

Living Divani - Press Release Salone del Mobile 2017

RELAXING LIMBO -NEWS 2017

The new **Living Divani** collection is defined by a **relaxing atmosphere**, where you can linger and rest, suspended in **time and space**, in balance between dream and reality.

Attentive in capturing **new living and travelling trends**, the dynamic and vibrant family-owned company that has made of upholstery its trademark, enhances its **refined offer** with new proposals for the **home and the contract sector**, to feel **always** comfortable, as if enveloped in a **soft cocoon** effect.

Focusing on **fabric textures, glares of metal and shapes as thin as air**, as if held together by invisible hands, Living Divani introduces ever more comprehensive and modular seating solutions that allow for maximum personalization. Objects of impeccable lines that transform every break in a precious occasion to stop, relax and make the most of **sharing and interacting with others**, or in an opportunity to enjoy the **peace and quiet of a private space**, reserved to the pleasure of dedicating some time to yourself.

Waiting times, at the airport, in a lobby or a garden, has never been so **elegant and relaxing**: the Living Divani 2017 collection is an invitation to **reclaim your own time**, because **every instant, no matter how brief or fleeting, deserves to be enjoyed in full**, thinking more about yourself.

Once more, the Company works side by side with its art director **Piero Lissoni** to improve, extend and refine its proposal of **upholstered products**.

For 2017, Living Divani offers new functional and expressive possibilities to the Rod family, designed by Piero Lissoni in 2012 and featuring a slender back and a light, airy shell, lined with inviting cushions embellished with quilted details and buttons. Launched last year, the sectional **Rod System** is now further expanded with a new curved model, ideal for creating new spatial solutions and original compositions; the new **Rod Bean** consists of central and terminal elements, fluid, dynamic shapes which come together sinuously to make even more alluring spaces. The degrees of the curving and the dual depth of the terminal units, allow the new elements to be perfectly integrated with the existing ones, opening to new settings and combinations.

Among the novelties the **Dumas armchair** by Piero Lissoni - to complement the sofa - in two sizes: one more compact, the other with generous and inviting soft lines.

With its bourgeoisie inspiration, Dumas features a comfortable seat supported by dark wood or burnished metal feet: an invitation to stop and enjoy its soft embrace. The low backrest, with its soft cushion, is connected to the gently curving armrest in a gesture of absolute simplicity that characterizes the style of the designer and the Company.

The Lipp family, which reinterprets the luxurious capitonné style with the contemporary geometrical spirit typical of the brand, extends to include the new **Lipp dormeuse**: asymmetric shape and retro touches give great charm to this bon-ton daybed, which combines a slender line to an elegantly quilted backrest and armrest, for the most sophisticated moment of relaxation.

There are also new versions for some of Piero Lissoni's most celebrated armchairs that, thanks to new materials, bring fresh approaches and renewed richness of style.

Natural materials, tactile sensations, a return to the hand-made: Living Divani gives to two classic products of its catalogue a new look with an elegant rattan cover: the rounded embrace of the **Confident** armchair and the **Lipp** armchair, which encloses the user in diamond-shaped quilting.

A dense interweaving that looks like a couture embroidery, an exquisite insert that gives a touch of utter craftsmanship, to furnish the most precious spaces, both in the home or in contract projects.

A classic in the dining room, the **Maja D** armchair boasts a fresh casual-chic look with its new short garment. The seat and armrests are covered, leaving exposed the slender legs in gunmetal grey finishing and creating a playful juxtaposition of textile and metal finish.

Furthermore, following the success of Tombolo, here comes **mini Tombolo**, a smaller version with all the characteristics of the original product, weaved by Bettina Colombo and Agnese Selva from Studio UNpizzo. Inspired by the ancient crochet technique of Cantù, this lace of natural tones recaptures the traditional stitching in a contemporary style for Living Divani, to create new patterns and designs through an extra-large bobbin and decidedly thicker treads.

Finally, the catalogue is completed by the results of the firm's latest collaborations with talents in the design world.

Taking full possession of the space, the new **Era** family by **David Lopez Quincoces** consists of an armchair, a chair and coffee tables so slimline as to appear audacious, showcasing the Spanish designer's experience in measuring weights and proportions to perfection.

