

A new prestigious showcase for Living Divani in the heart of the Paris design district
Opening: December, 1st 2016

To coincide with the recent edition of Maison&Objet Paris, the well-known French retailer **Silvera** renewed its **showroom** at **43, Rue du Bac** in Paris, accommodating some major brands representing the excellence of Italian design inside a completely refurbished space.

Living Divani, reference point in the design furniture scene due to the perfection, harmonious proportions, and understated luxury style of its upholstered furniture, is featured in this prestigious setting in the heart of the Parisian design district, with a wide selection of products.

On *the lower level* of the showroom, an ample space is devoted to Living Divani; in the living area some of the 2016 proposals alternate with bestsellers, introducing visitors to the world of formal purity and sophisticated elegance typical of the brand.

Hanged onto the wall of the entrance and supported by a thin steel wire, the new **Galileo** round mirror by *Mario Ferrarini* is framed by a steel contour with an elegant bronzed finish. Object in constant balance, Galileo is a type of pendulum, ready to oscillate to reflect the world in its many facets.

Chosen to accompany it are the comfortable, spacious and reassuring lines of *Piero Lissoni's* **Chauffeuse** armchair and **Starsky** low tables by *David Lopez Quincoces*: a circular and stackable set of tables, decorated with a delicate pattern of wedge-shaped inlaid wood.

Opposite is the new **Ceiba** coat rack in solid ash by *Luis Arrivillaga*, a dance of slender moving structures which close and open providing different points of view and means of use.

The *first arrangement* displays *Piero Lissoni's* **Rod** sofa, this year presented in a modular version. Elegance, lightness, and the possibility to mix finishes experiencing captivating two-tone and two-material effects and striking leather/fabric combinations are the features of this upholstered family characterized by its slender back and light, airy shell, lined with inviting cushions enhanced with quilted details and buttons at sights. The sofa is accompanied by *Victor Vasilev's* **B3** table, which features a base stand and three misaligned tops creating a coffee table that hover in the air, and **Gray** armchairs, by *Piero Lissoni*, characterized by extremely pure lines emphasized by their solid oak frame and spare geometry. The composition is completed by **Ile** low table by *Piero Lissoni*, whose light and sophisticated form - the result of their slim metal structure - gives them an utterly contemporary beauty.

The *central stage* is dedicated to a large **Extrasoft** composition by *Piero Lissoni*: an informal and soft comfort sofa where cozy and welcoming seats are placed alongside each other in regular geometries and flanked by **Family Lounge** tables - also by *Piero Lissoni* - consisting of a sheet of iron with a super-simple design which provides a comfortable support surface.

A *second composition* opts for *Piero Lissoni's* new **Dumas** sofa. With its bourgeoisie inspiration, this sofa reproduces, in a renewed way, a form that in the memory is the ultimate comfort thanks to generous and liveable padded forms. The slightly overhanging seat, sustained by dark wood or burnish metal feet, invites you to linger and enjoy its softness whilst the low backrest is connected to the gently curved armrest, in a gesture of absolute simplicity, which defines the style of both the designer and the company.

To one side of the sofa stands *Nathan Yong 's* **Stack** table: stackable tables/storage units, distinguished by the poetic flair of their design and their handcrafted execution. On the other side, **Sartor C.** armchair, the new variants of the Curve armchair designed by *Piero Lissoni* in 2009, emphasizes the unique quality of the "deconstructed" armrest and backrest for a more casual comfort, through new materials that enhance the textures and the sensory experiences. In the centre, the new **Grek** low table by brothers *Gabriele and Oscar Buratti*: a daring sculpture with a manly look and strong industrial aesthetic which offers a table top cut through by a central crevice that serves as a magazine holder or container for objects.

The Living Divani display is defined by the geometric design of *Nathan Yong 's* **Off Cut** bookcases, made by piecing together bits of solid walnut or oak, the off-cuts from processing larger wooden boards used to create other pieces of furniture. A light, ethereal construction, defined by what is removed, a subtle weave upholding invisible glass shelves and giving new life to material that would otherwise have gone for pulping, with a view to recycling and treating the environment with respect.

This new exhibition space is a vitally important showcase for the brand in the centre of an international city such as Paris, which is intensely conscious of the high quality that makes Living Divani design outstanding. The firm's collaboration with the French retailer will be further consolidated with the future opening of the new **Silvera London** showroom, to include numerous products from this Italian brand.

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