

LIVING FROG

A journey through the different models of Piero Lissoni's masterpiece, unveiling Living Divani style

Reference point on the furniture design scene due to the perfection, harmonious proportions and sense of understated luxury of its upholstery, **Living Divani** returns to Brussels on September 14th together with its dealer **Diito** for **Brussels Design September**.

The well-known showroom will host “**Living Frog**”, an **exhibition-event** entirely dedicated to Living Divani, with a scenographic setting designed by **Lissoni Associati**, which winds through the space expressing, with the **most famous pieces in the collection**, the guidelines that have always characterized and distinguished every single creation of this Italian brand. The narrative is completed by **mood-board, technical details and styling objects**, which contribute to give life to the impeccable image of the Living Divani style, curated in each detail.

The visitor is welcomed at the entrance by a set of platforms presenting the **Frog** armchair, the iconic product designed in 1995 by **Piero Lissoni** that in 2015 celebrated its 20th 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; the armchair is shown in all its innumerable versions, revisitations that have renewed its image over time whilst always remaining true to itself.

5 different **models** are shown to present the numerous profiles and the casual look always different that made her famous. It has become the leitmotif of its story, perfectly revealing the style, the world of living and the evolution of Living Divani style. Window graphics and explanatory panels allude to a museum context, reserved for those who wish to explore the history of both Frog and the brand.

Following are **5 settings** that perfectly converse with the different Frog armchairs presented at the entrance, amplifying their concepts and articulating the **5 keywords** of Living Divani design.

1. Iconicity

Formal simplicity combined with creation complexity and an everyday sense of luxury based on aesthetic purity and on the quality of details distinguish the Living Divani style.

Clean lines, to give maximum emphasis to geometries and volumes, a meticulous attention to the proportions of individual elements and the harmony of the whole; these are the secret ingredients that, over the years, have transformed simple products into timeless icons.

With its lightweight and anatomical profile, the **Frog** armchair with leather trim and stainless steel structure is a bestseller and a visual icon of the brand, such as **Extrasoft**, a modular sofa with informal aspect that summarizes in its genesis the entire evolution of the Living Divani upholstered sofa. Emblem of constant research conducted by the Company alongside its art director *Piero Lissoni* to define new forms of relax, suggest new ways of living and inspire new lifestyles, Extrasoft is exposed in black leather in the first setting with **Starsky** tables by *David Lopez Quincoces*, which are characterized by the decorative inlaid motif of the table top, and with the

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bookshelf **Aero** by *Shibuleru*, a new domestic totem, whose aerodynamic shelves are supported, as if by magic, by a set of fluctuating vertical posts.

In the background, a video wall projecting the **corporate video** to explore inside the Living Divani HQ in Anzano del Parco, a landmark with strong visual impact designed in 2007 by Piero Lissoni to crown the first 40 years of the brand.

2. Research

The expressive and aesthetic research of Living Divani, articulated in the evolution and transformation of lines, goes hand in hand with those of production and technology.

The pieces included in the Living Divani catalogue are the results of the perfect equilibrium between technological innovation, craftsmanship, industrial production and manual expertise.

The most experimental model of Frog emerges in the **Carbon Frog** version that combines a carbon fibre structure with a polyester weave, creating an ultra-light seating for both indoor and outdoor use. The choice of carbon fibre, a polymeric material with high performances used more and more frequently in the field of aeronautical and automotive fields, is completed with manual procedures that have made it a unique and finely crafted product.

A setting dedicated to brand research presents some interesting constructive details of catalogue products in 5 glass cases. The **Carbon Frog** section is accompanied by the detail of the cast aluminium leg of the **Brasilia** table by *David Lopez Quincoces*, drawn from the mould to get its sensual curvature inspired by nature, and by the weaving of **George's** chair by the same designer in the fine connection between the back and legs. Following, the close-up of the fine *capitonné* detail reinterpreted with a contemporary spirit typical of the family of **Lipp** upholstered sofas, and the **Mini Frog** eye-catching miniature version in 3D plaster powder print made from a scan of the actual armchair.

3. Materials & Colours

Quality and sophistication of materials have always characterized Living Divani collection.

