

Newsletter May 2012

**IN THE SPOTLIGHT**

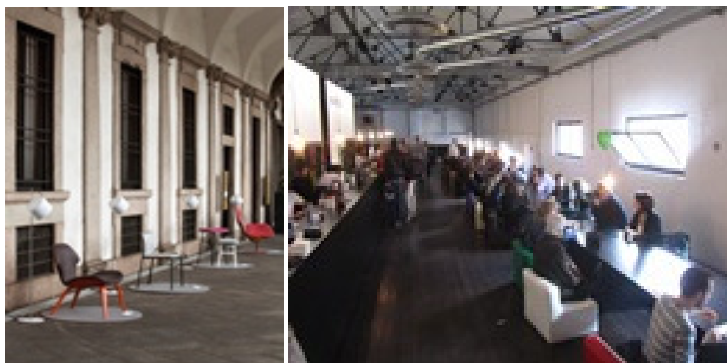
**REPORT ON THE MILAN SALONE DEL MOBILE**

Extraordinary results at the recent edition of the Salone del Mobile. Living Divani's role in the international design arena has been further confirmed, with a range that turns its eye towards distant horizons, scouring the world for contacts, inspirations and key ideas to revamp its habitat. At the trade fair in Rho, Milan, a neutral box, enclosed in a mesh of grey-painted sheet metal, formed a container for the new proposals from Piero Lissoni, Victor Vasilev, Francesco Rota and Nathan Yong, alongside new and emerging talents such as Studio Juju, Mario Ferrarini and Giopato + Coombes, all of which can boast a style that expresses a blend of magic and desire, lightness and cocoon effect.



**LIVING DIVANI @FUORI SALONE**

Living Divani had a considerable presence at a number of events around Milan. The firm's chairs were the undisputed stars, with their unmistakable elegance and comfort, furnishing a variety of spaces with grace and a touch of glamour.



**Interni Legacy**

**Nespresso Lounge**



**Teatro Nazionale**

**Veuve Clicquot**

**Living Divani Srl**

Strada del Cavolto, 22040 Anzano del Parco CO Italy - Phone: +39 031 630954 / Fax: +39 031 632590  
www.livingdivani.it info@livingdivani.it

#### **LIVING DIVANI ALTAGAMMA ASSOCIATE**

Reference point in the design survey for the unmistakable line of its upholstered furniture that feature shape lightness, proportions perfection, care in details, Living Divani becomes an associate of Altagamma: the foundation gathering Italian companies with an international reputation which operate in the high segment of the market.

Founded in 1992 by Michele Alessi (Alessi), Mario and Paolo Bandiera (Les Copains), Marina Deserti (Baratti&Milano), Ferruccio Ferragamo, Carlo Guglielmi (Fontana Arte), Maurizio Gucci, Gianfranco Ferrè and Franco Mattioli, Angelo Zegna and Santo Versace, supported by Armando Branchini, Altagamma's aim is to strengthen the associate companies at international level and also to support their development. The adhesion by invitation in 3 steps, allows Living Divani to be part of the most exclusive Italian companies group by developing synergies with the founder companies and attests the excellence reached by the brand in the creation of complete settings for home and contract, with a typically Italian sophisticated life style.



**Fondazione  
Altagamma**

#### **From 17 April to 6 June , ALCANTARA PORSCHE PIT LANE TOUR 2012**

Continuing the line of events that cross the boundaries of its sector to blend luxury with experimentation, quality of living and free time, Living Divani is taking part in the Porsche Pit Lanes Tour 2012, the travelling event accompanying the Italian launch of the new Porsche 911 Carrera and the new Porsche Boxter 2012. The company was invited to bring its elegant, versatile proposals to personalise the box lounge that Porsche is setting up at the main racing circuits around Italy (Misano, Pergusa, Vallelunga, Monza, Imola) to coincide with the busy presentation calendar for the two new cars.

Two Ile Club sofas, one bench and a number of Ile coffee tables, four Bolle stools, one six-top Bolle table and one soft, cosy Extrasoft modular composition will create an enchanting reception area, where all the textile coverings will be in Alcantara®, the fabric chosen by the Stuttgart marque for the interiors of its two models. This collaboration highlights Living Divani's dynamic nature, and its predisposition for the contract world, thanks to the customisability of its mass-produced pieces, which are highly versatile and adaptable.



