

Living Divani: 50 Years Since 1969 - 2019 Collection

Perseverance, strong commitment, a touch of luck and a genuine fixation on the highest-quality of contemporary design. These are the secrets behind the success of Living Divani, the Company from Anzano del Parco (Como) renowned for the immediately recognizable pure and clean lines of its soft furnishings, whose singular journey has turned it into a leading brand with a remarkable international reputation and brought it to the important milestone of its 50th anniversary.

From the outset, the distinctive features of the brand have been clean silhouettes, sophistication, a carefully chosen palette of colors and a sense of energy and freedom; characteristics that are impressed, like a seal, in the 2019 collection, proving how the Company has succeeded in reaching across the world of design with its own genuine and individual interpretation.

The Company project initially prefigured by **Renata and Luigi Bestetti**, in 1989 comes together, connects and takes shape thanks to **Piero Lissoni**, Art Director and main designer of the Living Divani's contemporary upholstery collection, in a creative harmony that celebrates its 3rd decade of collaboration.

From the 2000s onwards, following the involvement of Carola, second generation in the Company, and the participation of numerous young talents intercepted by the brand along its route, Living Divani gives shape to a collection without typological, geographical and style limitation, which faces the actual global situation from different points of view, but always with its distinctive elegance.

Among the numerous collaborations, some have proven during the years, their strength and relevance. In particular, the one with the Spanish architect and designer **David Lopez Quincoces**, who has been able to stand out from the new avant-garde of young designers active all over the world. For the 2019 collection, he designs **Greene**, a sofa in fixed measures, defined by gentle curves for a relaxed and casual proposal: a structured yet soft perimeter welcomes ample cushions while standing on slender feet, restating once again the attention toward every small detail.

Clean and simple intersecting lines that balance the visual impact of the whole are the defining characteristics of **Sailor**, the new floor-to-ceiling bookcase. The airy pace of the vertical posts, with hexagonal section, contrasts with the tighter rhythm of the slender shelves, created by bringing together two different materials in a "chiaroscuro" play which shows a refined wood craftsmanship skill.

For Living Divani 2019 collection, **Keiji Takeuchi** takes inspiration from a street lamp and transforms it into a multipurpose home sculpture, originating the combination "**Light with a table**". Its slender and graphic silhouette, with retro style references, is the result of a skilful construction: a base to provide stability, a metal tube that curves and ends in a source of light and a table connected to it; a perfect light spot next to a bed or a sofa, to emphasize its lines. A new inspiring inhabitant of the "Living Divani world".

Living Divani re-confirms its artistic collaboration with **Shibuleru**, the design studio founded by Lukas Scherrer, who took the concept of the **Aero** bookcase and gave it new purposes. Conceived for entrances and bedrooms but also ideal in hotels, the new **Aero V** captures the eye with its basic elegance, a skilful combination of horizontal and vertical elements, that works just as well for accessories. A calibrated simplicity that betrays a sophisticated work of synthesis for an item that gives precise style and functionality to welcoming and waiting areas.

Scenographic presence in the living or dining room, the bar cabinet **Aero B** shares the same lightness of the bookcase, concealing a container through shutter doors that slide along the perimeter, offering a dynamic alternation of full and empty spaces.

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The family of **Pebble Low Table** by **Lanzavecchia + Wai** design studio takes once again inspiration from organic shapes. Following the success of the vanity desk presented last year, the idea of **Pebble** expands, creating a family of small coffee tables defined by light and delicate silhouette, like stones, that privileges now a rounded layout or an elongated one. They follow the concept that nature never repeats itself, creating something different every time. Fluid bodies that move in space, where the simplicity of the shape matches the preciousness of the materials and the accuracy of the execution, for sophisticatedly unique furnishings.

For the first time, Living Divani crosses paths with the New York designer and keen traveller **Stephen Burks: Islands** is a family of free standing storage units accessible from different sides, thanks to a perimeter of wooden slats which appear to have been randomly fitted. A central pivot allows them to rotate and create either a compact shape or an airy presence, offering different interpretations of the same product and an example of fine craftsmanship.

Marco Maturo and Alessio Roscini, from Milan-based **Studio Klass**, seal their first collaboration with Living Divani. The new **Flap table** with steel feet, available in round, rectangular, square and oval shape, are defined by a lacquered structure which welcomes a wooden top that opens thanks to a piston, enjoying always different relationships between humans and products.

Living Divani's clean silhouettes meet the essential style of young Italian designer **Leonardo Talarico**. The new glass holder **Vizio** consists of two lines that cut through the air, evoking dynamism and ethereal balance at the same time: a gesture that becomes real and acquires three-dimensional value thanks to the lightness of the steel rod, enriching Living Divani's outdoor space with a powerful visual element. The **Materica** table lamp is a sculpture-like object resulting from the taking out of the excess while catching a fleeting intuition, natural outcome of a free creativity. A delicately modelled steel tube ends with a bulb, emphasising the curve silhouette and highlighting the fine simplicity of the whole.

