

Salone Internazionale del Mobile 2013 press preview

MULTIPURPOSE

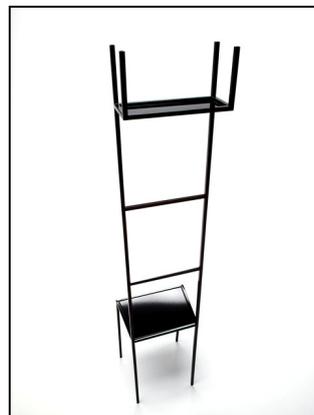
Pavilion 5 | Booth E19 – F18

A resolute character and feelings of lightness, a new pragmatism and a flash of eccentricity. These are the new traits of **Living Divani's** 2013 collection, which expands to include articles with a **multiform look** and a **multiple identity**, generating a new "family" of furniture with a playful spirit; furniture to be reinvented each day, giving free rein to our imagination.

This year the **upholstered systems**, entrusted to the meticulous supervision of the brand's art director, **Piero Lissoni**, are distinguished by an unusual **combination of lines and surfaces, raw and sophisticated materials, technique and innovation**, for products that have never been so versatile and comfortable.

In addition to these, a **new range of furnishing accessories** makes its debut. Multipurpose objects which reveal, to the attentive eye, many different ways of looking at them, opening the way to multiple usage depending on whether we observe them close-up or at a distance and how we interact with them.

First and foremost from the Milanese creative duo (**a+b dominoni, quaquaro**) comes the **Mate** clothes valet, i.e. a chair, a stool or simply a place to put things. A whole range of different accessories can be applied to the original, ladder-like backrest. "According to Bruno Munari, the first creative step is to take a chair, turn it upside down and see what it suggest to us," say the designers. "This never-too-often-repeated commandment is behind Mate, a silent help that waits for us in the entrance hall, or sits quietly in a corner of the bedroom, to take care of all the things we immediately want to shed as soon as we get home: jacket, coat, umbrella, bag, boots, keys, hat, scarf and ... perhaps even flowers". Mate is a versatile article that does whatever we choose to use it as. Its epoxy powder painted square tubular frame with welded seats is available in white or black, but coloured versions are available on request.



Another new collaboration is the one with Valencia-born **Victor Carrasco**, whose first design for Living Divani is **Fold**, a light armchair with a foam-covered iron frame. The upholstery fabric is sewn together

Living Divani s.r.l.

Strada del Cavolto 15/17 I-22040 Anzano del Parco (CO) Tel. +39 031630954 r.a. Fax +39 031632590
www.livingdivani.it info@livingdivani.it

with the padding to achieve an effect of lightly-rounded segments, evocative of a fan; an image that carries us to the warm Mediterranean atmosphere of Andalusia.



Strato, instead, is a coffee table available in two sizes with contoured shape tops, assembled by a central spacer ring. Each layer is in MDF veneered with a plate of chestnut, natural or charcoal dyed and in different lacquers, so that everyone can choose its preferred surfaces combination, favoring the natural look of wood, matching wood-lacquer or a particular play of tone and colour.



David Lopez Quincoces, Madrid-born designer living and working in Milan since 2005, when he began a collaboration with Lissoni Associati and later opened his own studio (Quincoces-Dragò & partners), based in Madrid and Milan, signed **Track**, a bench with a wide and regular shape embellished by its finishes. A soft, continuous surface set on a steel support, an attractive addition to any room in the home and also ideal for the contract market: from the most opulent hotels to office waiting areas and luxury boutiques.



Now more than ever, people want objects with an impeccable aesthetic, quality materials, luxury finishes, but also flexible and adaptable, that can be freely interpreted according to changing tastes and

requirements. Furniture to create settings that expresses their taste and, at the same time, reflect where they feel at ease.

Fuori Salone 2013 previews

SOFT & SOFT: IN-OUT

at the Boffi Solferino Apartment and Courtyard

Via Solferino 11, Milan

9-14 April: 10 am 9 pm

8 April: press preview from 7 pm onwards

Versatile and light are the keywords for the indoor and outdoor collections from Living Divani, presented at the Boffi Showroom.

The Living Divani pieces can be seen in the bedroom and living area of the first floor apartment, in the lounge areas of the offices on the ground floor, and in the outdoor display in the courtyard, where they complement Boffi's brand new outdoor kitchen.

A unique opportunity to show the breadth of the Living Divani range and its infinite softness and comfort, both indoors and outdoors.

Design and set up: Piero Lissoni.



VEUVE CLICQUOT EverGreen

Fiera Milano - Rho

10-14 April: 9 am to 6 pm

Once again this year, Living Divani is working in partnership with the Maison Veuve Clicquot, and taking part in the VEUVE CLICQUOT EverGreen project, an open-air lounge at the very heart of the fair, in which to take an atmospheric break, savouring a glass of Veuve Clicquot Champagne, paired with exquisite, specially-prepared finger food.

Living Divani is providing Family Lounge occasional tables, the perfect place to perch your plates, with their simple lines formed by shaping sheets of iron, and splendidly comfortable Cabrio chairs in glossy white vinyl fabric, ideal for enjoying a moment's relaxation, surrounded by the very best of design.

