

Living Divani a I-MADE, Saatchi Gallery London

Living Divani takes part in the inaugural edition of **I-MADE (Italian Manufacture, Art and Design Exhibition)**, "a platform in London that brings together, and celebrates, the very best of Italian design, proudly showcasing the design culture and heritage that Italy is known for in a city that has such a strong design culture of its own" as described by **Elena Foschi**, director of I-MADE. Set up for the London Design Festival in the exclusive location of the **Saatchi Gallery in London**, in the heart of Chelsea, the exhibition, curated by **Giulio Cappellini**, offers an overview of **innovation and craftsmanship of Made in Italy through the presence of some of the most famous companies of Italian design and manufacturing**. " *I-MADE explores not only beautiful, but functional and innovative designs that have shaped the Italian manufacturing landscape and continue to influence design on a global level*", **Giulio Cappellini** - curator and art director of I-MADE. The first exhibition in London dedicated to Italian design with three exhibition floors with artistically curated installations where each product becomes an art object, in which the special project '**Take a Seat**' stands out as a tribute to the Italian brands that made history in the design of seats. Among them **Living Divani**, a company from Anzano del Parco (Como) **founded in 1969 by Renata Pozzoli and Luigi Bestetti**, which is celebrating its **50th anniversary and 30 years of collaboration with Piero Lissoni as Art Director**. Renowned for the immediately recognizable, pure and clear image of its upholstery and accessories, it takes part in this satellite exhibition with two pieces: the timeless **Frog** and the ethereal **Family Chair**.

Designed by **Piero Lissoni** in **1995** and still undisputed icon for Living Divani, **Frog** armchair is considered the pioneer of low, wide proportions as a new way to live in a more relaxed manner. Available in the woven version, in the upholstered variant, and for outdoor environments, it not only changes the Living Divani imagery but also the domestic and contract landscape of those years.

" *A beautiful item but so different from anything else, that when I saw it I told Piero we wouldn't sell even one*" - *confides Luigi Bestetti*. " *But our initial skepticism was followed by courage, and the chair was presented in more than 20 pieces at the Salone del Mobile that year, replacing sofas, and the rest is history. Our faith in the concept and its true, pure design, rewarded us*".

Confirming its far-sightedness and the success of this product, in 2018 Frog was selected as an iconic product of the history of Italian design on display at the Triennale Design Museum in Milan, and is presented here in a version with a chromed structure and natural leather weaving.

Emblem of the contemporary history of Living Divani, and of the talent scouting activity among the new design levers promoted in particular by Carola Bestetti, the second generation in the Company, is the **Family Chair** collection by **Junya Ishigami** from **2010**.

" *I immediately fell in love with these seats with an extraordinary amplified optical effect, similar but each one a little different from the other, like the members of a real family. And it was a winning choice: it is one of our most recognizable product, a piece of art and design that for its peculiarity has been exhibited in important museums, such as the Fondation Cartier, the Cite de l'Architecture & du Patrimoine in Paris and the Power of Art in Shanghai*" says Carola Bestetti.

With minimal lines, impeccable proportions and details that express all the experience, the ability and the elegance of Made in Italy, both products fully express the "**silent elegance**" of Living Divani, given by discrete shapes and volumes capable of fitting perfectly into any environment, enhanced by fine finishes and haute-couture manufacturing.

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