The **armchair** is characterized by impeccable proportions, balancing the curve of backrest, seat and arms with the linearity of the metal structure: stylised legs, that combines sculpture and fluidity. The armrest profile, modeled with a slight twirl, reveals a choice of beauty and comfort.

The **chair** retains the family's distinctive silhouette but changes the materials: the padded backrest in calendered steel sheet, the frame in gunmetal painted steel and the seat, display several variations of the same idea, always in the sign of lightness. The fixing elements in brass embellish its linear design: a constructive detail which becomes a "vintage style" ornament.

The family is completed by the **coffee tables**, available in various heights and shapes (rectangular, square or round), with a laser-cut steel sheet structure. The table top, available in StoneOak®, walnut dyed "canaletto" and Thermo oak, or lacquered in two different polished version, - RAL-K7 3005 wine red or RAL-K7 5020 ocean blue - features elegant brass bolts, the same bright material also used for the two-tone and dual material legs.

The selection of finishes which makes every creation outstanding, enhance the sophisticated touch of these mysterious objects, that seem to be arrived from the future to homage the great masters of the past; rarefied notes to be freely dispersed around in the house or used as passe-partout for the contract sector.

Dictated by the rigor of slender aluminum sheet, like the table launched last year, **Grek Box** by brothers **Gabriele and Oscar Buratti** is a storage unit which can be wall-mounted or floor standing, whereby create various combinations with a single basic unit, either placed side by side, overlapped, at an angle or two-faced.

The balance of full and empty spaces, results in compartments of different heights to house books and objects of various sizes. A storage unit with a geometrical layered effect, whose use can be personalized for ever-new decor possibilities.

Ceiba Screen, the new screen from the designer **Luis Arrivillaga**, inspired by the coat hanger launched last year, features pure white candid linen canvas adorning the wooden frames, in natural or dark-dyed ash wood, outlining an area beyond reach, where to hide, leaving room to shadows and imagination to run free.

A game of superimpositions, “now you see it, now you don’t”, a trompe-l’oeuil, a pure yet sensual mood, with visible hems inspired by nightwear and buttons to embellish them or in the woven version **ready made by studio UNpizzo**, inspired by the ancient techniques of Cantù lace.

From the firm's collaboration with **Shibuleru**, the US design studio founded by Lukas Scherrer, comes the **Flow** rocking chair, perfect solution under the sun of the Californian beaches or on a terrace in Milan.

The ultra-light structure in gunmetal-painted steel makes a hatching effect in the air, while the covering in fabric, leather, hide or **ready made by studio UNpizzo**, woven with a hypoallergenic, recyclable, eco-friendly tubular, receives the body and accompanies your relaxation as you vanish into the sunshine, or into a cloud of thought, observing the world from new angles.

Furthermore, from the contributes to the project “**Collezione Salone Satellite 20 anni**” that this year celebrate its 20th anniversary, has been introduced in collection **Day-Dream**, a daybed design by **mist-o** the designer duo composed of **Tommaso Nani** and **Noa Ikeuchi**.

Contemporary reinterpretations of the well –known Hammock chair, design by Hans J.Wegner, **Day-Dream** consists of a structural part weaved with an hypoallergenic, recyclable, eco-friendly tubular (ready made by studio UNpizzo) which vary its intensity by ensuring the stability of the products; it is accompanied by two elegant seat cushions: a casual chic daybed that does not renounce to the details of style and comfort.

@ Salone del Mobile
Pavilion 7 / Stand C11 – D16
LIVING DIVANI -RELAXING LIMBO
Project: Piero Lissoni
Styling: Elisa Ossino Studio

In its new location within **Pavilion 7**, placed between meshed glass panels that enclose without obstructing, the **Living Divani** stand designed by **Piero Lissoni** opens **spacious and airy** in all its splendor: more than 700 square meters on two floors are linked centrally by an **astonishing spiral staircase** which draws the attention like a vortex in a **rarefied atmosphere**, in which occasional **spots of blue and red** stand out in a universe of **natural tones** ranging from **white to black**.

