

Living Divani renews the partnership with Automobili Lamborghini for the restyling of the VIP Lounge in New York City

Living Divani, a leader in Italian upholstery and design, is glad to confirm the partnership with renowned super sports car brand, Automobili Lamborghini, for the restyling of the exclusive, invite-only, Lamborghini Lounge New York City.

The lounge, located in the coveted neighbourhood of Chelsea in Manhattan, is furnished in partnership with Living Divani in the name of an authentic experience. The private space offers its guests an immersive journey into the Lamborghini's lifestyle and DNA, with access to never-before-seen Lamborghini super sports cars and unique bespoke experiences.

Both members of the Altagamma Foundation, the luxury Italian brands committee composed by companies in the fields of design, fashion, food, jewellery, automobiles and hospitality, Living Divani and Lamborghini combine their products for an unforgettable experience by the unique allure of true ambassadors to the Italian culture and lifestyle.

The Space

The layout of the space includes representative products and the latest novelties from Living Divani, with the backdrop of Lamborghini's Italian heritage.

The Welcome Room is furnished with the **Inari** family, in the bench and console variant, together with the **Era Chair**, for a design in the name of lightness.

The following room offers, for a relaxing pause, the **Era Armchair**, characterised by impeccable proportions and completed by the **Light with a table** that emphasises its silhouette. On the wall featuring is the **Sailor** bookcase, a calibrated project in the name of refined craftsmanship.

Inside the Gallery, where the Lamborghini Huracán STO is displayed, the **Track** bench is accompanied by the **Floyd and Era** coffee tables.

The Living Room features the **Sumo** family, shown in the different declinations. Sofa, armchair and coffee table, these elements respond to an increasingly expanded idea of comfort, perfectly interpreting the new attitudes and rituals of body and mind.

The **Notes** table, surrounded by the **Era Chair**, furnishes the Ad Personam Room, the customization studio for Lamborghini customers.

The Olimpo Meeting Room space is furnished with the **Brasilia** table accompanied by various chairs belonging to the **Grace Collection**. The **Rod System** sofa is also on display and characterized by a slender back and light, airy shell lined with cushions enhanced with quilted details and buttons, interspersed with practical low tables for refined support. Together with the sofa, two **Rod** armchairs are added. Finally, a **Sailor** bookcase cannot be missing decorating the wall.

Living Divani products (listed below) are available exclusively @:

NEW YORK CITY SHOWROOM

West | Out East

133 Fifth Avenue, Duplex @ 20th St.

NY 10003 - New York

T. +1 212.529.3636

www.westouteast.com

contact@westouteast.com

Floyd Table, Rod, Rod System, Sumo, Sumo Table, Sumo Panca (Piero Lissoni);
Brasilia, Era Chair, Era Armchair, Era Table, Sailor, Track (David Lopez Quincoces);
Grace Collection (Giopato&Coombes);
Inari (Mist-o);
Light with a table (Keiji Takeuchi);
Notes (Massimo Mariani);

LIVING DIVANI

Perfect, harmonious proportions and a feeling of understated luxury are the distinguishing features of Living Divani, a family-owned company that has made its trademark of upholstery. Since the early 1970s, the Company has followed a clear path, maintaining an intensive dialogue with the contemporary world and becoming one of the landmarks in the design landscape. Strategic is the alliance with Piero Lissoni who, since 1988 has led the firm's unique style in his dual role as art director and designer, seeking to express at best its distinctive language made of discretion and formal neutrality. The Living Divani collection is conceived as well for the Contract sector, where quality, technical performances and custom-made solutions qualify the company to be active globally in different fields: offices, banks, airports, hotels, waiting areas, museums, restaurants and showrooms. Significant acknowledgement of the path of excellence of Living Divani is the entry in Altagamma in 2012. Since September 2020, Living Divani Gallery is the brand's new Milanese outpost; designed by Piero Lissoni as a theatrical stage where to represents the thousand facets of Living Divani' style, becoming a new place to be visited in the city.

Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in the province of Bologna, and produces some of the most desirable super sports cars in the world. Still rooted in its historic headquarters in the heart of Motorvalley, Lamborghini is synonymous with the highest technological expertise in the design and production of engines with extraordinary performance. The design of each model has always been unique: the language of forms is visionary and ahead of its time.

Brave, unexpected and authentic: the three values of the Sant'Agata Bolognese brand are reflected in the three models in the range, the V8 engine with Super SUV Urus, the perfect combination of power, performance, comfort and driving versatility and two super sports cars with naturally aspirated V10 and V12 engines, the Huracán and the Aventador successor, the newborn Revuelto, the starting point to the "Direzione Cor Tauri", the hybridization and electrification of the whole Lamborghini range.

In 60 years of history, Automobili Lamborghini has created a series of dream cars including 350 GT, Miura, Espada, Countach, LM 002, Diablo, Murciélago and Aventador, and limited series such as Reventón, Sesto Elemento, Veneno, Centenario, Sián FKP 37, Countach LPI 800-4, the latter postmodern homage to the 50th anniversary of the iconic 1970s Countach.

Automobili Lamborghini is today a global company with a balanced presence in the three macro-regions America, Europe/ Middle-East/Africa and Asia Pacific. Based on record commercial and financial results and in constant growth and with the support and passion of over 2,000 employees, Lamborghini is now aiming for an increasingly sustainable future, up to the introduction of a fourth model full electric, while still fully respecting the values and DNA of the brand.