

LIVING DIVANI IN NEW YORK
by new york, 19-22 May 2012

Just over a month after the Salone del Mobile in Milan, **Living Divani** continues its calendar of spring events with a trip to **New York** for the **ICFF**, the premier US showcase for contemporary design. Since 2008, **by new york** has been the location of preference in the Big Apple in which to find the discretion, refinement and comfort of the dynamic family-run firm with its signature upholstery. The innovative store concept was created in partnership with Boffi and Porro to offer cosmopolitan individuals a space dedicated entirely to home design, planned and coordinated by **Piero Lissoni**, the architect and designer who has worked for years with these three complementary Italian brands.

The space is **decorated** with a number of iconic pieces and the latest Living Divani products in a home setting with a highly seductive cosmopolitan feel. The brand's sophisticated contemporary proposal fits in perfectly, creating scenarios midway between the home and the residential and hospitality-based contract worlds, which the firm succeeds in targeting simultaneously.

At the entrance to the showroom, we are immediately drawn into the world of Living Divani geometric purity with an **Extrasoft** composition, the modular sofa in ice-coloured fabric with cosy welcoming seats arranged one beside the other to form regular shapes, and **Drop Table**, designed by Junya Ishigami, sculptural objects with the spellbindingly extraordinary optical effect of the Plexiglas® top.

In the main living area, the **NeoWall** sofa in linen Kahli fabric, with its pleasingly asymmetrical geometry created by the composition of modular elements of different heights, interacts with the new three-seat sofa **Rod XL** with its slim back and light, airy shell dressed with inviting cushions. Raised up on 12 mm wide chrome-plated steel feet, screwed into the frame, Rod's distinction lies in the possibility of choosing different coverings for the shell and cushions, enhanced with quilted details and bold buttons. Here, the shell is in white Caresse Leather, and the cushions are in ecru Kahli linen, while the scatter cushions exude the colours of spring with Sanderson, a floral fabric with a retro feel to awaken dormant memories.

To the side we see the bright orange tones of the three **Confident** chairs, with their seat shell that gives shape to the back and arms, offering the snuggest of comfort. Two low **Metro²** tables with smoked glass tops, Nathan Yong's **Bolle** coffee tables, singly, with four or six shelves, with their distinctive slender metal tripod structure, Matthias Hickl's **Ying Ying** table with its unusual decoratively shaped cast brass base with a bronze finish and **Ile** low table with a round, white crystal glass top complete the setting, which would look the part as much in a luxurious home as in the most refined of **offices, hotels, restaurants, banks** and **waiting areas**.

To one side is a small sitting room centred around the snugness of the **Ile Club** sofa, in which the slender metal frame delicately supports the big, cosy upholstery above, for the ultimate in comfort. Proposed here in Must leather, it is paired with **Marquise** armchairs in white Loden fabric. With their clean, square shapes, their base in solid natural or black-tinted oak and their fabric or leather covering, they offer a new interpretation of familiar, reassuring shapes. Also in a classic vein are the **Little Nero** coffee tables by Matthias Hickl, with their tempered crystal glass top supported by a cast brass structure with a bronze finish.

Bringing softness to the spaces with natural or graphic accents, are the rugs **Arabian Geometric** and **Ceci n'est Pas un Baroque**, from the Living Divani rug collection designed by Harry&Camila in 2011. Produced using the finest wool and silk yarns, available in a hand-knotted version made in Nepal through the various stages of carding, dyeing, weaving and trimming, or in a tufted version, hand-made in India.

Meanwhile, the roof terrace offers the ideal location for Living Divani's outdoor proposals: from the modular geometric shapes of **Extra Wall Outdoor** in Kyoto fabric, to the ironic curved profile of **Bubble Rock Outdoor** in Natté fabric, to the light freshness of the black woven PVC **Frog** chairs, to the high

occasional table **Jelly**, with its tubular stainless steel base and slate top, and the three low **Ile** tables in different heights and sizes, for those who want to take Living Divani's perfect, harmonious proportions, sense of understated luxury and refined relaxation into their outdoor lives too.

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