

September 2013

## SEPTEMBER REPORT

### **From June 21<sup>st</sup> to September 22<sup>nd</sup> “Alfred Hitchcock nei film della Universal Pictures”, Palazzo Reale Milan (I)**

This exhibition dedicated to the master of thrillers, Alfred Hitchcock, is came to the end. As a partner of Alef – cultural project management, Living Divani participated in the event as technical sponsor with some of its Bubble Rock seats furnishing one of the rooms dedicated to the celebration of this great director through some of his greatest masterpieces.

The exhibition was promoted by the Cultural section of the Municipality of Milan, Palazzo Reale, and Alef - cultural project management, with the special collaboration of the Home Entertainment division of Universal Pictures Italy.



[www.ilmaestrodelbrivido.com](http://www.ilmaestrodelbrivido.com)

### **September 12<sup>th</sup>: steininger.designers opened in Wien (A)**

Last September 12th, the historical retailer of Living Divani products in Austria, *steininger.designers*, inaugurated a new showroom in Wien: a great number of public came to the large loft of 400 m<sup>2</sup> in the famous Schuberting.

The new space represent an additional strengthening of the bond between the two companies, and is added to the showroom in St. Martin, thus confirming *steininger.designers* as one of Austria's leading players in the world of design. For Living Divani, on the other hand, this is another confirmation of its consideration of the Austrian market and the nearby Eastern European countries, which are showing mounting interest in top quality design with the company being one of the most representative enterprises.



steininger.designers gmbh  
Schuberting 4  
A – 1010 Wien  
[www.steinger-designers.at](http://www.steinger-designers.at)

### **Living Divani s.r.l.**

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[www.livingdivani.it](http://www.livingdivani.it) [info@livingdivani.it](mailto:info@livingdivani.it)

## ON THE SPOTLIGHT

### **From 14<sup>th</sup> September to 15<sup>th</sup> December, “Monet. Au coeur de la vie”, Pavia (I)**

Living Divani renews its partnership with Alef – cultural project management, as the two reaffirm their key roles in the art and culture events.

The firm has been asked to bring its comfortable, elegant proposals to furnish the communal areas and exhibition route at the event “**Monet. Au coeur de la vie**” – a major retrospective dedicated to Claude Monet, one of the greatest exponents of the impressionist movement – promoted by the City of Pavia in partnership with the Province of Pavia and sponsored by the Italian Ministry for Cultural Heritage and Activities, the French Embassy in Italy and the Institut Français in Milan.

Living Divani accompanies the selection of works of art with **Bubble Rock** sofas, an unconventional looking model with soft lines that make it an harmonious and slightly transgressive objects, and **Extra Wall**, versatile seating that can be arranged in different kind of combination; **Jelly** coffee tables complete the scene.

This further partnership highlights the dynamism of the firm's designs and the versatility of its products, as well as reaffirms its regard for both national and international top-level events.



Scuderie del Castello Visconteo

Pavia, Italy

Opening times:

Monday-Friday, 9 am to 7 pm

Saturdays, Sundays and public holidays, 9 am to 8 pm

[www.scuderiepavia.com](http://www.scuderiepavia.com)

### **From September 23<sup>rd</sup> to 28<sup>th</sup> : Bologna Water Design, Bologna (I)**

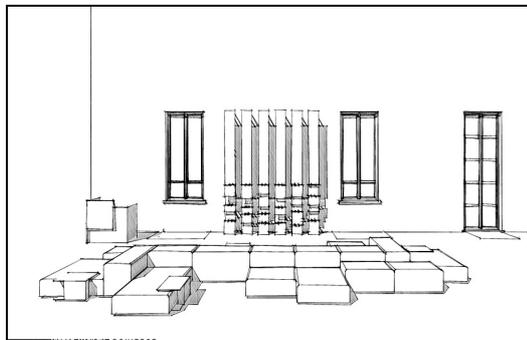
During the Cersaie fair, the doors of unique, suggestive locations in the centre of Bologna open to present design dedicated to water. A chosen number of innovative and socially-relevant projects to provide new emotions to the public: a route of excellence through surfaces, outdoor, sustainability, wellness and design suggestions for contemporary living.