Last but not least, the new **Floyd-Hi Bed** by **Piero Lissoni** makes its début in the night area. Just as the sofa that inspired it and with which it shares its name, it is defined by large and soft cushions laying on the lowered headboard, creating a pleasant play of heights, joints and textures, in the name of three-dimensionality and pureness of lines.

Living Divani @ Fiera Milano-Rho
Hall 7 / Stands C11-D16

During the year of the brand's 50th anniversary and Piero Lissoni's third decade as Art Director, Living Divani presents an exhibition that assumes artistic connotations, offering an atmosphere filled with lightness, joy and positivity.

The front area is entirely dedicated to a huge **Extrasoft** composition, the brand iconic product, signed by **Piero Lissoni** in 2008, still a best seller in both its indoor and outdoor version: the soft and cosy version of Extra Wall, the first revolutionary product to suggest a 360° view. Presented in the shades of white and covered with different fabrics alternated with attentive casualness, Extrasoft becomes a graphic symbol in space, with geometric effects that suggest a next step: the chance to personalise a living space freely choosing materials, combinations and preferred colours, turning what here is pure abstraction into something real.

Extrasoft is surrounded by **Carbon Frog**, a light interpretation of **Piero Lissoni** 1995 Frog armchair, in carbon fibre, presented in new eye-catching colours – Ral -K7 5011 Steel Blue, Ral-K7 3007 Black Red, Ral - K7 7022 Umbra Grey – and accompanied by **Keiji Takeuchi's** 2018 **Kiwi** tables lacquered in matching colours, creating an amazing visual effect.

The space is vertically dominated by two astonishing five-metre-high **Sailor** bookcases designed by **David Lopez Quincoces**, supported by tie rods that evoke acrobats and trapeze artists but also the sailing world that inspired the product: a unique style that perfectly represents the spirit of Living Divani 2019, telling the story of a collection that started with sofas, the brand's core business, and expanded to include new categories of products and experiment new languages. Sailor is presented with a hexagonal raw iron pole, that supports shelves, in Stone Oak® on top and painted matt black underneath, evoking the linear elegance and sartorial spirit that define Living Divani.

In the reception area the atmosphere becomes more intimate: protected by the **Ceiba Screen** designed by **Luis Arrivillaga**, **Pebble**, the desk/vanity table by **Lanzavecchia + Wai**, is presented with **Nina**, the stool designed by **David Lopez Quincoces**, a display of orthogonal projections that trace the harmonic curve of the moon on the ground.

The winter garden is inhabited by the iconic **Family Chair** collection by **Junya Ishigami**, which produces remarkable magnified optical effects together with **Vizio**, the new glass holder by **Leonardo Talarico**, a display of slender lines and artistic gestures.

The **Aero V** valet stand by **Shibuleru** suggests an entrance and waiting area, on the right side next to **Era Sofa** by **David Lopez Quincoces**, on the left one with the elliptical sofa **Floyd-Hi** by **Piero Lissoni**, completed by "C"-shaped table **Tethys**, designed by **Gabriele and Oscar Buratti**.

In the following living area, Living Divani opts for **Piero Lissoni's** new **Floyd** system, proposed in different compositions to create spacious waiting rooms in which the keyword is freedom. Freedom in mixing geometries, materials and colors, obtaining unique solutions with a strong personality.

The expressive richness is dominant both in the Floyd modular version, where the linear or elliptical padded volumes open to accommodate the tables, and in the Floyd-Hi version, raised on a metal bracket in fixed measures, and shown also in the new variant with single foot.

The **Sailor** bookcases, in walnut and bleached maple, screen off the central area dedicated to the undisputed protagonist, the new **Greene** family by **David Lopez Quincoces**, offering a relaxed elegance both in the version with hide structure and in the variant all upholstered in fabric, combined with the new **Flap** tables by **Studio Klass**, with lacquered structure and wooden top, which open revealing a functional internal container.

Complete the setting in details, the new "**Light with a table**" by **Keiji Takeuchi**, a multifunctional home sculpture, **Lanzavecchia + Wai's Pebble** tables with their organic shapes and the precious **Islands** storage units designed by **Stephen Burks** accessible from different sides, thanks to a perimeter of wooden slats which appear to have been randomly fitted. On the walls **Galileo**, designed by **Mario Ferrarini**: a sort of pendulum ready to oscillate to reflect the world in its different aspects.

On the mezzanine, two working areas for informal meetings bring together **Arik Levy's Wedge** tables finished "cement effect" and a various model of Living Divani seating solutions: the **Grace collection**, designed by **Giopato&Coombes**, **George's** chairs, by **David Lopez Quincoces**, the refined **Mini Tombolo** and the elegant **Maja D** by **Piero Lissoni**, with short and long housse, and the latest novelty, **Rivulet**, by **Junpei & Iori Tamaki**, with steel structure, suitable for indoor and outdoor spaces, and the wooden variant, both available with different weaving combinations.

Placed between these two areas, a third one, suitable for a dining room and an office, shows **Massimo Mariani's Notes** table, which here is presented in the new version with Lazy Susan and accompanied by **Era** chairs, by **David Lopez Quincoces**, with leather or fabric seat and backrest.

