

Living Divani celebrates 30 years of the Frog armchair with a special event
October 8th, 2025 – Anzano del Parco (CO)

Thirty years ago, **Piero Lissoni** designed **Frog**: an armchair appointed to become a symbol of contemporary design. With its light yet striking lines, it has transcended trends and seasons while preserving the essence and expressive strength that have made it a hallmark of the **Living Divani** collection.

To celebrate this milestone, on **October 8th**, the **Living Divani Headquarters in Anzano del Parco** opens its doors for a day that intertwines memory, creativity, and a look toward the future.

The Company's scenic **Exhibition Space** showcases the artistic process behind the exclusive **Frog30th catalog**, created to honour thirty years of this iconic seat. A multi-voiced dialogue featuring **Piero Lissoni, Giovanna Zoboli, and Leonie Bos**, moderated by **Annalisa Rosso**, offers guests a privileged insight into the inspirations, visions, and steps that accompanied the creation and evolution of this celebratory project.

The catalog collects **30 original stories written by Giovanna Zoboli**, where **Frog** becomes the protagonist of ever-changing adventures, revealing its many interpretations. Each story is enriched by illustrations from **Leonie Bos**, who translates the narratives into extraordinary images that highlight the armchair's variations and capture its essence. The result is a volume that not only retraces the history of a design emblem but also invites readers to explore the creative journey that made it unique, weaving words and visuals into an immersive experience on every page.

Accompanying and punctuating the dialogue are the illustrations themselves, displayed in large format on the walls, framing and guiding an exhibition dedicated to **Frog** and its "metamorphosis": from the first experimental prototypes to the current catalog versions, and culminating with the special **Super Frog** celebratory edition. This bolder, more imposing version features an aluminum structure and accentuated thicknesses, giving it an impressive presence, yet it retains the iconic spirit that made **Frog** an archetype of style and an indelible symbol in design history.

The day continues with a visit to the **Living Divani manufacturing department**, the beating heart of Made in Italy craftsmanship. Visitors personally witness the skill and dedication of the hands and minds that transform ideas into objects of timeless beauty and quality every day.

A unique opportunity to journey through past and present, idea and matter, tradition and innovation: this is how Living Divani celebrates thirty years of an armchair that is not merely a product, but a universal language of design.

"With Frog30th we celebrate not only thirty years of an armchair that has shaped the history of Living Divani, but also the Company's ability to turn every project into an opportunity for growth and creative dialogue. This catalog is a tribute to our identity and our constant pursuit of new inspiration."

— Carola Bestetti, CEO, Living Divani