

Living Divani for Insidesign and Or.nami for Bologna Design Week 2019

From 24th to 28th September 2019 in the occasion of Cersaie, **Living Divani** moves to Emilia-Romagna for the **Bologna Design Week**, one of the most important events dedicated to design, architecture and creativity in Italy.

Insidesign studiostore, the historic studio founded in 1989 by interior and industrial designer **Susanna Maria Mandelli**, which in 2016, alongside its project activity, has inaugurated two new showrooms in the centre of Bologna for furniture, lighting and materials, dedicates its own set-up to the Company of Anzano del Parco (Como), which is celebrating the 50th anniversary and 30 years of collaboration with Piero Lissoni as Art Director.

Spaces inside the showroom become a walk through the **iconic products and the latest Living Divani** novelties, known for the immediately recognizable, pure and clear image of their upholstery and accessories, together with some surprises resulting from the collaboration with the Modena brand of wallpaper **Or.nami**; a **unusual partnership** that demonstrates Insidesign Studiostore's propensity to experiment and, at the same time, the possibilities for **customizing Living Divani products**.

Visitors are welcomed at the entrance by a waiting area in the name of attention to detail and artisanal skill, where the **Confident** armchair by **Piero Lissoni** is upholstered in velvet and shows an unexpected side of itself with an external coating by **Or.nami**, which embraces with sophisticated decorations its minimal curved lines. Exclusively for Insidesign, the Or.nami collections, a name that in Esperanto means to decorate, are unique creations guided by the fantasy of color and the exclusive shape of the lines and patterns, designed to instill emotions and exalt all that surrounds them. To contemplate as a sculpture, the free standing **Islands** storage unit by **Stephen Burks** with black lacquered top is accessible on various sides thanks to the perimeter of wooden slats mounted with apparent randomness that, thanks to the central pivot, turning on themselves, now creates a compact presence, now an airy element, for different interpretations of the same product, always conveying a taste of refined craftsmanship.

In the dining room, also suitable for office use, the fil-rouge is lightness: the **Notes** table by **Massimo Mariani** with round top and three slender legs connected through metallic strips placed at different heights is combined with **Era chairs** by **David Lopez Quincoces** with backrest band and structure in gunmetal painted steel.

The night area, characterized by a haute-couture spirit, shows the **Floyd-Hi Bed** by **Piero Lissoni** which, like the homonymous sofa from which it derives, is distinguished by the detail of the large and soft cushions laying on the headboard, creating a pleasant play of heights, joints and textures. Capturing the attention at his front the **Floyd-Hi** elliptical sofa in fabric, with both classic and hi-tech sculptural feet, while combining functionality and poetry the **Flow** rocking chair by **Shibuleru** with ultralight metal structure and a woven covering which accompanies the body in relaxation.

In addition to **Shibuleru's Aero** bookcase, aerodynamic shelves supported as if by magic by a set of floating vertical uprights, the living area is dedicated to the new **Greene** family of armchair and sofas with fixed sizes, designed by **David Lopez Quincoces**. A casual but impeccable elegance, both in the version with external shell in leather and fabric cushions, and in the single-material version in fabric only: in the center the new **Flap** tables by **Studio Klass** with lacquered edge and top in different shapes, open up revealing a functional internal container.

Emblem of the world of formal purity Living Divani, could not miss an **Extrasoft** composition, a visual icon of the brand signed by **Piero Lissoni** and dated 2008, still today bestseller in its dual variant indoor and outdoor. Modular sofa with a casual aspect and a soft, more yielding and malleable comfort. Cosy and restful seats which can be placed next to each other in a geometrical configuration, but with irregular contours.

Among minimal lines, impeccable proportions and details that express all the experience, the ability and the elegance of Made in Italy, the installation curated by Insidesign studiostore, exclusive retailer in Bologna, perfectly describes the "silent elegance" of Living Divani, given by discreet shapes and volumes embellished with fine finishes and haute-couture craftsmanship, able to fit perfectly into any environment, minimal or decorative.

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Living Divani

Perfect, harmonious proportions and a feeling of understated luxury are the distinguishing features of Living Divani, the dynamic and vibrant family-owned company that has made its trademark of upholstery. Established in 1969, 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: since 1989, in his dual role as art director and designer, he has led the firm's unique style made of discretion and formal neutrality. Over the years Living Divani has developed a vast and varied offer in a gradual process of creation of a complete living environment, which revolves around an upholstery system with subtle shapes and proportion, enhanced by characterful complements - seats, armchairs, beds, tables, bookcases, carpets, the outdoor collection and the styling project, to complete little by little the idea of a "Living Divani world". To deal with the dynamics of a constantly-changing market, the past decade has been a time of talent scouting among the new generation of designers, who all increase the diversity of the collection, opening it up to new tastes. The Living Divani proposal is conceived as well for the Contract sector, where the company is globally active 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 2012 in Altagama. After 50 years since its foundation, with 60 employees and a constantly-growing sales network, Living Divani remains a family-run, human-centered business, which has succeeded in reaching across the world of design with its own genuine and individual interpretation.

Insidesign Studio

Years of classical ballet studies have taken Susanna Maria Mandelli on an arduous search for the perfect movement; this has then been translated, in her work, into a stubborn and continuous striving for balance and harmony of form. The dialogue between the various items of furniture, which individually contribute to the achievement of a perfect "ensemble" within a project, is not so very different from the perfect harmony that a dance troupe strives for, where the grace of the single gesture blends and it moulds into the elegance of the whole.

I am Susanna Maria Mandelli, interior and industrial designer. Since 1989, she has designed many houses, decorating and giving them light. In 2016, working alongside the historic Insidesign Studio, she inaugurated two new businesses, two rather unusual shops in the historic centre of Bologna dedicated to the selling of furniture, lighting and materials, which she wants to offer the public, and which she loves to include in interior projects and lighting designs. She has the pleasure of working every day with a good and expanding group, formed of capable and enthusiastic young professionals, supported by experienced experts in lighting design, domestic architecture, architecture for shops and places of work, tireless artisans and competent assistants who follow us on site, together with excellent partners who develop the work abroad.

Or.nami

In an era which is characterized by the urgent need to communicate and to express our personal interpretation of everyday life, we draw inspiration from the most famous auxiliary language of all. This artificial trick was conceived to encourage communication between people from different countries: Esperanto is a living language, spoken over a hundred years, which can convey every aspect of human thought and act as a bridge between cultures. In Esperanto Or.nami means "to decorate" and this expression fully embodies our mission. Our goal is to decorate rooms using graphic elements which confer beauty and elegance, while enhancing their expressive power. Or.nami's wallpapers give a sense of lightness thanks to their ability to arouse emotions and their customizable patterns, whose stylistic rhythm is measured by creative colour combinations and refined lines which adapt to every situation. Experience, great passion and continuous research are the key elements that create our products, as well as many limited-edition projects inspired by the cooperation with architects and creative designers who compete to meet the challenge of creating new geometric shapes between space and light.

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