The fascinating spaces of “Ex Ospedale dei Bastardini” will be joined this year by the unique cloisters of the “Ex Maternità”: an extraordinary setting that will act as a backdrop to the designs of international architects and designers and the projects of leading enterprises.

Living Divani takes part together with the architect Victor Vasilev, proposing an installation where the geometries of the special Bukva bookcases and B2 coffee-tables dialogues with the modular shapes of Extrasoft and the essential lines of Cabrio armchairs, both in the outdoor version, in addition to Family Lounge tables.

Living Divani's furnishings will also be present in the Conference Hall where journalists, coming from all over the world for the exhibition, will be welcomed.

Bologna Water Design  
Opening hours: from midday to midnight  
[www.bolognawaterdesign.it](http://www.bolognawaterdesign.it)



### September 27<sup>th</sup> : S-Design Concept opens in Messancy (B)

Living Divani boosts its presence in Belgium, presenting some of the most significant pieces of its collection, at the new S-Design Concept showroom in Messancy that will inaugurate on 27 September from 7.00 pm onwards. Victor Vasilev, one of the firm's leading designers, will be the guest of honour at the evening celebrations, and an opinion leader in a stimulating public conference.

S-Design Concept  
82d Route des Ardennes  
B – 6780 Messancy  
[www.sdesignconcept.be](http://www.sdesignconcept.be)

### From September 27<sup>th</sup> to 29<sup>th</sup> : Inside Design Amsterdam, Amsterdam (NL)

For the second year, Living Divani will take part in Inside Design Amsterdam, three days dedicated to design, organized by the Dutch magazine Elle Decoration. This event, now in its tenth edition, is set out in a pop-up route winding through the main furniture showrooms, restaurants, galleries, museums, and temporary locations in the Dutch capital.

For the occasion Living Divani and DISTUDIO, a key Amsterdam retailer, will propose some iconic pieces designed by the firm's Art Director *Piero Lissoni*, as well as a number of new items created by international designers which will be used to furnish a temporary space in a historic house in the city centre.

Nieuwezijds Voorburgwal, 284  
NL - Amsterdam  
Preview 26 September  
27-29 September from 10 am to 6 pm

### From September 30<sup>th</sup> to October 21<sup>st</sup> : Festival Verdi, Parma (I)

To mark the bicentenary of the birth of Giuseppe Verdi celebrated at the Teatro Regio in Parma, Living Divani, together with its dealer Blank Design for Living, offers its Extrasoft, Confident and Track for the "Sala del Camino" and "Sala Pompeiana" confirming once more the company's great interest in the world of culture.

Via G. Garibaldi, 16a  
I - 43121 Parma  
[www.festivalverdiparma.it](http://www.festivalverdiparma.it)

Blank Design for Living  
Via F. Tanara, 15  
I - 43121 Parma  
[www.blankdesign.it](http://www.blankdesign.it)

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## Grace selected by Elle Decor Italy

New acknowledgement for the designer duo Giopato & Coombes, whose Grace chairs have been selected by Elle Decor Italia magazine as “Best of Design – the best of international production 2013” for the “seating” category.



## OCTOBER PREVIEW

### From 3<sup>rd</sup> to 6<sup>th</sup> October [A. TRACK], Antwerp (Belgium)

To mark the fifth edition of [A. TRACK] 2013 – interior design pathways – Contrast Wooninrichters will be presenting the latest news of Living Divani on a mega screen inside its showroom, opening up its universe of style and good taste to the vast and varied audience that will throng to the city for the event.



Contrast Wooninrichters  
Scheldestraat 13, 2000 Antwerpen  
[www.contrast-wooninrichters.be](http://www.contrast-wooninrichters.be)  
[www.atrack.be](http://www.atrack.be)

### From October 3<sup>rd</sup> to 13<sup>th</sup>: Solar Decathlon event, Irvine (California)

In its role as partner, Living Divani will support Team Austria of the Wien Technische Universität in the Solar Decathlon project: an international biennial competition promoted by the US Department of Energy to encourage the use of innovative solar technology in the building industry.

This year's edition will be held in Irvine, California, and sees the participation of 20 university teams selected from campuses located all over the world.

