

Newsletter June 2012

IN THE SPOTLIGHT

House&Fashion, Castel Mella (BS), 31 May

Huge attendance for the opening of House&Fashion, the new concept store in the province of Brescia inaugurated on 31 May, where Living Divani and a number of other big design and fashion names welcomed a curious public with the latest new products presented at the Salone del Mobile, as well as a number of iconic pieces, including: Off Cut and Bukva bookcases, sofas Rod, Extrasoft, Extra Wall and NeoWall, Jelly and B2 coffee tables, Bubble Rock.



13 to 14 June, ContRact, Brussels

Living Divani took part for the first time 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 firm was well-received, reaffirming its leading role in this market. It presented a multicolour Extrasoft composition, plus Confident chairs and Bolle coffee tables.



20 June – September, CREATIVE COUPLES@Macro, Rome

The AREA space at the Macro in Rome was launched as a showcase for the biggest names in contemporary design with the project **CREATIVE COUPLES/when design is created by four hands**, a bi-monthly programme that entrusts the space to some of the most active couples on the Italian scene. And so Living Divani will be featured with the armchair **Kiru**, designed by Giopato + Coombes, which combines the fragile aesthetic of origami with a solid, snug structure. Hence, on the one hand we see research projects, and on the other, the numerous collaborations with various firms working in the sector, whose requirements they succeed in interpreting, to give designs from the essential to the incisive, according to the type of project requested.

MACRO

Via Nizza, 138 – Roma

Opening times:

Tuesday to Sunday, 11 am till 7 pm

Saturdays 11 am till 10 pm

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28 to 30 June, Pitti Immagine Bimbo, Florence

Living Divani will be a technical sponsor at Pitti bimbo, with Bubble Rock, Family Chairs and Jelly coffee tables, which will furnish the most visible areas, such as the lounge and bar of the *Apartments* section, curated by Ilaria Marelli, who will transform the Lyceum spaces into an exhibition space for 17 stylists/experimental companies. The display, entitled Hortus, is a conceptual interpretation of the theme "nature and food" and will recreate a larger-than-life vegetable garden depicted in the botanical books of the nineteenth century.



PREVIEWS July/September

NEXT 2012

The new Next 2012 catalogue is in preparation, portraying the latest collections presented at the recent Salone del Mobile in a setting featuring rational architecture with a metaphysical feel, in warm yet firm colours, photographed by Tommaso Sartori.

NEW PRESS CAMPAIGN

Piero Lissoni's Rod sofa, the latest arrival in the family of Living Divani upholstery, will be the new star feature of the press campaign for the second half of the year, together with Extrasoft and Chemise XL. Once again, a clear reference to Giorgio De Chirico, one of the greatest Italian artists of the 20th century, who belonged to the metaphysical school of painting, highlighting the spatial sensitivity and propensity for pure shapes that is a distinguishing feature of Living Divani's design style.

FOCUS ON RABBIT & THE TORTOISE COLLECTION

Design Studio Juju

Seven tables, each a different shape and size, to be arranged so as to create flow within their space, making for constantly new ways of interacting, an experimental experience to be shared with the people who sit around the curves and use them in their everyday life. While the *Rabbit* model is shaped like a little bunny face, with two long ears pointing upwards, the cute *Tortoise* model depicts a head and shell,

and the three *Round* tables A, B, C and two *Long* tables A and B, with different heights and dimensions, complete the range, offering a vast array of possible configurations.



Technical sheet

Family of 7 tables of different shapes and sizes. Top in 3 mm laser cut sheet steel and legs in tubular steel Ø 12mm screwed to the top. Tips in PVC. Epoxy powder coated in RAL 9010 white and 9017 black.

Dimensions:

Rabbit shape: 135x103x28cm

Tortoise shape: 111x49x28cm

Round shape: A 26x h20cm; B 26x h25cm; C 36x h35cm

Long shape: A 40x21x h25cm; B 54x25x h20cm

CONTRACT

Mare e Pineta Hotel, Milano Marittima (I)

Restyling by Lissoni Associati of the hotel "Mare e Pineta": the famous hotel that made the history of Milano Marittima by welcoming a nice and refined guests since ever. Living Divani furnish with elegance the hall, the bar and outdoor areas with Frog armchair, Chromatic sofa, Chauffeuse and Confident armchairs.



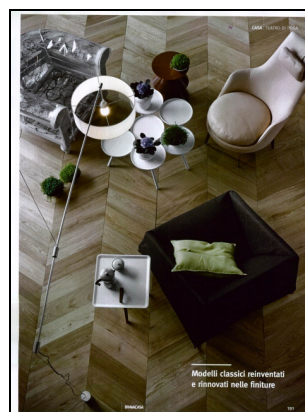
MAY PRESS REVIEW



AD (I)



Brava Casa (I)



Brava Casa (I)



Casaviva (I)



Case da Abitare (I)



D Repubblica (I)