

Living Divani at the new Silvera Flagship Store in London

Living Divani, reference point in the design furniture scene due to the perfection, harmonious proportions, and understated luxury style of its upholstered furniture, consolidates its international network with a new prestigious address in **London**, the vibrant city overlooking the Thames, midpoint of most of the major **European architectural studios** and of **international contract projects**.

The latest novelties, together with some iconic pieces and best sellers of the brand have been chosen to furnish the new **Flagship Store of Silvera**, the well-know French concept store which has decided to add to its 10 showrooms in Paris, the first exhibition area in Great Britain; 500 sqm designed by the architect studio Jouin Manku in the prestigious King's Road of Chelsea.

The Living Divani's collection, designed during the years by *Piero Lissoni*, allows the maximum personalization of the space, by creating a relaxing atmosphere, where to linger and rest.

The modular sofa **Extrasoft** welcomes the visitor to the world of formal purity of the Company: cosy and restful seats which can be placed next to each other in a geometrical configuration, completed by white **Family Lounge** coffee tables.

With its bourgeoisie inspiration the sofa **Dumas** in leather reproduces, in a renewed way, a form that in the memory is the ultimate comfort thanks to generous and liveable padded forms; whilst shows the quality of Living Divani's craftsmanship the **Lipp** armchair, where the stitching on the three internal sides, creates an extended decoration, a precious cocooning which envelops you in a refined covering with diamond-shaped quilting

The upholstered proposal continues with the sofa **Rod**, characterized by the possibility of choosing different coverings for the shell and cushions – enhanced with quilted details and bold buttons - mixing finishes with striking two-tone and two-material effects and captivating leather/fabric combos.

All the exhibition area is enhanced by complementary accessories featuring impeccable shapes, design also by the young designers who collaborates with the Company thanks to an accurate job of talent scouting among the new generations.

The **Era coffee tables**, by David Lopez Quincoces, available with top in StoneOak®, walnut dyed “canaletto” and Thermo oak, or lacquered in two different polished version,- RAL-K7 3005 wine red or RAL-K7 5020 ocean blue – feature details such as elegant brass bolts, the same bright material also used for the two-tone and dual finishing legs. From the same Spanish designer, the coffee table **Starsky** that features a delicate decorative motif on its top characterized by interplay of shades and hues, from dark to light.

Creates a new domestic totem, the **Aero** bookshelves by *Shibuleru*, whose aerodynamic shelves are supported as if by magic by a scenography of fluctuating vertical posts.

Enchants the bronzed version of **Galileo** mirror, design by *Mario Ferrarini*, an object in constant balance, as a type of pendulum, ready to oscillate to reflect the world in its many facets.

Graphic pattern on the floor are created by the carpet from the **Sin Titolo** collection, design by *Harry Paul*, inspired by works of art reinterpreted through zoom-ins and colour experiments and **Minamo** carpets, design *mist-o* whose geometric pattern would call to mind a surface of calm water.

To complete the proposal, small sculptures of archetypal and contemporary shapes form the Styling project, curated by Elisa Ossino Studio, interact with the elegant proposal of Living Divani; geometrical and minimalistic objects combined with pure materials such as marble, ceramic, metal, bronze and paper.

The final effect is an exhibition space inspired by the harmony, the essentiality and formal purity typical of the Italian brand. With the presence at **Silvera London Living Divani** can count on a very important window and on the opportunity to establish a direct dialogue with the Londoner and with the world of great international design studios.