In addition to the **Aero** bookcase by **Shibuleru**, an area for informal meetings features **Era Armchairs** and the **Track** bench, designed by **David Lopez Quincoces**, together with the curvy lines of the upholstered **Rod Bean** refined by the elegance of the **Dumas** sofa, both must-have pieces of the upholstered collection by **Piero Lissoni**. Functional, the **Grek Box storage units** by **Oscar and Gabriele Buratti** whose use can be personalized for ever-new décor possibilities.

Private areas propose a Lipp sofa that reinterprets capitonné manufacturing in a contemporary key, together with the enveloping **Confident** armchairs, with rattan shell on a swivelling base, and quilted **Lipp Armchairs** accompanied by the **Ile Club** sofa suspended on a slender metallic structure, in **Piero Lissoni's** elegant style.

Completes and further enhances the overall presentation a wide range of accessories – such as **Ceiba**, the coat stand by **Luis Arrivillaga**, the rugs of the **Kumo Collection** by **Mist-o** and the **Carpet Collection** and **Sin Titolo Collection**, both designed by **Harry Paul**, and the decorative objects of **Progetto Styling** by **Elisa Ossino Studio** – to create the idea of a "Living Divani World" refined in the most infinitesimal detail, offering an informal and cosmopolitan atmosphere.

Living Divani 50+30 Exhibition

@Palazzo Crivelli, via Pontaccio 12, Milan

8-14 April, 11:00-20:00 h

A celebration of Living Divani's purist spirit: to mark the brand's 50th anniversary and his 30 years as Art Director, **Piero Lissoni** sets up a maze of mirrors in the historical spaces of Palazzo Crivelli, in via Pontaccio 12 in Milan, where "**The Uncollected Collection**", the limited edition signed by the renowned designer will be shown for the first time, to celebrate and seal the double anniversary.

Spectacular reflections, astonishing play of shadows and light: the magical atmosphere ranges from dream-like to technological and futuristic, highlighting the pieces on show from different angles in a combination of art and design.

Two families of objects, the first with full, coloured and sinuous volumes made of cast aluminium, for impressive pieces of furniture with a fantastic flavour; the second with exceptionally ethereal and simplified silhouettes in steel rod and aluminium, thin tangled elements that sometimes feature as table feet, others as chair legs.

An apparent dichotomy of a single idea: the sartorial skills of the brand and its incredible ability to translate the complexity of a project into contemporary while impeccable silhouettes, that always manage to look simple, proving that there is no need to shout louder than everyone else to be heard, noticed and recognised as one of the Italian reality of excellences on the international scene.

A display of great impact that extends, in a telescopic view, from the portico to the main room and stretches across the green spaces of Palazzo Crivelli's garden, is the scenario that works as backdrop to the pieces belonging to "**The Uncollected Collection**".

It all starts off with a solid **04 banco da lavoro**, which stands imposingly in the middle of the archways of the internal courtyard, and continues in the salon, with pieces that exude vibrant energy: the exaggerated **01 chaise longue**, the tiny **02 poltrona**, and the sculptural-looking **03 tavolino**, in different shiny nuances. The steel rod and aluminium part of the collection – the extra-slim **04 sedia**, the frivolous **05 sedia**, the bon ton **06 sedia**, the calibrated **08 tavolo**, the rhythmical **09 tavolo** – expands into the garden, among the century-old trees and water mirrors, where **Living Divani's outdoor icons** create pleasant resting areas. From the **Extra Wall** geometrical system by Piero Lissoni, 2002, a best seller and precursor of the 360° modular vision of the living space; to its soft and comfy **Extrasoft** variant, 2008, and the **Bubble Rock** sofa, 2005, with its unconventional and slightly transgressive look; the PVC **Frog** armchair, considered the pioneer of low, wide proportions as a new way to live in a more relaxed manner.

And, of course, the **Family Chair** by **Junya Ishigami**, 2010, with its remarkable magnified optical effects; the cheerful **Cabrio**, 2012 by **Piero Lissoni**; the elegant sofa **Filo Outdoor**, 2014 and the enveloping **Poncho** armchairs by **LucidiPevere**, of the same year. Precious and delicate at the same time, the **Tombolo** chairs, 2016, that transmit elegant femininity thanks to their fine details and carefully embroidered fabrics, by **UNpizzo**, the casual chic daybed **Daydream** by **Mist-o**, 2017; the rocking chair **Flow** by **Shibuleru**, 2017, as well as the latest outdoor novelty **Rivulet** chair, by **Junpei and Iori Tamaki**. Lastly, two outdoor areas characterised by **Massimo Mariani's Notes** table, here with a cement surface, and **Arik Levy's Wedge** table, a strong presence, yet not invasive thanks to its simplicity.

Products that privilege geometrical, curvy or essential shapes, reflecting the variety of styles proposed in the past 30 years. A collaboration that with its understated elegance has changed the way of conceiving relaxation even in the outdoors.

Living Divani Srl

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