

Milano Furniture Fair 2014 press release

LIVING SPACES³

LIVING SPACES³: Living Divani amplifies its visibility during the Milan Design Week.

In addition to the **product** making their debut at the **fair**, Living Divani is also starring in two displays in the heart of Milan's Brera district: the **outdoor collection** featured in the spellbinding installation "Giardino Geometrico" created by **Lissoni Associati**, in the open-air spaces of the **Brera Botanical Garden** and the **indoor spaces** at the new **Brerastore** showroom in via Fatebenefratelli 10. Three parallel presentations that reaffirm the key role attained by the firm in the contemporary design world, and its ability to create increasingly complete and harmonious living spaces, offering the possibility for an ever-greater blurring of the boundaries between indoor and outdoor, and where Living Divani's pure shapes are in harmony with the magic of their natural surroundings.

NEW PRODUCTS FOR 2014

Liveliness, dynamism and freedom of expression: multiple creative flows meet and mingle in the **Living Divani 2014** collection. Alongside the new upholstered pieces by **Piero Lissoni**, designer and art director, there are different accessories created by **young designers**, thanks to the attentive talent-scouting work among the new generations of creatives that has been a key activity for the company in recent years.

The new protagonist of the Living Divani *indoor collection* is **Piero Lissoni's Lipp** family of upholstered furniture, which reinterprets the luxurious capitonné style with the contemporary geometrical spirit typical of the brand. Featuring a smooth, austere exterior, raised up on slender metallic legs, the interior is embellished with a hand-quilted and padded lower back pillow that forms an elegant lozenge-shaped motif, running the entire length of the sofa. An aesthetic quirk that does nothing to lessen the extremely clean visual impact, and instead conveys the search for perfection that distinguishes each one of the designer's creations. Available with coverings in leather or fabric, Lipp is encased within a high backrest that envelops the person, creating a sort of cocoon, a pleasant heaven that offers tactile comfort, a place to let go and unwind.

Accompanying the sofa is **Lipp bench**, which proposes the same meticulous diamond pattern on the seat and can be set in front of it as a footrest, on the back to offer a soft foothold, or independent to complete the décor of any space.

The *range of accessories* expands to include two new projects from the Spanish designer **David Lopez Quincoces**. Now in his second year working with Living Divani, and since 2007, in addition to working with Piero Lissoni, he has also established his own studio, he creates for the company, the table **Starsky**, composed of three stackable circular tops, all with the same diameter, but different heights, which can be set one alongside the other to form numerous different compositions. With a steel frame made of portions of half tubes, Starsky features a delicate decorative motif on its top, divided into segments and characterized by the use of different types of wood, joined together with marquetry, creating an interplay of shades and hues, from dark to light, under the banner of naturalness. **Anin**, an elegant, sculptural, minimalist design that thrives on the precision of its lines and the high quality of its materials, is a stool that offers clean geometric lines, with two slanting aluminium surfaces that cross each other to form an 'X', on which the seat is set, softened by a slim cushion.

Following on from Bukva bookcase and B2 table, **Victor Vasilev** renews the collaboration with Living Divani with roots and a constructivist style; he has created, for the company, the table **B3**, completing a little collection based on the idea of constructing architecturally-inspired shapes. B3 features four front panels positioned horizontally at different heights; the results is a coffee table with a base stand and three tops at varying heights that hover in the air.

Massimo Mariani is another designer who sets out from pure geometrical shapes and explores their composition within a given space. Born in Florence, he graduated from the Faculty of Architecture in Genoa, then enjoyed numerous different experiences with prestigious international studios before setting up his own freelance design business in London in 1998. His first project is **Upland**, formed

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by three squares, two of which are upholstered and a wooden coffee table, available in elm or oak. An unconventional, informal chair conducive to conviviality, Upland comes in a small format designed for two people and a larger one, creating an island or a succession of spaces to rest or meet up. The coffee table **Plane**, is composed by two tempered glasses, encasing a slanting slab either of walnut wood or of Carrara marble. Spot, line, surface: the mind is carried to the artistic theories of Vasilij Kandinsky, the expressive side of geometry, the delicate balance between solids and spaces, with this sculptural piece created to meet the functional demands of everyday living.

Having created the Kalé stool-tables, the young designer **Mario Ferrarini** resumes his partnership with Living Divani presenting the extending coffee table **Step**, with its secretive character. Its perfectly squared form can actually be opened to gradually reveal a hidden glass top. Contrasting materials, colours and surfaces that make for an extremely elegant style of décor, with the feel of an abstract painting that changes slightly each time you look at it.

