

**Living Divani protagonist at «Italian elegance...»  
28<sup>th</sup> September 2017, Showroom My Design, Paris**

Reference point in the design furniture scene due to the perfection, harmonious proportions, and understated luxury style of its upholstered furniture, **Living Divani** participates to a special event organized by **My Design** in **Paris** at **28<sup>th</sup> September**.

The well-know **showroom in Paris**, guided by **Marie-Line Salancon** and **Leonard Thomas**, offers a rigorous and spectacular selection of furnishings, objects and lighting that includes prestigious brands, young designers, vintage items and exclusive creations. «**Italian elegance...**»: a pathway that shows the **taste, creativity and incredible savoir-faire of both eclectic and cosmopolitan Italian brands**, unique at elegantly «dressing» each product.

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**, in equilibrium between technological innovation and craftsmanship, industrial production and manual expertise.

The exhibition space of the store is entirely reserved to the Living Divani proposal in a **sophisticated total look in black and ecrù colors**: a warm and chic Parisian atmosphere that illustrates the possibility of customizing the collection by changing colors and finishes to suit personal tastes, getting different compositions.

The 5 settings visible from the showcase on the street - the bedroom, the living, the entrance, the outdoor and the dining/ office area - are a flow of brand proposals, which over the years has been able to develop an articulated offer that revolves around **upholstered systems with distinctive shapes and volumes** signed by Piero Lissoni, combined with **strongers complements** by young talents involved in the Company over the last few years.

**In the night setting** by a haute-couture spirit, where quality, sophistication of materials and craftsmanship are protagonists, there is the **Lipp Bed** by *Piero Lissoni*, featuring, on the headboard, its characteristic and elegant sartorial detail, a stylistic code but also a soft element to lean against. It is accompanied by the beside **Stilt** by *Marco Guazzini* in thermo oak, revealing its design as a combination of shapes, emotions, details, memories, and by **Starsky** low tables by *David Lopez Quincoces*, which feature a delicate decorative motif on their top characterized by interplay of shades and hues, from dark to light.

Designed for the most sophisticated relaxing moments, the **Lipp** dormeuse by *Piero Lissoni* is characterized by an asymmetric shape and retro touches combining a slender line to an elegantly quilted backrest and armrest, and is protected by **Ceiba Screen** by *Luis Arrivillaga*, presented in a special edition where black linen canvas are hang to a framing system of charcoal-dyed wood, delineating a place of pleasure inaccessible to a gaze. By the same designer, the **Ceiba** coat hanger, a dance of slender structures which close and reopen around a central linchpin, creating different points of view and methods of usage.

Inside a wide sartorial luxury relax area, the Rod family by *Piero Lissoni*, characterized by slender back and light, airy shell, lined with inviting cushions enhanced with quilted details and buttons at sights. The **Rod System** sofa, in the modular version to build new spatial solutions and original compositions, is completed by the **Rod** armchair, presented in a personalized version for My Design with the frame in Corian, and by the **B2 and B3** low tables, a little collection by *Victor Vasilev* based on the idea of architecturally-inspired shapes.

In the entrance, the full and soft shapes of **Ile Club** sofa by *Piero Lissoni* welcome visitors inside the world of formal purity of Living Divani; reduced to a minimum thickness, the sturdy skeleton lightly and effortlessly supports the top, which is voluminous, welcoming and visually more striking. Evanescent and at the same time by a strong visual impact, the **Era** tables by the Spanish designer *David Lopez Quincoces* are available with top in Stone Oak, walnut dyed "canaletto" and Thermo oak, or lacquered in two different polished versions- RAL-K7 3005 wine red or RAL-K7 5020 ocean blue, embellished with elegant brass bolts, the same bright material used also for two-tone and dual material legs. Following **Inari** console, by *mist-o*, a material and immaterial alchemy, a balance of empty and full spaces marked by perfect symmetry, and **Sartor. C** armchair by *Lissoni* which emphasizes the unique quality of the "deconstructed" armrest and backrest for a more casual comfort, through new materials that enhance the textures and the sensory experiences.

Inside the outdoor area, the **Agra** sofa by *David Lopez Quincoces* characterized by perfect proportions, neoclassic elegance, and oriental appeal, dialogues with **Poncho** by *LucidiPevere*, an armchair with snug shapes in curved tubular steel frame, revealing an intimate space, enhanced with plenty of cushions. Complete the setting the **Rabbit&The Tortoise Collection** by *Studio Juju*, placed around sinuously, decorating with elegance and joy, together with **Family Chair** by *Junya Ishigami*, with a remarkable magnified optical effect.

The bookshelves **Aero** by *Shibuleru*, functional and ultra-light, supported by a set of fluctuating vertical posts as if by magic, create a new domestic totem. Moreover, the table **Brasilía** by *David Lopez Quincoces*, a design which rejects straight angles, replacing them with a free and sensual curving, inspired by nature, is presented with the new cement finish, together with the new **Era** chairs which with their materic mix, represent an homage to the design of the past reinterpreted in a contemporary way. 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.

**FJU**, an extremely linear desk by *Kaschkasch*, represents a practical foldable work space than can be closed to free up space whenever you need it; an exercise in orthogonal projections, **Nina** by *David Lopez Quincoces* are minimal pieces of furniture but, at the same time, decorative. For a quick moment of pause, **Kiru** armchair by *Giopato&Coombes* that with its soft and broad shapes, distinguishes itself for the fine tailoring details.

In the inner pathway, the iconic upholstered systems designed in the years by *Piero Lissoni* create a relaxed atmosphere, where to stop and breathe: they articulate in the space reaching the maximum personalization.

In the first living area, the **Neowall** sofa in light gray fabric, is pleasantly asymmetrical with **GreK Box** by *Gabriele and Oscar Buratti*: a storage unit which can be wall-mounted or floor standing, designed by the rigidity of thin sheets of aluminum. The **Confident** armchair in black natural leather features a precious anthracite painted rattan cover, a dense weave that looks almost like a couture embroidery, while **GreK** low table by *Gabriele and Oscar Buratti* offers a table top cut through by a central crevice that serves as a magazine holder or container for objects.

For lunching or working, indoor and outdoor, the **Notes** table by *Massimo Mariani* marries the structure of three slender legs connected through metallic strips with cement, chosen for the top finish.

The wide central **Rod Bean** composition is intended for conviviality and adds new curved elements to the **Rod System** modular sofa: fluid and dynamic shapes which come together sinuously to make even more alluring spaces. Come back with their lines and colors the **Era** table while, for reading, next to the **Off Cut** bookshelves by *Nathan Yong*, **Era** armchair is proposed, 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.

Last but not least, a classic of Living Divani such as **Extrasoft** modular sofa, here in gray tones, could be missing: cosy and restful seats which can be placed next to each other in a geometrical configuration, but with irregular contours. Visual icon of the brand, it represents the emblem of a constant research led hand by hand with the Company's art director *Piero Lissoni*, to define new forms of relaxation, to suggest new ways of living and to inspire new lifestyles.

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