The refined world of Living Divani is introduced in two matching areas dominated by the bourgeoisie inspiration of the sofa **Dumas**, design by **Piero Lissoni**, which reproduces, in a renewed way, a form that in the memory is the ultimate comfort thanks to generous and liveable padded forms. Launched during the last edition of Salone del Mobile in Milan, the sofa is presented in two different widths, supported by feet in StoneOak® or burnished metal, inviting visitors to stop and enjoy its softness. Upholstered in an exquisite woven fabric in shades of blue, the full and soft shapes of **Ile Club dormeuse** by **Piero Lissoni**, are raised on a slender structure, as if on a pedestal. Evanescent yet with a strong visual impact, the shapes and colours of the **Era** tables by Spanish designer **David Lopez Quincoces** capture the eye; their tops, in different finishes, feature elegant brass bolts as fixing elements, the same bright material also used for the two-tone and two-material legs.

The multifunctional **Imago** coffee tables by Norwegian designer **Mikael Pedersen**, with their soft leather seats, complete the setting.

The large central arrangement of **Rod Bean**, which adds new curved elements to the sectional **Rod System**, is a place for interaction; fluid and dynamic shapes to create sinuous compositions, in the shape of an amphitheater, for cozier and more enchanting spaces.

Chosen to be combined with the sofa the **Dumas** armchairs, design by **Piero Lissoni**, in a rigorous version in black leather, which are distinguished by their bourgeois-inspired lines.

Placed centrally like a sculpture, the **Grek** coffee table by brothers **Gabriele and Oscar Buratti**, an imposing surface with a central fissure that may act as a magazine rack or container for other objects, is presented for the first time in StoneOak®, a naturally-derived material with a unique surface whose textures and colours are reminiscent of a stone.

On the wall is **Grek Box**, dictated by the rigor of slender aluminum sheet: a storage unit with a geometrical layered effect, whose use can be personalized for ever-new decor possibilities.

In the reception area stands a spectacular oversized version of the **Brasilia** table by **David Lopez Quincoces**: slender and sculptural in the new top in StoneOak® and legs with a "cement effect" finish; a design which rejects straight angles, replacing them with a free and sensual curving, inspired by nature. A nod to modernist style comes in the form of the **Nina** stools by the same designer, with their elegant rounded steel rod, available in two heights and both for indoor or outdoor.

Sophisticated waiting areas with a fusion flavor feature the **Lipp armchair**, design by **Piero Lissoni**, with a refined rattan cover together with the **Era coffee tables**, giving rise to scenic mixtures of materials. **Ceiba** by **Luis Arrivillaga** guarantees functionality without sacrificing a touch of poetry: a dance of slender moving structures which close and open providing different points of view and means of use.

On the other side of the stand, the *sleeping area* welcomes the shapes of the **Extrasoft Bed** by **Piero Lissoni**, surrounded by a perimeter of soft, regular volumes embellished by leather upholstery. A bed that invokes a desire to relax while expressing energy and character.

Chosen to accompany the bed, the bedside table **Moon** by **mist-o**, consisting of two side by side half circles that reveals its internal surfaces when opened, and **Stilt** by **Marco Guazzini**, whose design is a combination of shapes, emotions, details.

Designed for ultra-sophisticated relaxation, the **Lipp dormeuse** by **Piero Lissoni**, displays a lightweight, asymmetrical shape with exquisitely quilted backrest and arms flanked by **Ceiba Screen** by **Luis Arrivillaga**, in which pure white candid linen canvas adorn the wooden frames, in natural or dark-dyed ash wood, outlining an area beyond reach, where to hide, leaving room to shadows and imagination to run free.

The **Flow** rocking chair by **Shibuleru**, the US based design studio founded by **Lukas Scherrer**, with its ultra-light structure in gunmetal-painted steel makes a hatching effect in the air, while the covering, weaved with an hypoallergenic, recyclable, eco-friendly tubular (*ready made by studio UNpizzo*), receives the body and accompanies your relaxation.

On the walls, **FJU** writing desks by **kaschkasch** offers a practical work area that can be folded up when not in use, creating an elegant magazine rack. Geometry and movement are combined in the mirror **Galileo**, design by **Mario Ferrarini** displayed in the impressive 90 cm diameter version and framed by an elegant rim of bronzed steel; an object in constant balance like a Pendulum.