Alongside the living collection, the *night collection* is also expanding. Two new bedside table are being introduced to accompany the many Living Divani beds.

Amongst the new designers there's **Marco Guazzini**. He was born in Florence, but settled in Milan having lived for several years in New York. He reveals his design style that is a combination of shapes, emotions, sensations, details, memories, in his bedside table **Stilt**: nets volumes, supported by three cylindrical legs, which conceal drawers of different heights and capacities. Available in natural or thermo oak.

Meanwhile, the curved shapes characterize the bedside table **Moon** by **mist-o**, the young Italian – Japanese duo composed by Tommaso Nani and Noa Ikeuchi, who met at the Istituto Europeo di Design in Milan. This is their first piece for Living Divani. Made of curved wood, Moon consists of two side by side half circles that reveals its internal surfaces by opening it.

The *outdoor collection* is also growing, and features some of the most successful Living Divani products, adapted for external use, as well as especially-designed pieces, which bring the trademark style of the brand to interpret current trends for a versatility in the use and settings of furniture, and a contamination between indoor and outdoor environments.

The upholstered systems is enriched by a new outdoor proposal: **Filo Outdoor** family, comprising an armchair and two- and three-seat sofas. Filo Outdoor appears suspended over a painted or galvanized tubular steel frame, which twists through its space to create an elegant decorative motif. The exposed solid Iroko shell adds the warmth of wood, over which the soft, cosy cushioning is covered in fully-removable outdoor fabric. Generous, snug shapes and clever details make for open-air relaxation in the ultimate comfort.

Poncho armchair by the young duo Paolo Lucidi and Luca Peverè is again designed for outdoor use. **LucidiPeverè** created this outdoor seating for Living Divani with its snug, pleasingly-angled forms, to offer informal open-air relaxation. The painted or galvanized tubular steel frame is covered with a fabric pulled taut using kevlar ties that reveal an intimate space, enhanced with a soft and supportive cushion available in a central or asymmetric version.

SALONE INTERNAZIONALE DEL MOBILE

Hall 5 Stand E19-F18

New products are combined with historic icons and pieces designed in more recent years at the elegant stand created by Piero Lissoni: a **grand living scenario** in **warm and intense colours**, surrounded by **painted bamboo screens** of varying lengths and thicknesses, offering a gradual revelation of Living Divani's world.

In a sensual atmosphere where even nature has been tamed, between a **black ceiling** and a **dove-grey floor**, following one after another are five settings, reminiscent of a large, cosmopolitan home, or of attractive situations designed for the contract world.

In the first two spaces, where the same ingredients are reiterated with minor variations, a key role is played by the new **Lipp** sofa and bench, on show in the two versions in dark brown leather and ecru fabric, which reinterpret the luxurious capitonné style in a geometrical spirit. A large sofa and two **Ile Club** dormeuse in castor-brown velvet, are set in front of two **Metrocubo** island sofas, with their refined, soft, cosy cushioning, and accompanied by **Family Lounge** tables, offering different perspectives and seating options. Completing the scene are the tables **Plane** and **Starsky**.

Near the walls stand a series of **Mate** clothes valets, versatile objects which take on a different spirit according to the way each one is used, while **Upland** seating islands are leading to the other three interiors.

In the third, **NeoWall** sofa is combined with **Track** bench in leather, with its essential shape and luxurious finishes, **Rodwood** chair in natural-coloured leather, **Step** extending table in aluminium, and **Rabbit & the Tortoise Collection**, figurative pieces to be arranged so as to create flow within their space.

Flanked by **Off Cut** bookcases with their glass shelves, stands a large composition of **Extrasoft** modular sofas in dark brown and orange bicolor leather alongside **Kalé** stool-tables, reminiscent of a stylized flower, **Confident** armchair with its rounded lines in olive-green velvet and **Track** bench, again in dark brown and orange bicolor leather.

In the last space, next to the reception furnished with black leather **Hinge** stools, there are **Rod** and **Rod XL** sofas in fabric, **Chauffeuse** armchair in multi-coloured leather, colourfully reinterpreting a classic archetypal form, the tables **Starsky** and **Rabbit & the Tortoise Collection**, and the low table **Strato**.

