

Living Divani focuses on Italy through the collaboration with the historic De Masi

Living Divani, a dynamic and lively family-run Company founded in 1969, which has made upholstery its trademark, tracing a precise path over time and becoming one of the reference points in the design scene, focuses on Italy, and in particular on its capital city, where it inaugurates the partnership with the historic company De Masi.

Starting with a proposal characterized by a purely technical and "material" spin, through a wide range of surfaces flanked by ideas for the bathroom and kitchen, this important reality of building distribution has decided to devote itself to furnishing living areas as well. To do this, it relies on Living Divani, a brand with which it shares the philosophy and style as well as the enthusiasm and familiar character typical of the team.

With the aim of providing a complete service that combines research, quality and design, the two brands collaborate by offering solutions ranging from interiors, with living and dining areas to outdoor spaces. The De Masi showroom, located in the residential area of Monte Sacro, therefore represents an important showcase for the Living Divani collection: from the most iconic upholstered furniture which create elegant and refined environments, to oasis of relaxation inhabited by products with a more modern character and unconventional aspect.

Among the upholstered items featuring is the bestseller **Extrasoft**, covered in hide-coloured leather and accompanied by the "C-shaped" **Tethys** coffee tables, which perfectly matches with the **Greene** armchair, by Spanish designer David Lopez Quincoces. The **Neowall** and **Dumas** sofas create an elegant and refined living room, accompanied by the homonymous armchairs and the elliptical **Floyd-Hi** element, with its characteristic sculptural foot. Among the complementary furniture, the classic **Off Cut** bookcases are chosen to functionally screen the dining / work area, characterized by the round **Notes** table presented with a blue glass top and surrounded by the essential **Era Chairs**. There is also the **Grek** family of the Buratti brothers, available in both low table and storage versions, which share the masculine gaze and strongly industrial aesthetics. To complete this area, the Islands container, by the New York designer Stephen Burks, on which the **Materica** lamp rests, and the **Sailor** bookcase, with clean and simple lines, which acts as a backdrop to the versatile **Confident** armchairs, on a swivel base. There is no shortage of accessories to refine the ensemble, such as the "**Light with a table**" lamp (design Keiji Takeuchi) with a dry and graphic silhouette, the **Galileo** mirror and products with marked versatility and functionality such as **Vizio**, the **Tonbo and Ceiba**, graphic presences that offer different points of view and methods of use. For the bar area, Nina stools are proposed in front of the counter, an exercise in orthogonal projections that trace the harmonic curve of a moon on the ground.

On the outside, the modularity of **Extrasoft** allows to customize outdoor environments with class through infinite compositions. It is accompanied by the **Family Lounge** coffee table, a folded steel sheet with a very simple line providing a comfortable table top. Casual chic daybed characterized by the hand-woven structure that houses elegant and comfortable cushions, the **Daydream** daybed, also in the outdoor version, does not give up on style details and superior comfort.

The sharing of values and distinctive features is an essential element to catch together the public of the Roman capital, drawing the traits for new inspirations of living.

COMPANY PROFILE

LIVING DIVANI

Perfect, harmonious proportions and a feeling of understated luxury are the distinguishing features of Living Divani, the 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 1989, in his dual role as art director and designer, has led the firm's unique style made of discretion and formal neutrality.

Over the years it was thus created a complete living environment, which revolves around the upholstery system, characterized by discrete silhouette, to combine with characterful complements - seats, small armchairs, tables, bookcases, storage unit and carpets - to create a real "Living Divani world".

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. Significant acknowledgement of the path of excellence of Living Divani is the entry in Altgamma in 2012.

DE MASI

For over forty-five years, the De Masi company has been one of the most important realities in the building distribution of the capital city of Rome. It carries out its business on a vast area of about 7500 including warehouses, yards and an adjoining exhibition hall to which, in 2008, a 1400 square meter showroom was added in the residential area of Monte Sacro, which extends and completes the offer. Both provide materials and skills that cover the entire construction and furniture supply chain. De Masi edilizia, through the professionals of the various departments, offers advice for the best purchasing choices in the eight sectors:

Construction

Thermohydraulics

Hardware

Paints

Finishes

Doors and windows

Furniture

Bathroom and Kitchens

The goal is to provide a qualified service to customers through collaboration with companies whose philosophy is to combine research, technological innovation, product quality and design, sensitive to environmental sustainability. The De Masi showroom offers interior solutions covering different product areas: bathrooms, kitchen, living and outdoor; wide range of surfaces (parquet, porcelain stoneware, pvc) sanitary taps and radiators; lighting; foodware & kitchen items and everything that makes home.

The wide offer is supported by qualified consultants, to decline tailoring projects by balancing form, function, tastes and lifestyles.

Press Office Living Divani: T +39 031 630954 press@livingdivani.it www.livingdivani.it