The highest quality of natural materials such as leather and hide, skillfully worked, is paired with flat or woven fabrics in colours ranging from neutral dyes of white, gray and beige to expressive tones of orange, red, green and blue, without sacrificing strong decorative motifs.

Even weaved elements are fundamentals of the typical elegance of Living Divani, a Company where rediscover techniques from the past while experimenting. Alongside the upholstered version, the weaved version of **Frog** is available in several materials such as waxed rope, hempen rope, cellulose rope, leather, polyester, Scooby, and in the lively version with a PVC profile trim, to be creative with colors.

A selection of Living Divani materials are grouped in the **Material Lab**, a room where easels feature different types of leather, the brand's favourite material, selected for its softness and elasticity like an outfit that combines perfectly and enhances the impeccable shapes of its furnishings, while on the walls fabrics are wrapped in several colors and different compositions, to feel their quality by hand.

Sophisticated beauty and material experimentation also distinguish the complementary furnishings, such as the **Notes** table by *Massimo Mariani* with rigorous metal structure of three slender legs and essential glass top, the **Era** chairs by *David Lopez Quincoces* homage to the design of the past with backrest strap and padded seat upholstered in leather or fabric, and the **Off Cut** bookshelf by *Nathan Yong* conceived by assembling interlocking pieces of solid wood, proposed by Living Divani in refined numerous variants.

4. Hand-Made

Beauty as a fundamental component of each product, a real obsession for quality and a maniacal attention to details; these are the secrets of the perfection of Living Divani furnitures, the added-value that differentiates and transforms a creation from prêt-à-porter to haute couture.

Raw cut edges, visible seams, padded inserts, bold stitches and weaves are just some elements of the precise craftsmanship that embellishes the rigorous volumes of the brand's furnishings.

Emblem of the Living Divani craftsmanship is the **Frog** model, the result of the experimentation with scooby, a three-dimensional thread of interwoven leather creating a square broad-knit design.

In the living setting, which draws attention to every single detail, the bourgeois-inspired **Dumas** sofa, representing comfort par excellence thanks to generous and lively padded shapes, is accompanied by the new **Era** tables by Spanish designer *David Lopez Quincoces*. Their table top, available in StoneOak®, walnut dyed "canaletto" and Thermo oak, or lacquered in two different polished versions- RAL-K7 3005 wine red or RAL-K7 5020 ocean blue - is embellished with elegant brass bolts, the same bright material used also for two-tone and dual material legs.

5. Creativity

Cultures, sensibilities and experiences intertwine in the Living Divani collection.

In accordance with a contemporaneousness mindful of change and open to internationalization, besides Piero Lissoni, the Company has gradually involved in its catalogue a number of new designers such as Arik Levy, Claesson Koivisto Rune, Francesco Rota, Gabriele e Oscar Buratti, Harry Paul, Junya Ishigami, Piergiorgio and Michele Cazzaniga, who offer different voices and visions bringing to the brand eclecticism and appeal to different parts of the world.

Thanks to the results of its perceptive talent scouting among the new generation of designers, Living Divani has included in its collection the projects of a number of young talents such as David Lopez Quincoces, mist-o, Lukas Sherrer, Victor Vasilev and Unpizzo discovered during some of its real and virtual journeys, from North to South and East to West, in search of new perspectives and manual skills to join its team. Different visions which, though unique in their individuality, have the same common denominator.

The opening to worlds other than design is an integral part of the Living Divani DNA, as demonstrated by the competition promoted on the occasion of the 20th anniversary of the Frog armchair aimed at former scene designers at the Teatro alla Scala Academy for scenographic revisitation, resulting in the fresh and playful versions of the original model.

The artistic imprinting of the brand is also expressed in some catalogue products such as **Family Chair**, seating elements with magnified optical effect, by the *enfant prodige* of Japanese architecture *Junya Ishigami*, displayed in the niche like poetic sculptures to complete the path.

Finally, an overview of the Living Divani Outdoor collection, protagonist in the outdoor terrace where to socialize at the end of the exhibition: a large relaxing area with **Frog** armchairs in PVC, **Agra** sofas by *David Lopez Quincoces* characterized by elegant neoclassical and oriental charm, with woven backrest and **B2** low tables, demonstrating how the sophisticated design of the brand also extends to the outdoors.