

## Opening Velasca

The Living Divani outdoor collection in the urban architecture and design space created by Piero Lissoni

After its debut last year against the unique backdrop of the Botanical Garden in Brera with the installation called "Geometrical Garden", **Living Divani's outdoor collection** is back in the limelight alongside its designer, **Piero Lissoni**, in one of the **most suggestive and famous public places in Milan**.

For the entire duration of **Expo 2015**, a trail of sophisticated relax will envelop one of the busiest crossroads of the capital of fashion and design, requalifying the appearance of the square in front of one of its most well-loved architectural **landmarks**, the **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.

Torre Velasca is part of **Urban Up**, the property requalification project of the **Gruppo Unipol** aimed at enhancing the value of some of the most important Milan buildings that it owns. It is a new temporary urban space dedicated to the inhabitants and visitors who will invade the city over the coming months, pre-empting the refined and top-quality spirit of the majestic general requalification project of the Tower.

Under the **metal structure constructed to support the future scaffolding in order to renovate all of the external parts of Torre Velasca**, a **garden** has been set up; a slow, calm oasis with a spectacular 360 ° view of the moving city, where the raw, industrial aesthetics of the scaffolding mixes with the elegance of **Living Divani furniture**, with the contribute of **Kerakoll Design House** for finishing, **Flos** for lightning, **Nespoli Vivai** for plants and **Carnini Irrigazione** for the maintenance of this green area.

In a **continuous route around the entire perimeter of the building**, various settings show the most famous Living Divani pieces together with the latest products, both for outdoor furnishings.

You are immediately transported into the world of Living Divani formal purity with an **Extrasoft** composition in fabric color anthracite, displaying an informal appearance and soft comfort, where welcoming and cosy elements are placed alongside each other in regular geometries. They are surrounded by white **Family Lounge** coffee tables, made from folded iron sheets with an extremely simple form that provides a comfortable table surface, and **Anin** stools by **David Lopez Quincoces** in the outdoor version, an "X" that thrives on the precision of its lines and the high quality of its materials.

A more formal lounge area has been created with the **Filo Outdoor armchairs**, an upholstered system for external use designed in 2014, created with exposed frames in tubular stainless steel and covered in grey canvas, accompanied by **B2** coffee tables designed by **Victor Vasilev** painted in white.

Lively and super pop with green PVC weaving and a stainless steel frame, the two **Frog chaise longues** are matched with the **Jelly** coffee table featuring a round black HPL table top, enabling you to lose yourself in your thoughts.

The route is brought to life with a row of **Ile** poufs, alternating between round and square, with black and white structures.

A reading or chatting area is created by the **Poncho** armchairs designed by **LucidiPevere**, with galvanized frames and cherry-coloured fabric covering, and **B2** coffee tables, which recall purist architecture in a miniature version, giving different perspectives from every angle.

To abandon yourself to the sun and to forget the passing of time, there is an **ExtraWall** geometric setting in fabric color silver, completed by white **Family Lounge** coffee tables.

Displaying their versatility and ability to be placed into any setting, the **Frog** armchairs with black PVC weaving and stainless steel frames are accompanied by **Jelly** tables.

A chic seaside atmosphere pervades the area combining **Filo Outdoor** sofas in marine-blue fabric with black PVC **Frog** armchairs and **Ile** coffee tables, paying homage to Milan's sobriety and, together with its creative twist, a bi-coloured **Extrasoft** composition that alternates different volumes, again accompanied by **Family Lounge** coffee tables and **Anin** stools.

If you want to have an intimate chat, there are two **Maja\_D** outdoor armchairs in grey fabric together with a **Jelly** coffee table.

The left-hand side of the tower uses some of the compositions we have already seen: **Poncho** armchairs in marine-blue fabric with **B2** coffee tables, the lively sequence of **Ile** stools, green PVC **Frog** armchairs with round **Ile** coffee tables, and finally, the great relaxing **Extrasoft** setting in taupe fabric with **Family Lounge** coffee tables and cherry-coloured **Poncho** armchairs.

The route around the building ends with a Living Divani classic, **Hi Tech** armchairs, extreme objects due to their technological and transgressive appearance, created by woven stainless steel softened by a cushion.

All of the **shop windows of the empty retail spaces** on the ground floor have been transformed into large **light boxes**, walls back lit with images that graphically reinterpret the unique profile of the Torre Velasca, with the accreditations of all the sponsors which contributed to the creation of the event.

Finally, the so-called “**Aquarium**” area is an internal space behind glass at the entrance of the tower which is fully dedicated to **Frog armchair**, the iconic product designed in 1995 by Piero Lissoni, celebrating in this way its twenty-year anniversary. Low, wide, generous and lively, Frog pays homage to the most fabled of animals: a frog next to a pond and ready to jump. Frog is shown in all its innumerable versions that have renewed its image over time whilst always remaining true to itself. **11 different models** are shown in the balance as on a wall of rock, or riding an imaginary wave, to highlight the numerous profiles and the casual look always different that made her famous.

In the presentation the absolute candour of the armchair woven with white PVC profile and frame in white painted steel is followed by the seductive character of the armchair woven with leather profile and supporting frame in stainless steel with a mat satin finish, the delightful ton – on – ton effect of the armchair with woven in white fabric and frame in white painted steel, the versatility of Frog woven with profile in black PVC and supporting frame in stainless steel with a satin finish and the cheerful super pop chaise longue version, weave with profile in green PVC and frame in stainless steel with a mat satin finish.

Draws attention the refined elegance of the armchair with three-dimensional black Scooby leather woven and frame in gunmetal painted steel, while it is hanging to the window Carbon Frog, the ultra-light variant with weave in polyester and carbon structure, practically made to fly .

To finish, catch the eye the affectionately regale chaise longue version, weave with profile in green PVC and supporting frame in stainless steel with a satin finish and the handmade feel of the model woven with 4 thread cellulose cord and frame in white painted steel or with black threads and structure in gray painted steel.

To be added also the 4 “scenographic” versions of Frog, born from the collaboration between Living Divani and Accademia Teatro alla Scala for the project “Frog va in scena”, a competition open to former graduates students of the theater set designer course as an original tribute to the twentieth anniversary of its creation.

The first awarded project is “To sit or not sit” by Ambra Pellegatta, that originates from the idea of the human desire of nature, creating two versions of Frog representing two types of gardens: one soft and cozy (“To sit”), the other thorny and inaccessible (“Not to sit”).

The runner up, “Frog goes around the world” by Sara Ricciardi and Carlo Maria Filippelli, takes inspiration from Expo Milano 2015, imagining a trip around the world in which the seat changes its look and is transformed depending on the continent and the culture in which it is located.

Fresh and playful interpretations of the original model, thanks to which Living Divani became **partner of one of the most prestigious institutions of its territory**, confirming once again that **research, openness** to other worlds and the **talent scouting activity among new generations of creative people** are an integral part of the **DNA of the company**.

During **Expo 2015** is also provided the use of 2 shops on the ground floor of the tower: if the first will be used as an exhibition space for events, the second will be transformed into a **Living Divani “temporary showroom”**, a place where you can admire the outdoor collection along with the brand’s rich offer for the living and night areas.

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