

**PULSE Contemporary Art Fair**

**March 3-6, 2016, Partnership in collaboration with west | nyc home**

A reference point in the design furniture scene due to the perfection, harmonious proportions, and understated luxury style of its upholstered furniture **Living Divani**, in partnership with the new retailer in New York City, **west | nyc home**, confirms its leading role in events linked to art and culture. During the Armory Arts Week, **the most important week for the New York arts scene**, Living Divani will be the Relaxing Partner of **PULSE New York 2016** which will be held in the Big Apple from Tuesday March 3<sup>rd</sup> to Sunday March 6<sup>th</sup>, attracting more than 15,000 international collectors.

Inside the Metropolitan Pavilion at 125 West 18th Street in Chelsea, the eleventh edition of PULSE New York will display an international selection of exhibitors from four continents, presenting a dynamic overview of today's contemporary art market. Against this backdrop, you can discover the sophisticated luxury of Living Divani in the perspectives and play Lounges, created in collaboration with **west | nyc home** and conceived by the prestigious architecture, interior design, and decoration studio **WCA**.

The project is dominated by a large **Extrasoft** composition in fabric designed by *Piero Lissoni*, a modular sofa with an informal appearance and soft comfort. Characterized by elements that can be placed alongside each other in regular geometries but with uncertain outlines, it is accompanied by **Family Lounge** coffee tables in black metal sheet and the perfect proportions of the **Metrocubo** coffee table in smoked glass, again by *Piero Lissoni*. The layout continues with the clean lines of two **Gray** armchairs designed by *Piero Lissoni* and a **Strato** coffee table by *Victor Carrasco* comprised of two charcoal contoured tops assembled via a central spacer ring.

A second adjacent space dedicated to presentations and meetings is characterised by the presence of the **Wedge** table by *Arik Levy*, in charcoal dyed chestnut wood, surrounded by **Nut** armchairs by *Piero Lissoni* in leather and **Pin-Up Grace** chairs by *Giopato&Coombes*.

On either side, the full, soft volumes of the **Ile Club** sofas by *Piero Lissoni* in velvet with the contrasting piping detail, featuring large cushions that seem to be suspended on the thin steel frame.

The space is warmed by two **Ice Flowers** rugs designed by *Harry&Camila* characterised by the skilful weaving of silk and wool.

The setting is completed by a line-up of white **Kalè** stools by *Mario Ferrarini* and **Bolle** stools by *Nathan Yong*.

This collaboration testifies the ability of Living Divani to dialogue with adjoining worlds and experiment with new languages as a leading figure in foremost international cultural events.

**west | nyc home \_ Company Profile**  
**live well. live modern.**

**west | nyc home**, a new, modern, high-end showroom in New York and the elegant and sophisticated counterpart of the **west | out east** showroom in East Hampton, are an innovative concept store that features furniture, closets, storage systems, decorative & architectural lighting, rugs, and accessories.

The showroom is designed as a large open-space home facing out onto Fifth Avenue, in the new appealing design hub that is taking shape in this area located in the Flatiron District. On the second floor of a picturesque Midtown building with large windows, west | nyc home illustrates housing spaces that can be found in any residential style of life thanks to a complete proposal for the home. From the top quality of Living Divani's upholstered furniture and the Porro systems and collections, to the architectural and decorative lighting and the complements by FTF Design Studio. Living spaces in the showroom are shaped by modular products that are versatile in style and function and are accentuated by highly customizable millwork as well as architectural and decorative lighting.

Just a short distance from the heart of the economy and the WCA offices, the space proposes to intercept, on the one hand, all the clients of the studio who has the possibility to admire in person the products to be chosen for their future home, and on the other, the world of New York's architects and developers, who can count on a particularly varied and complex catalogue production and, at the same time, the brand's propensity towards bespoke services.

**west | nyc home**

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## Living Divani\_ 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.

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 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 Altagamma, 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.

For information and images in high resolution:

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