A pleasant and intimate living area is enclosed by **Aero** bookcases from **Shibuleru**: a modular grid whose aerodynamic shelves in black lacquer are supported as if by magic by a scenography of fluctuating vertical posts.

The sectional **Rod System** is paired with the new curved **Rod Bean** components, the **Confident** armchair with its gorgeous rattan cover, the **Rodwood XL** sofa in its new StoneOak® frame, and the well-known **NeoWall** sofa, flanked by the new **Grek Box** storage units, to create an ambience with a vintage feel, echoed in the naturalness of the detail.

The dining area revolves around the sophisticated beauty of **Notes** tables by **Massimo Mariani**, with a rigid metallic structure of three slender legs whose sophisticated appeal is enhanced by the new blue colored finishing of the glass tabletop. Continue the setting the new **Era** chairs, whose retro shape and mix of materials are a homage to past design. To complete the layout, the graphical sculpture of **mist-o's Inari** console, the black lacquered version of the **Galileo** mirror and **Ceiba** coat hanger, a tribute to ancient techniques of working with wood.

Reserved for appointments with clients, the mezzanine is a functional area for meetings, with **Wedge** tables by **Arik Levy** - a sculptural series of symmetries, here in its new "cement effect" finish - enlivened by a parade of chairs in various shapes and colors: from the **Grace Collection** by **Giopato&Coombes**, **Maja D** with long cover and in the new short one, **mini Jelly** and **mini Tombolo**, *ready made by studio UNpizzo* and all design by **Piero Lissoni**, to demonstrate the breadth of the Company's offer in terms of seating.

On the walls, the latest catalogues and other commercial tools are contained in the wall-mounted and impressively finished **Grek Box**.

For a moment's pause, there are two unmissable groups of **Extrasoft**, here presented in a playful alternation of leather and jersey knit covers, in Living Divani's spirit of cutting-edge personalized luxury.

To accompany the settings **Frog**, the iconic armchair, here shown in the princely padded version paired with **Ile Table** coffee tables and **Sartor C.** easy chairs with "deconstructed" back and armrests, in the new version of exquisite anthracite grey velvet, all design by **Piero Lissoni**.

For one-to-one appointments, there are two private meeting spaces: the first with the **Notes** table with several **Era** chairs and **Victor Vasilev's Bukva** sculpture-bookcase on the wall; the second with the **Easy Lipp** sofa at center stage to shape the space with character and lightness, combined with **Lipp** sofa, featuring a smooth, austere exterior, embellished with an interior hand-quilted and padded lower back that forms an elegant lozenge-shaped motif, together with **Ile** coffee table and **Nathan Yong's Off Cut** bookcases.

Throughout the stand, beguiling patterns are made underfoot by the flat weave carpets of the **Kumo Collection** designed by the **mist-o** duo, overlapping with rugs from the **Sin Titolo** and **Carpet Collection** by **Harry Paul**.

@Palazzo Litta

A Matter of Perception: Linking Minds

Corso Magenta 24

4-9 April 2017

Living Divani is involved for the first time as a partner in the exhibition "**A Matter of Perception**", which will enliven **Palazzo Litta** during the FuoriSalone: the most emblematic Baroque building in the centre of Milan as a new venue for experimentation and research in the city's design week.

Coordinated by **Mosca Partners and DAMN°magazine**, the third edition of 'A Matter of Perception' explores the theme "Linking Minds"; in other words the ideas generated by bringing together different minds, leading to wonderful end outcomes of mental interconnection.

The main project - in the building's courtyard - is in the hands of the famous American design studio **Diller Scofidio + Renfro**, known worldwide for its works which integrate architecture, visual arts and artistic performance. Honoured by the MacArthur Foundation with the "Genius" prize, the New York based studio is also responsible for rebuilding the High Line in Manhattan, the Berkeley Art Museum and Pacific Film Archive, the Broad Museum in Los Angeles and the refurbishment and extension of the Lincoln Center for the Performing Arts and the MoMA, also in the Big Apple.

In its first Italian project, the **DS+R** studio transforms the courtyard of Palazzo Litta into an open-air installation, a Pavilion or interdisciplinary convivial meeting place, where a tensile mesh structure conveys the energies of a multi-form creative process, stimulated by the coming together of the skills and sensibilities of American architects and those of renowned Italian names in fashion and design.

