

The Living Divani's 2018 collection flies to the Big Apple

Living Divani, point of reference in the design scene due to the perfect, harmonious proportions and feeling of understated luxury of its upholstery, flies to the Big Apple in occasion of the **New York City Design Week**, a moment of events, exhibitions and celebrations related to the world of major international design.

Few days after its official presentation at the Salone del Mobile.Milano, the Living Divani's 2018 collection enriches its proposals within the showroom **west | nyc home**, the innovative concept store curated by **WCA West Chin Architects & Interior designers**, a prestigious architecture, interior design and decoration studio.

Designed as a big open-space house with a view on the Fifth Avenue, the showroom renews its look welcoming the new sofa **Floyd**, by **Piero Lissoni**, available in a floor-mounted version or raised on a fixed base for the **Floyd HI** variant. The simple and harmonious elegance of the whole, the soft naturalness of the gently curved cushions and the calibrated proportions link together past and current design, giving voice to unexpressed emotions and memories; a reassuring comfort, to daily enjoy, that does not renounce to the details of style typical of Living Divani. The brand's presentation continues with some remarkable and most representative products such as the iconic **Extrasoft**, the cozy **Softwall**, the airy **Ile Club** and the innovative **Rod System**, all designed by **Piero Lissoni**. Cannot be missing the new **Era Settee**, design by **David Lopez Quincoces**; characterized by a vintage inspiration, it is a two seater sofa ideal for waiting areas.

The presence of the Italian brand also continues within **ICFF**, the leading trade fair in North America dedicated to high-end contemporary furniture; it is a sought-after show for Architects, Interior Designers and Developers in the residential, retail, commercial and hospitality sectors. With over 800 exhibitors and more than 36,000 industry peers, this remarkable blend of international companies creates an unparalleled opportunity to view a broad, yet highly focused selection of the world's finest, most innovative and original avant-garde home and contract products.

In this context, the Living Divani's collection finds its perfect location thanks to the presentation designed by **west | nyc home** where dominates an **Extrasoft** composition in leather, iconic modular sofa by **Piero Lissoni**, that features cozy and restful seats which can be placed next to each other in a geometrical configuration, but with irregular contours, accompanied by the **Family Lounge Table** lacquered in white.

To complete the world of formal purity and attention to the details of Living Divani, some of the products designed over the years by **Piero Lissoni**, Art Director, main witness and interpreter of the brand: the rounded enveloping armchair **Confident**, the squared armchairs **Easy Lipp** softened by the stitching of the seat and the small coffee table **Jelly**, with top in Carrara marble accompanied by the **mini Jelly** armchairs. To continue the presentation, the coffee table-stool **Kalè**, by **Mario Ferrarini**, enchants with purified lines, studied on the simple geometry of the circle and the mirrors **Galileo**, always by **Mario Ferrarini**: a type of pendulum, ready to oscillate to reflect the world in its many facets. To define the setting, the console **Inari**, design by the Italian- Japanese duo **Mist-o**, is the perfect alchemy between material and immaterial; a balance of empty and full spaces marked by perfect symmetry.

The dual presentation of Living Divani in New York is part of the **positive trend of growth in the United States**, which reconfirm themselves as one of the most receptive market towards the sophisticated luxury of this brand.

ICFF, Jacob K. Javits Convention Center, NYC, Booth 2257

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