heights that appear to hoven in the air and **Starsky** by **David Lopez Quincoces**, with stackable circular tops decorated with a delicate motif inlaid. The display setting is finished off with the **Inari** console table by **mist-o**, a piece of furniture-sculpture which merges traditional Japanese style with Italian design: an opaque black macro-ideogram which personalizes an area of the house, an office, or a hotel room, creating a refined writing area.

The **second relax environment** is dominated by a large **Extrasoft** composition with an informal appearance and soft comfort, where welcoming and cosy elements are placed alongside each other in regular geometries, surrounded by steel sheet **Family Lounge** coffee tables and **Confident** armchairs, with their rounded forms, in olive velvet.

The **third setting**, screened by the **Off Cut** bookshelves designed by **Nathan Yong** in the new charcoal dyed finishing with glass shelves, offers a **lunchtime** area that can also be used as a meeting room with the **Wedge** table by **Arik Levy** in charcoal dyed chestnut wood, whose sculptural base is inspired by the lightness of origami, together with the **Maja_D** chairs/armchairs with housse.

In the **night-time area**, the **Rod Bed** characterised by the headboard in fabric embellished by quilting details and buttons is accompanied by **Stilt** bedside tables by **Marco Guazzini** with drawers of different heights and sizes and **Moon** bedside tables by **mist-o**, consisting of two side by side circle that reveals, when open, its internal surfaces. The **Track** bench by **David Lopez Quincoces** with its basic design embellished by the lively finishings of its legs are accompanied by small sculptures in the form of **Gray** armchairs here in china red lacquered frames and woven backrest in **Scooby** with square weavings, alongside the fluid forms of the coffee tables from the **Rabbit & the Tortoise Collection** designed by **Studio Juju**, also varnished in ruby red.

Finally, the walls feature the **FJU** desks by **kaschkasch** in the new **Stone Oak®** finishing, offering a practical work space that can be closed to free up space whenever you need, creating a wall-mounted container for small objects or a magazine rack.

The displays also continue outside the showroom in the square surrounding the tower with an **outdoor setting** designed by Piero Lissoni and conceived as a temporary public space donated to the city, thus highlighting the **three different souls** of the Living Divani collection.

Ever since its establishment in the early 1970s, the company has developed a complex product offer, gradually arriving at a **complete living environment**, which revolves around an upholstered system with discrete shapes and volumes that can be matched with accessories with stronger forms. To accompany the daytime area, the **night-time zone** was gradually developed: beds created from the sober forms of the sofas, natural development from them. For life in the open air, on the other hand, an increasingly richer **outdoor collection** was put together over the years, with solutions that enable greater merging between the indoor and the outdoor, interweaving and uniting environments in the spirit of the brand's understated luxury style.

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