

## LIVING DIVANI – 2019 SALONE DEL MOBILE PREVIEW

50+30 Celebrations

Fiera Milano-Rho, Pav. 7 / Stand C11-D16

Palazzo Crivelli, via Pontaccio 12, Milan, Italy

### Living Divani: 50 Years Since 1969 - 2019 Collection Preview

Perseverance, strong commitment, a touch of luck and a genuine fixation on the highest-quality of contemporary design.

These are the secrets behind the success of Living Divani, the Company from Anzano del Parco (Como) renowned for the immediately recognizable pure and clean lines of its soft furnishings, whose singular journey has turned it into a leading brand with a remarkable international reputation and brought it to the important milestone of its 50th anniversary.

From the outset, the distinctive features of the brand have been clean silhouettes, sophistication, a carefully chosen palette of colors and a sense of energy and freedom; characteristics that are impressed, like a seal, in the 2019 collection, proving how the Company has succeeded in reaching across the world of design with its own genuine and individual interpretation.

The Company project initially prefigured by Renata and Luigi Bestetti, in 1989 comes together, connects and takes shape thanks to Piero Lissoni, Art Director and main creator of the Living Divani's contemporary upholstery collection, in a creative harmony that celebrates its 3<sup>rd</sup> decade of collaboration. From the 2000s onwards, following the involvement of Carola, second generation in the Company, and the participation of numerous young talents intercepted by the brand along its route, Living Divani gives shape to a collection without typological, geographical and style limitation, which faces the actual global situation from different points of view, but always with its distinctive elegance.

Among the numerous collaborations, some have proven during the years, their strength and relevance. In particular, the one with the Spanish architect and designer **David Lopez Quincoces**, who has been able to stand out from the new avant-garde of young designers active all over the world. For the 2019 collection, he designs **Greene**, a sofa in fixed measures, defined by gentle curves for a relaxed and casual proposal: a structured yet soft hide perimeter welcomes ample cushions while standing on slender feet, restating once again the attention toward every small detail.

Clean and simple intersecting lines that balance the visual impact of the whole are the defining characteristics of **Sailor, the new floor-to-ceiling bookcase**. The airy pace of the vertical poles, with a hexagonal section, contrasts with the tighter rhythm of the slender shelves, created by bringing together two different materials in a *chiaroscuro* play which shows a refined wood craftsmanship skill.

**Keiji Takeuchi** takes inspiration from a street lamp and transforms it into a multipurpose home sculpture, originating the combination "**Light with a table**" for Living Divani 2019 collection. Its slender and graphic silhouette, with retro style references, is the result of a skilful construction. A base to provide stability, a metal tube that curves and ends in a source of light and a table connected to it: a perfect light spot next to a bed or a sofa, to emphasize its lines; a new inspiring inhabitant of the "Living Divani world".

The **family of Pebble low tables by Lanzavecchia + Wai** design studio takes once again inspiration from organic shapes. Following the success of the vanity desk presented last year, the idea of Pebble expands, creating a family of small coffee tables defined by light and delicate silhouette, like stones, that privileges now a rounded layout or an elongated one. They follow the concept that nature never repeats itself, creating something different every time. Fluid bodies that move in space, where the simplicity of the shape matches the preciousness of the materials and the precision of the execution, for sophisticatedly unique furnishings.

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Living Divani re-confirms its artistic collaboration with **Shibuleru**, the design studio founded by Lukas Scherrer, who took the concept of the Aero bookcase and gave it new purposes. Conceived for entrances and bedrooms but also ideal in hotels, the new **Aero V** captures the eye with its basic elegance, a skilful combination of horizontal and vertical elements, that works just as well for accessories. A calibrated simplicity that betrays a sophisticated work of synthesis for an item that gives precise style and functionality to welcoming and waiting areas.

Last but not least, the new **Floyd-Hi Bed** by **Piero Lissoni** makes its *début* in the night area. Just as the sofa that inspired it and with which it shares its name, it is defined by large and soft cushions laying on the lowered headboard, creating a pleasant play of heights, joints and textures, in the name of three-dimensionality and pureness of lines.

### 50+30 Celebrations

Living Divani: 50 Years Since 1969 + 30 Years of Piero Lissoni's Art Direction

Palazzo Crivelli, via Pontaccio 12, Milan, Italy

8-14 April, 11:00 h - 20:00 h

**A celebration of Living Divani's purist spirit:** to mark the brand's 50th anniversary and his 30 years as Art Director, **Piero Lissoni** sets up a **maze of mirrors** in the historical spaces of Palazzo Crivelli, in via Pontaccio 12 in Milan, where "The Uncollected Collection", the **limited edition** signed by the renowned designer will be shown for the first time, to celebrate and seal the double anniversary. Spectacular reflections, astonishing play of shadows and light: the magical atmosphere ranges from dream-like to technological and futuristic, highlighting the pieces on show from different angles in a combination of **art and design**.

Two families of objects, the first with **full, coloured and sinuous volumes made of cast aluminium**, for impressive pieces of furniture with a fantastic flavour; the second with **exceptionally ethereal and simplified silhouettes in steel rod and aluminium**, thin tangled elements that sometimes feature as table feet, others as chair legs.

An apparent dichotomy of a single idea: the sartorial skills of the brand and its incredible ability to translate the complexity of a project into contemporary while impeccable silhouettes, that always manage to look simple, proving that there is no need to shout louder than everyone else to be heard, noticed and recognised as one of the Italian reality of excellences on the international scene.

A display of great impact that extends, in a telescopic view, from the portico to the main room and stretches across the green spaces of Palazzo Crivelli's garden, is the scenario that works as backdrop to the brand's iconic outdoor pieces. **Products** that privilege geometrical, curvy or essential shapes, reflecting the variety of styles proposed in the past 30 years. A collaboration that with **its understated elegance has changed the way of conceiving relaxation even in the outdoors**.