Living Divani furnishes the courtyard of Palazzo Litta with its typical formal purity, offering elegant yet informal spaces where visitor can be comfortable while contemplating the artwork and interacting with it.

49 elements of Extra Wall, the modular sofa that offers a thousand astonishing combinations, are used to create geometric islands in the exhibition space, tastefully furnishing the sponsors' area too, for relaxation and discussion.

Living Divani's participation in the **DS+R Courtyard** project demonstrate the natural inclination of the Company to communicate and decode the constantly changing requirements of this sector, by working in partnership with the most prestigious architecture studios as an active part in the world of contract projects.

From the initial project to any necessary prototyping, right through to the execution of the end product, the designer's idea becomes reality thanks to the expertise of Living Divani, which offers its clients a wide-ranging catalogue and the ability to develop innovative solutions in terms of research into form and materials.

In addition to furnishing the outdoor space of the Palazzo's main courtyard with its characteristic elegance, Living Divani is also involved in the decor of the **Bistro Litta 24**, accessed via the Clock Courtyard.

Completely refurbished under the creative direction of architect and interior stylist Elisa Ossino, the space is characterised by a highly scenographic look, closely connected to the declared concept of Linking Minds.

At centre stage in the **outdoor lounge area** is the **Agra** family by **David Lopez Quincoces**, with its neoclassical look presented in white fabric, in both the light versions or woven with waxed cord in black, enhanced by the combination of shades of green used for the decorative cushions. Alongside, the new **Flow** rocking chair by **Shibuleru**, perfect under the Californian sun or in a Milanese terrace. Nearby are the pure, poetic forms of the **Rabbit & The Tortoise**

Collection tables from *Studio Juju*, and the architectural shapes of *Victor Vasilev's B2* coffee tables.

A more intimate area, the **Lounge Bar** adjacent to the actual restaurant, sees the **Track** bench, in its oversize version with large and regular shapes, accompanied by ottomans **Bolle** and the tables **Family Lounge**, **Drop Tables** and **Rabbit & the Tortoise Collection**, to furnish with lighthearted levity the indoor, communicating the idea of a Living Divani world of great elegance and pleasantness.

@ Fabbrica del Vapore

SALONESATELLITE. 20 years of new creativity

Via Giulio Cesare Procaccini, 4

Milan

4 to 9 April

In line with a modernism that's attentive to change and open to internationalization, over the years **Living Divani** has included in its collections numerous products by young designers, the result of ongoing **talent scouting** among the new generation of the design world.

Some of these collaborations came about in the **Salone Satellite**, the pavilion curated by **Marva Griffin**, which this year sees its twentieth anniversary.

To mark the occasion, Living Divani is taking part in the exhibition entitled "**SALONESATELLITE. 20 anni di nuova creatività**", curated by **Beppe Finessi**, with the products which were initially spotted in this hub of young talent and subsequently turned into commercial products, thanks to a process of industrialization implemented by the Company itself.

Among the products exhibited is **Mikael Pedersen's Imago**, a multifunctional coffee table that stands out for its fun play of opposites: the horizontal form of the contoured table-top contrasting with the pleasant incline of the tapered legs, and the material aspect of the wood with the smooth, soft surface of the seat which takes shape and becomes three-dimensional.

FJU, an ultra-streamlined writing desk, a practical and foldable surface which can be closed when required to make room, designed by **kaschkasch**.

Rabbit & The Tortoise Collection by **Studio Juju**, a family of small tables which can be arranged as desired, to furnish domestic spaces with elegance and cheerfulness.

Furthermore, Living Divani contributes to the project "Collezione Salone Satellite 20 anni" that, this year, celebrate his anniversary with a special edition of products, design by international talents of design whose career started right from Salone Satellite.

Mist-o, the designer duo composed of **Tommaso Nani** and **Noa Ikeuchi** entrusted the Company for the creation of a daybed; a contemporary reinterpretations of the well-known Hammock Chair design by Hans J. Wegner.

