

## LIVING DIVANI GALLERY - NEW LAYOUT 2021

Corso Monforte 20, Milan

**Audacious, mirroring, dreamlike:** Living Divani Gallery in corso Monforte 20 in Milan changes its layout staging **an installation with a sidereal charm and suggestive force**, to start the year shining with new energy and projecting towards the future.

Inaugurated last September and conceived as a theatrical stage to show the many facets of the Living Divani style, the **new Milanese outpost of the upholstery brand from Anzano del Parco**, is transformed into a **surreal landscape inhabited by highly shiny and reflective geometric shapes**, which create aesthetic uniformity with the surrounding architecture.

Signed once again by **Piero Lissoni**, Living Divani's Art Director and designer since 1989, the **new setting – at times glamorous, at times pure and eclectic –** embodies the **rigorous perfection, the harmony of the spaces and the understated luxury of the brand**, while presenting a silvery fabric for the covering of some **Company's iconic products** as an emblem of its constant research to define new forms of relaxation, suggest new ways of living and inspire new lifestyles.

On the windows of **Corso Monforte** protagonist is a large **Extrasoft** composition, born in 2008 as a softer evolution of **Extra Wall** with the aim of designing a more reassuring product, replacing an idea of rigor with a new concept of softness more suitable for residential spaces: a modular sofa with astonishing versatility, made up of welcoming and cozy seats that are combined with each other according to always different and customized compositions. A simple and disruptive idea; a model deconstructed and reconstructed in a game of continuous adaptation, which over the years has been able to conquer the international public by furnishing the most beautiful houses around the world, always ready to conquer "new territories" with various spatial and material declinations, as the singular metallic covering alludes.

On the **Visconti di Modrone** side, on the other hand, between the corrugated steel sheet that covers the walls with inserted neon lights, and the floor in glossy steel sheet, a **second setting** shows the **Ile Club** upholstery, also signed by **Piero Lissoni**, characterized by full and soft shapes supported by a thin metal perimeter. Presented in the sofa and dormeuse variants, it is displayed in both silvery fabric and anthracite-colored leather, the same covering used for the **Confident** armchairs with rounded silhouette combined with **Extrasoft**, thanks to which the setting acquires a progressive realism alluding to possible contract scenarios.

A **poetic and theatrical scenic design**, able to **captivate the Milanese public with its reflections** thanks to the **majestic windows overlooking on one of the busiest intersections in the city** as well as to reaffirm the **intrinsic communicative power of the brand characterized by silent elegance**. With this restyling, Living Divani Gallery gives visitors the opportunity to live in a unique and personal way the experience of Living Divani style, never taken for granted and which, at the same time, does not renounce to refinement, attention to details and personalization, values that have made it a point of reference in the international design panorama.

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