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LIVING

D I V A N I

Living Divani and veramonteforte present **Embodiment Living**, a project born from the encounter between the industrial culture of design and the sartorial sensibility of Massimo Monteforte's atelier. At the heart of the collaboration, **Extrasoft**, one of the most iconic products in Living Divani's history, is reinterpreted in Living Divani Gallery through a new sartorial "garment" that transforms its identity without altering its essence.



The project draws inspiration from the sofa's **removable upholstery**, a technical feature that becomes an opportunity to explore new forms of expression. The fabric is used inside out to reveal a texture reminiscent of tweed and Donegal tailoring, while **stitching and hand-crafted techniques** bring to the sofa the culture of gesture that lies at the heart of the couturier's craft.

"The handmade gesture of my profession is transferred to furniture. It is not an embellishment for its own sake: I wanted to use the semantic value of certain sartorial techniques and turn them into a distinctive sign," explains **Massimo Monteforte**.



A dialogue between two worlds united by a shared attention to **quality, materials and the value of craftsmanship**, further expressed through the reinterpretation of several iconic looks from veramonteforte's winter collection, created using the same exclusive fabric selected for Extrasoft.

"Embody Living stems from the encounter between two design cultures that share the same attention to quality, materials and the value of craftsmanship. [...] Experimentation has always been part of Living Divani's culture and, for us, represents a way to explore new possibilities," says **Carola Bestetti, CEO of Living Divani**.



The project thus conveys a contemporary interpretation of **Made in Italy**, where craftsmanship and industrial expertise come together to explore new languages for living and new ways of interpreting materials.

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