The aim of the contest is to present eco-sustainable homes with a low impact on the environment, designed and built by the students themselves. The designs will be on exhibit to the public and a jury will assess the efficiency, optimal energy generation, accessibility, and excellence of the design.

The living area of the house will be furnished with an Extrasoft outdoor composition.

The exhibit-home will then travel to various cities in the US and Europe.

[www.solardecathlon.at](http://www.solardecathlon.at)  
[www.solardecathlon.gov](http://www.solardecathlon.gov)

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## From October 10th to 12th: Zoute Rally, Knokke-Zoute (B)

Living Divani will attend the exclusive vintage Porsche rally with its client RR Interieur – the main sponsor of the event -, using its products to furnish the VIP lounge which will host the drivers and co-drivers.

RR Interieur  
Natiënlaan 215  
B - 8300 Knokke-Heist  
[www.rrinterieur.be](http://www.rrinterieur.be)  
[http://www.zoutegrandprix.be/en/ZOUTE\\_RALLY®/](http://www.zoutegrandprix.be/en/ZOUTE_RALLY®/)

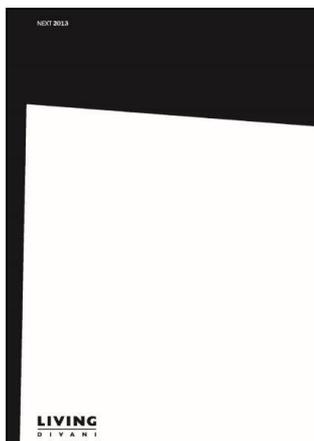
## From 24<sup>th</sup> to 27<sup>th</sup> October FIAC, Paris (F)

Prestigious presence of Living Divani in Paris where, on occasion of the FIAC (Foire Internationale d'Art Contemporain), it will furnish again the VIP spaces by showing its great know-how and experience: essential and richly poetic lines flow into each other, elegant shapes and materials perfectly fit into their architectural surroundings, establishing an intense dialogue between art and design.

This major partnership reaffirms the company's leading role in cultural and design events of international level.

## New Next 2013 and Contract catalogues

Two new catalogues are in progress, and they will soon be ready to complete the current firm's documentation. Next 2013 brings together the new products presented at the last two editions of Salone del Mobile, with a unique style, full of elegant charm, which knowingly accentuates the quality and simplicity of our collection, interpreted through the lens of photographer Tommaso Sartori, with the artistic direction of Piero Lissoni. The Contract catalogue, on the other hand, is dedicated to interior designers and contractors, and is available to give a technical slant, presenting and illustrating the Living Divani products for the contract sector, to which the firm dedicates by providing different solutions.



## FOCUS ON FOLD

Design Victor Carrasco

Fold by Victor Carrasco is an armchair with a foam-covered steel frame. The upholstery fabric is sewn onto 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.



### Technical sheet

Armchair with supporting tubular steel frame and seat chassis in steel with cross-woven coated rubber elastic straps. Padding in differentiated density polyurethane foam. Covering in 100% polyether thermally bonded onto a polyamide velveteen backing. Adjustable PVC feet. Fabric or leather upholstery, sewn together with a polyurethane foam mat through vertical seams at sight. The fabric upholstery only is fully removable by zippers and Velcro fastening.

Sizes: 65x60x72 cm.

## SHOWROOM OF THE MONTH

MAISON HAND, LIYON (F)

An unique loft contains the best international design brands, whose collections are the protagonists in different settings, according to seasons and emotions. Living Divani find place with its products in an armonious context, able to exalt its peculiarities.



11bis rue Jarente

F - 69002 LYON

[www.maison-hand.com](http://www.maison-hand.com)

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## CONTRACT

### BORA HotSpaResort, Radolfzell (D)

Some of the most representatives products of Living Divan collection, such as Extrasoft, Bubble Rock, Wall Sofa Bed, Pasticca, Wing, Chauffeuse and Kiru furnish with elegance and a touch of irony the hall and the bedrooms of the resort immersed in a charming natural landscape.



## PRESS REVIEW AUGUST



Art Travel (F)



Résidences & Decoration (F)



Villas (B)



Myself (D)