Day- Dream consists of a structural part weaved with an hypoallergenic, recyclable, eco-friendly tubular (ready made by studio UNpizzo) which vary its intensity by ensuring the stability of the products; it is accompanied by two elegant seat cushions: a casual chic daybed that does not renounce to the details of style and comfort.

To highlight the close link between the firm and the Salone Satellite, this year Living Divani will furnish part of the space inside pavilions 22-24: at center stage will be several **Metrocubo** sofas by **Piero Lissoni**, with their full, bold forms softened by inviting and yielding padding. These are accompanied by **Victor Carrasco's Fold** armchairs, whose singular upholstery evokes the multiple sections of a fan, and **Piero Lissoni's Ile** coffee tables with tempered, back-painted glass tops.

Culture, sensibility and diverse experience intertwine in the Living Divani collection, making the brand's range eclectic and appropriate in any environment.

@ Palazzo Bovara
Elle Decor Concept Store
Corso Venezia 51
Milan
3 to 28 April 2017

Living Divani returns to **Palazzo Bovara** during the 2017 Milan Design Week, as part of the immersive **Elle Decor Concept Store** installation.

The exhibition-event, dedicated to new trends in retail, changes in shopping spaces and new ways of purchasing, explores the magazine's views on the New Shopping Experience in terms of staging, sociology and technology. Attention is focused on design and fashion, always the gems of Milan's excellence, whose sales outlets are evolving in line with changing tendencies in the new concept of the buyer: no longer a mere client, but a person placed at the centre of the consumer experience, and increasingly inclined to use digital means.

Designed by **GamFratesi**, the exhibition at the ED Concept Store will feature Living Divani's **Sartor. C** armchair, a new variant of the Curve armchair designed by **Piero Lissoni** in 2009. Featuring a unique "deconstructed" backrest and arms, giving more casual comfort, the armchair emphasizes material quality, sensory experience and the customizable finish to captivate the user, just like a high fashion garment.

@ Palazzo Cusani
White in the City - White Icons
Via Brera n° 13-15
Milan
4 to 9 April 2017

During the week of Salone Internazionale del Mobile and as part of the Fuori Salone events, Living Divani contributes with the **Frog** armchair to the "**White in the City - White Icons**" exhibition, curated by architect **Giulio Cappellini**. The project involves some of Milan's most prestigious venues, each with its own personality and interpretation, in a single itinerary which tells the story of White in all its chromatic and symbolic aspects.

Frog, an iconic item in the firm's collection, will appear in the Total White version, in the utmost purity: white woven PVC with an exquisite ton sur ton effect, and white painted steel structure. A dream.

@ Fiera Milano – Rho, Pavilion 15, stand H28-G47
DeLightFuL- Design, Light, Future, Living
4 to 9 April 2017

Living Divani participates in the exhibition event **DeLightFuL** organized by Salone del Mobile.

Located in **pavilion 15**, DeLightFuL is a visual and sensory journey through everyday living and contemporary space and a reflection on the new generations: an exploration of their way of living and conceiving their domestic space. Curated by **Ciarmoli Queda Studio**, the exhibition uses an original, unconventional and stimulating approach to address the four key concepts on which the event is based: Design, Light, Future, Living.

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Various items of furniture have been selected to tell the story of contemporary design; among them are several iconic Living Divani pieces, such as the **Bubble Rock** sofa, a harmonious and slightly transgressive item, and the soft, full shape of the nest-like **Ile Club** sofa.

In integral part with the DeLightFuL exhibition is a **short film** produced and shot by **Matteo Garrone**, which focuses on technology, light and design. The film presents an unusual and unconventional view of contemporary design, immersed in the metaphysical atmosphere of a waterfall in the magical woods of Viterbo province. In the half-light, the eye is drawn to the comfortable and shrewd **Pasticca** composition in shades of red, blue and brown.

@ Fiera Milano – Rho
Red Lounge Cosmit
4 to 9 April 2017

Lastly, Living Divani furnishes the **Red Lounge** of **Cosmit** – the area with access reserved exclusively for the media - with **Agra** sofas by **David Lopez Quincoces**, with their gunmetal painted structure and black woven cellulose cord, upholstered in grey fabric. To complete the ensemble is **GreK** by **Gabriele and Oscar Buratti**, a low, masculine table with an intensely industrial aesthetic.