On the upper floor, reserved for appointments and tradings, a waiting space is created by a row of **Anin** and **Bolle** stools, gathered around a relaxation area, furnished with **Chauffeuse** armchairs. On the wall, **Bukva** bookcases. There are also three tables surrounded by the chairs **Grace Pin Up**, **Mandarin**, **Polo** and **Eton**, and by the colourful **Cabrio** chairs on wheels. A meeting area is furnished with a **Metrocubo** sofa in black leather, **Metrocubo** coffee table with smoky glass top, and **Fold** armchairs.

A selection of carpets from **Sin Titolo** and **Arabian Geometric** collections refines, with a touch of colour, the different areas.

FUORI SALONE

GIARDINO GEOMETRICO @ ORTO BOTANICO DI BRERA

Interiors - Feeding New Ideas for the city

Via Fiori Oscuri 4 / Via Privata Fratelli Gabba 10

7-13 April 10.00 am - 8.00 pm

Press Preview: 8 April 5.30 pm.

Cocktails: 8 April 7.00 pm.

The luxuriant beauty of **vegetation**, the evocative power of a place filled with **history**, the textural richness of the **Laminam surfaces** and the luxurious comfort of the furniture from the **Living Divani outdoor collection** are protagonists at the “**Giardino Geometrico**” installation realized by **Lissoni Associati** studio in the arboretum of the **Brera Botanical Garden**, and produced in partnership with **Interni** magazine: an open-air stroll in which elegance blends with cultural references, botanical rarities and emotions, amazing visitors by immersing them in a magical, timeless atmosphere.

Brera Botanical Garden offer a setting full of enticing views, furnished by Piero Lissoni in an abstract, conceptual key, but always comfortable and exceedingly liveable. They provide the perfect open-air showcase for the Living Divani outdoor collection, in which historic outdoor icons are combined with the latest new pieces for 2014, creating pleasing settings in which to meet up or relax. For the occasion, Living Divani and Laminam concretely merge together to realize some of the products such as **Jelly** and **Ile** tables.

The path begins along the bottom wall of the garden, near the two entrances to the exhibition through the Brera Art Academy and from Via Privata Fratelli Gabba 10. Between two projection screens, the reception area is set up along with a first welcoming space, featuring **Frog** chairs with a stainless steel frame covered with PVC, **Ile** tables with their light and sophisticated form and the bookcase **Off Cut** and **Portico**. The *LùBar*, a Milanese rendition of the famous refreshment booth run by Lucrezia and Lucilla Bonaccorsi Beccaria in the beautiful Vendicari nature reserve, serving Sicilian street food and traditional recipes revisited to create special aperitif snacks, is furnished with **Jelly** tables of varying heights and sizes, and with **Café** armchairs, which give these open spaces an elegant look, combining woven surfaces in black PVC with solid elements in taupe fabric. A big composition of **Extra Wall** modular sofas in silver fabric, amazes visitors with its myriad possibilities for combinations and coverings, and offers the opportunity to relax in the sunshine between one event and the next, while **Poncho** armchairs with galvanized frames and cherry-red coverings create an informal waiting area, together with **Hi Tech** armchairs: pieces with a technological and transgressive appearance, given by their stainless steel frame, softened with a white fabric cushion.

The outer edge of the exhibition continues with a large collective relaxation space dotted with several outdoor **Cabrio** small armchairs in different colours; lime, red, orange, light and dark blue, anthracite, cherry-red, taupe and light grey. They stand out even amid the most luxuriant vegetation.

Opposite the Palazzo di Brera, a first area is dominated by the modular sofa **Extrasoft**, accompanied by **Kalé** stool-tables in white Crystalplant, which will add a classy personalized touch to any outdoor environment; next there are some **Bubble Rock** sofas proposed alongside **Ile** low tables, displayed here in their bean-shaped version, covered in lime-coloured fabric.

Along the pathways through the botanical gardens, vertical ceramic Laminam surfaces that imitate stone, onyx and marble create a sculptural installation, a sort of contemporary maze, punctuated with pleasant rest areas furnished by Living Divani. From the **Bubble Rock** element to the poetic scenery that sets a backdrop for **Family Chair**, a collection of seats with a remarkable magnified optical effect, placed around two central elliptical pools of water.

While it is pleasant to loose ourselves in the park, the Living Divani displays really come into their own in the garden area where, settings midway between indoor and outdoor, enclosed within an ethereal pavilion, a kind of lightweight contemporary architecture.

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In a space, there is **Hoop** sofa with orange coverings and a galvanized frame, set alongside some **Frog** armchairs in orange PVC, **Filo Outdoor** armchairs in white fabric, and the outdoor version of **B2** coffee tables in white painted sheet metal.

