

A gallery for Living Divani in Los Angeles: the new Graye Annex showroom
Opening: February 25th, 2016

A reference point in the design furniture scene due to the perfection, harmonious proportions, and understated luxury style of its upholstered furniture, **Living Divani continues its collaboration with Graye**, the brand's exclusive retailer in Southern California.

On February 25th, Graye will celebrate its 5th anniversary by inaugurating its new "**Annex**" space in Los Angeles with an event that is a tribute to the musical history of the area, organised in collaboration with its media partner Angeleno Magazine.

With the aim of ensuring clients a top-quality experience, with a very industrial look, both in the type of space and in the mood that drives it, Annex is designed more as a gallery than a showroom where the soft and elegant **Living Divani settings**, offer infinite cues and suggestions for decorating private villas and multi-apartments, as well as the world of hospitality that is particularly flourishing in this area of the United States.

In the ample space dedicated to Living Divani, leading players are the products designed by *Piero Lissoni*, the brand's designer and art director. The space is defined by a large **Extra Wall** composition, the first fully-modular sofa thanks to elements of various sizes that can be freely combined: seat, backrest, and armrest become three different elements to be assembled as desired. One of the company's most recent proposal, the **Easy Lipp** sofa, models environments with character and lightness with its clean shapes freely inspired by the fifties, hosting moments of daily relaxation. The space is also furnished with **NeoWall**, a system that favours the proportions of individual elements and the harmony of the whole, and the **Softwall** sofa, which revisits the model **Wall**, maintaining the dimensions and volumes of the original design, but tones down its corners and softens its spirit.

A must in this gallery, that portrays the quality and excellence of Living Divani, is the **Frog** armchair, an iconic product designed by Piero Lissoni in 1995, which celebrated its 20th anniversary last year. Low, wide, generous, lively, Frog pays homage to the most fabled of animals, a frog next to a pond and ready to jump and is considered the trailblazer of a more relaxed way of living. Light and basic, the woven version of Frog evokes summer atmospheres. For those who love warmer environments, it is also available with a soft leather covering. The more contemporary soul of Frog emerges in the **Carbon Frog** version which combines a carbon fibre frame with a polyester weaving, suitable for both indoor and outdoor use.

Alongside the works by Piero Lissoni, we find the products of the designer *David Lopez Quincoces*, who has worked with the company since 2013.

Pure in design, the *Light* version of the **George's** chair brings out the graphical nature of the frame in black painted steel, which could be adorned by a range of possible finishing: wicker, hide, waxed-rope, wood, are combined in different ways, creating multiple possibilities of use. The expressive and poetic force of the material dominates both in the wicker version, with its retro atmosphere, and in the refined hide variant, both exclusively for indoor use, while colour becomes the leading player in the waxed rope variant designed for both indoor/outdoor use. Simple in its ample and regular forms, the **Track** bench has a soft, continuous surface, supported by an aluminium frame. It is suited to completing every corner of the house and, at the same time, it is perfect for the world of contracts, to which the Living Divani collection is simultaneously aimed at: from the most sumptuous hotels to offices, waiting rooms and luxury stores.

The display continues with the **Grace** chairs by *Giopato&Coombes*, characterised by a common base to be completed with different coverings, like a dress to be chosen depending on your personal taste.

The discrete presence of **Mate** is included in the space. Designed by *(a+b) dominoni, quaquaro*, this versatile object comes to life in the manner in which each person uses it in its environment: a cloth-valet, whose unique ladder-like backrest can be used to hang various accessories.

Living Divani Srl

The presentation is completed by the **Bridgestone** lounge chair, a piece designed by *Kuramata* in 1986 and reissued by Living Divani in 2008. The combination of the structure in chrome-plated stretched steel with the leather upholstery of the seat highlights how modern and contemporary this armchair really is

In addition to bolstering the brand's relationship with the retailer Graye, Living Divani's presence in this new space represents an important shop-window for the brand in the United States, which continues to be one of the most receptive markets to the sophisticated and top-quality language of Living Divani design.

Graye Annex
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