#### **From 19 to 22 May for the occasion of ICFF, BY New York will be changing its look, with new displays, suggesting elegant, cosy and functional contemporary spaces.**

At the BY NEW YORK concept store, Living Divani presents some of its most representative pieces, together with one of the new ideas presented at the Salone del Mobile, Piero Lissoni's Rod XL sofa. For the day zone, featured pieces will be sofas NeoWall, Extrasoft and Ile Club, Marquise armchairs, Confident chairs and coffee tables Jelly, Ile, Metro2, Ying Ying and Bolle, while the Roof Deck will be decorated with products designed for outdoor use: Extra Wall, Bubble Rock and Frog.

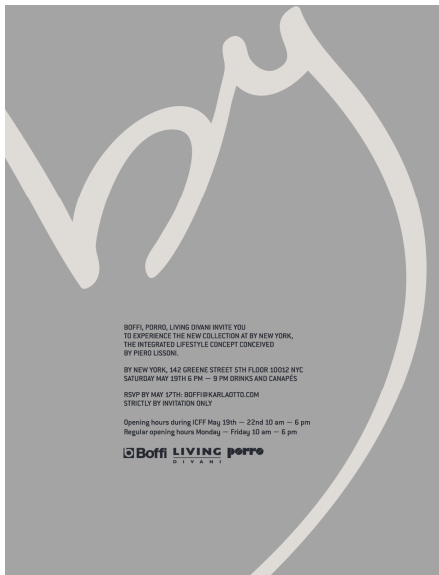
#### **Living Divani Srl**

Strada del Cavolto, 22040 Anzano del Parco CO Italy - Phone: +39 031 630954 / Fax: +39 031 632590  
www.livingdivani.it info@livingdivani.it

Cocktail party 19 May from 6.00 pm to 9.00 pm  
19-22 May: from 10.00 am to 6.00 pm

BY NEW YORK

142 Greene St. 5th Floor  
10012 New York



**23 to 26 May, “Marmo come Design” [marble in design] exhibition, Carrara**

Living Divani and its marble tables Menhir and Jelly will be a key feature in this exhibition illustrating the link between marble and design.

The aim of the event is to highlight the evolution of the codes of communication between design and marble, involving key firms producing objects and accessories with a strong design element.

**JUNE PREVIEWS**

**13 to 14 June, ContRact, Brussels**

This will be Living Divani's first time taking part in ContRact, the Belgian fair dedicated entirely to the contract market, and addressing architects, interior designers, contractors and all those working in the hospitality sector as a whole.

The company will present a multicolour Extrasoft composition, plus Confident chairs and Bolle coffee tables.

**FOCUS ON KIRU**

**Design Giopato + Coombes**

From the imagination and creativity of **Giopato + Coombes**, the young designer duo - she Italian, he British - comes the armchair **Kiru**, with its name derived from the root of the Japanese word kimono, which means 'to dress'. Refined, with impeccable bearing and grace, it has soft, broad shapes and distinctive sartorial details in the fabric that folds over on the sides and back, like an haute couture dress.



Technical details

**Armchair**

Steel structure embedded in cold-expanded polyurethane foam. Coated rubber elastic straps.

Feet in PVC or swivelling base. Covering manufactured with 100% polyether, thermally bonded onto a polyamide velveteen backing. Cover only in fabric, fully removable with Velcro.

Dimensions: 82 x 76 x h 73 cm.

**CONTRACT**

**CONSERVATORIUM HOTEL, AMSTERDAM**

Many Living Divani products at the luxury Conservatorium Hotel, restyled by Piero Lissoni and situated in the beautiful fashion and museum area of Amsterdam. The lounge, the brasserie, the restaurant and the bedrooms of the hotel welcome its guests with the Softwall, Chemise and Neowall sofas, the armchairs Chaffeuse and ABC. The low tables and the bench Ile complete with elegance the whole.



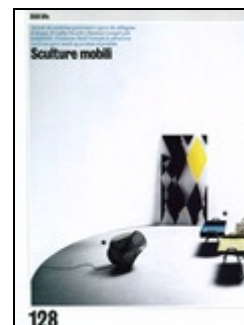
Press Review April



Casa Facile (I)



Casamica (I)



Case da Abitare (I)



Hearst Home (I)



Interni (I)



Interni (I)



Io Donna (I)



Residence Dec. (NL)



Salon (RUS)



Wallpaper (UK)