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LIVING

D I V A N I

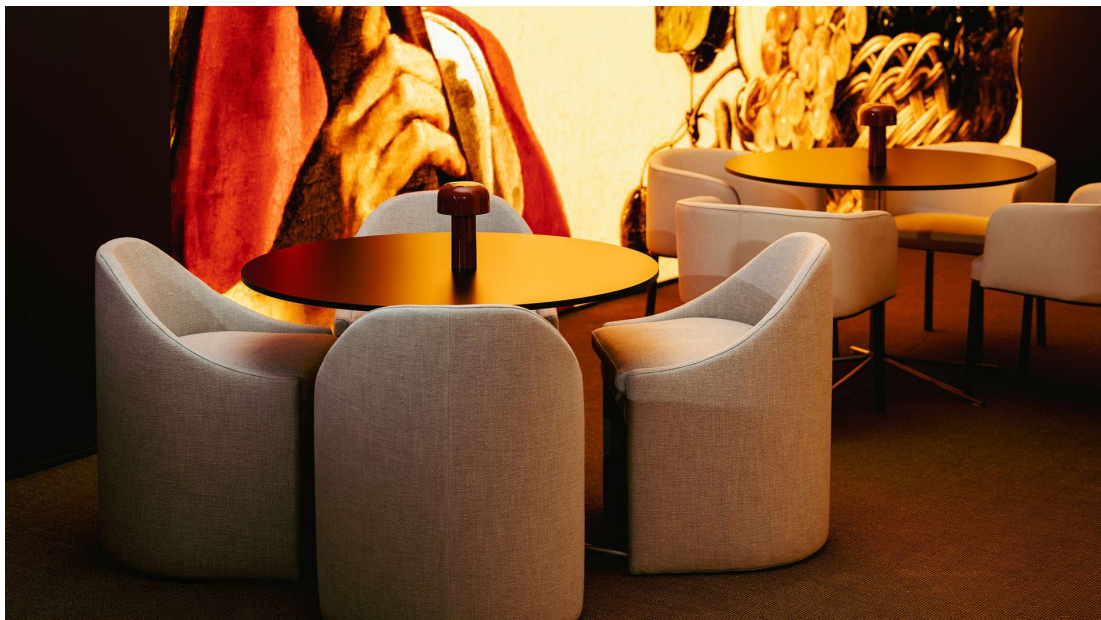
Living Divani takes part in “**Red in progress. Salone del Mobile.Milano meets Riyadh**”, the project marking the debut of Salone del Mobile.Milano in Saudi Arabia, transforming the King Abdullah Financial District into a stage dedicated to contemporary design.



Within the large installation projected by the international studio **Giò Forma**, **Living Divani** showcases two of its most iconic and recognizable pieces: the **Extrasoft** sofa and the **Frog** armchair, both designed by Piero.Lissoni. **Extrasoft**, launched in 2008, redefines the concept of modular comfort with its soft, inviting shapes. **Frog**, designed in 1995, has become a true brand icon — a low, wide armchair that perfectly balances visual lightness with a strong identity. The installation at KAFD is more than an aesthetic display: it serves as a platform connecting Made in Italy excellence with the Saudi ecosystem, aiming to enhance creative and manufacturing supply chains, foster collaborations, and inspire new design trajectories.



In addition to its presence within the main installation, **Living Divani** also takes part in the **Business Lounge** designed by Lissoni.™.Partners — a space dedicated to meetings between Italian companies and leading Saudi players, furnished with a curated selection of **Living Divani** products. These include the new **Jam, Ouzo, and Raki** armchairs, paired with **Jelly** coffee tables, alongside some of the brand's most representative pieces such as the **Extrasoft** and the **Confident** armchair — creating refined, welcoming environments that encourage dialogue and connection.



Living Divani's participation in this context holds strategic significance: on one hand, it reinforces the brand's international relevance and the strength of Italian excellence; on the other, it actively contributes to building qualified professional relationships in a rapidly expanding market such as Saudi Arabia.



November 26th–28th, 2025
Financial Plaza, King Abdullah Financial District (KAFD), Riyadh

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