The second living area features two **Filo Outdoor** sofas with galvanized tubular steel frames, covered with canvas fabric, and various scatter cushions in fabric colour marine , two **Poncho** armchairs with painted frames, the outdoor version of the new **Anin** stools and some elements of the **Rabbit & the Tortoise Collection**.

A white aluminium **Wedge** table, is surrounded by **mini Jelly** chairs with stainless steel frames and fabric coverings, and some black and white **Mate** clothes valets.

The appearance of a round **Bubble Rock** is accompanied by **Family Lounge** and **Ile** tables, offering a pleasant space where to rest, while **on the verandah** the enticing splendour of **Frog Lounge** armchair in black PVC with a purple fabric-covered mattress, offers a place to lie, soak up the sun, lose yourself in thought and forget about the hustle and bustle of the city for a moment or two.

@ BRERASTORE

NEW OPENING

MILAN

Via Fatebenefratelli 10 Milan

07-13 April 10.00 am - 8.00 pm.

14-19 April 10.00 am - 7.00 pm.

Cocktails: 8 April 7.00 pm.

In&Out, Day&Night. The Living Divani collection is the exclusive guest of the new Brerastore showroom, which inaugurates during the Milan Design Week here, and has chosen the brand to introduce itself to the international public in the city. Here the firm displays its day and night collections, by telling its idea of home.

Welcoming visitors at the entrance and immediately drawing them into the world of Living Divani's geometric purity, a classic of the brand, the cosy modular sofa **Extrasoft** in dark brown and orange bicolor leather, is accompanied by **Kalé** stool- table, by **Gray** armchair and by the novelties of 2014, **Anin** and **B3**.

The first large living space presents the latest upholstered pieces. The new **Lipp** sofa and bench in natural colour fabric. Alongside it, an **Ile Club** in ivory leather, **Confident** armchairs with their rounded lines in woollen cloth in the tone of purple, **Plane** and **Starsky** tables.

On the other side of the **Off Cut** bookcases with their glass shelves, there are **Neowall** and **Rod XL** sofas, **Rodwood** armchairs in natural fabric, the extendable table **Step** and some elements of **Rabbit & the Tortoise Collection**.

In the bedroom, **Rod Bed**, which evolved from Rod sofa, a fabric-covered headboard enhanced with quilted details and bold buttons, and a black leather bed frame. Next to it the bedside tables **Stilt** and **Moon**, the **Track** bench, the armchair **Chauffeuse** with dove-grey coverings, the triptych table **Starsky**, and **Bukva** bookcases.

The dining room, which can also be used as a meeting room, features a black-tinted **Wedge** table, and **Grace** chairs in their different customizations.

On the lower floor, a sequence of **Mate** clothes valets in black and white, lead to a soft and welcoming fabric-covered **Chemise** sofa presented together with a **B2** low table

In the last space, **Maja_D** chairs with housse offer a tangible answer to the demands of everyday living, are arranged around a black-tinted **Wedge** table.

A selection of models from the Carpet Collection refines, with elegance, the different environments.

@ PALAZZO REALE
100% Original Design Exhibition
Palazzo Reale
7-30 April 2014

Living Divani is taking part in the multimedia exhibition "100% Original Design" organized by Elle Décor Italy at Palazzo Reale, the final part of the Be Original project created in 2012 by the magazine to protect creativity and originality and combat counterfeit imitations of industrial design items. The exhibition tells stories of original design through a combination of pictures and historic and contemporary testimonies, and includes 100 objects that have changed our everyday lives, each one considered a trailblazer for its innovative form or technical conception. For Living Divani, **Frog** armchair, the iconic seat designed by Piero Lissoni in 1995, which will soon be celebrating its twentieth birthday, and is looking as fresh and dynamic as ever and **Drop table**, by the talented Junya Ishigami, a sculptural object that uses plexiglass as a means of representing and distorting space, has been selected.

@ COSMIT RED LOUNGE
Salone del Mobile
Fiera Milano - Rho
8-13 April 2014

A low, swivelling **Reader** chair, two **Metrocubo** sofas, two **Confident** armchairs, an element from the **Rabbit & the Tortoise Collection** and a swivelling **Kiru** furnish the Cosmit "Red Lounge" at Fiera Milano - Rho, a space for work and relaxation within the exhibition area, reserved for journalists, architects and designers, curated by architect Piero Russi.