

May 2013

## IN THE SPOTLIGHT

### REPORT ON THE MILAN INTERNATIONAL FURNITURE FAIR

Positive results at the recent edition of the Milan Furniture Fair. Living Divani has reaffirmed its leading role within the international design scenario, expanding its range of proposals with pieces with a versatile look and a multiple identity.

The stand took the form of a house surrounded by a white external wall through which glimpses opened onto the inside, allowing visitors a tantalising foretaste of the refined living situations assembled around a garden visible through a full-height glass wall. Inside the house were new proposals from **Piero Lissoni**, **Giopato & Coombes** and **Harry&Camila**, alongside the fruit of new partnerships with designers such as **Victor Carrasco**, **David Lopez Quincoces** and **(a + b) dominoni, quaquaro**, together creating a family of versatile and welcoming furniture with a playful spirit.



### LIVING DIVANI @ FUORI SALONE

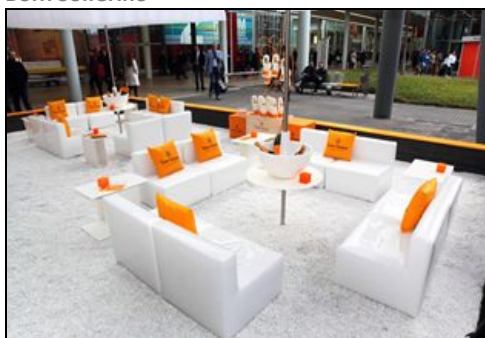
Living Divani was also a major presence in town, with installations at the Boffi Solferino showroom with **SOFT & SOFT: IN & OUT** focusing on outdoor products, and at Spazio Laura Urbinati, in the exhibition **100 CUSCINI x 100 SEDIE** curated by Beatrice Rossetti, in addition to the ongoing partnership with Veuve Clicquot for the project **VEUVE CLICQUOT EVERGREEN**: an open-air lounge in the heart of the fair in Rho, Milan, in which to take an atmospheric break.



Boffi Solferino



Boffi Solferino



Veuve Clicquot Evergreen



Veuve Clicquot Evergreen

Living Divani s.r.l.

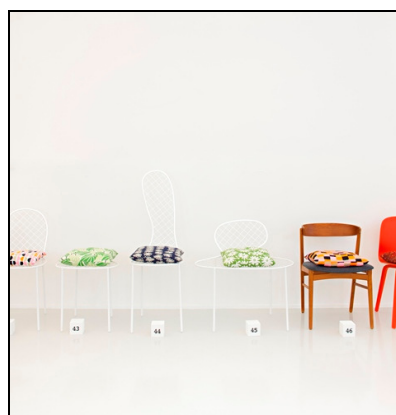
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www.livingdivani.it info@livingdivani.it

# LIVING

D I V A N I



**100 Cuscini x 100 Sedie**  
Photographer Alberto Strada



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Photographer Alberto Strada

### **29 April to 30 June, Altagamma Italian Contemporary Excellence, Shanghai (China)**

On April 29th 2013, inside the Shanghai Italian Center, Ex Italian Pavilion at Shanghai Expo 2010, will inaugurate the photo exhibition "Altagamma. Contemporary Italian Excellence", which will continue throughout the month of June.

This collection of snapshots taken by ten young Italian reportage photographers, was coordinated by Contrast Agency, who invited them to use their objective, non-homilectic vision to provide a fresh perspective on Italian excellence.

The exhibition was previously displayed in Milan, and now aims to spread the culture and industry of Italian excellence in China and around the world, and to represent all that is beautiful, good and well-made by these Italian companies of excellence.

[www.altagamma.it](http://www.altagamma.it)

[Link - Living Divani Altagamma I.C.E.](#)

### **18 to 21 May ICFE 2013 at BY New York, New York (USA)**

For the occasion of ICFE, BY New York changed its look, with new displays, suggesting elegant, cosy and functional contemporary spaces.

Inside the concept store, Living Divani presented some of its most representative pieces, together with some of the new ideas presented at the Salone del Mobile, such as Piero Lissoni's new Metrocubo sofa.

### **Living Divani is moving to Boffi Soho, New York (USA)**

The partnership with Boffi in New York continues. The new Living Divani collection will now be on display at the historic Boffi Soho showroom, redesigned for the occasion by Piero Lissoni.

*BOFFI SOHO*

*31 1/2 Greene Street*

*New York, NY 10013*

*www.boffi-soho.com*

*Opening hours: Monday – Friday 10 am to 6 pm*

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# LIVING

D I V A N I

## FOCUS ON OUTDOOR

### **10 May to 9 June, When Things Bloom, London (UK)**

During the month of May, the London showroom Mint is celebrating the arrival of spring with a special exhibition called 'When Things Bloom', organized in partnership with the Brompton Design District.

A group of designers were carefully selected for their ability to reinterpret nature in a warm and emotive manner, proposing pieces with great aesthetic quality and functionality.

Living Divani is taking part with a set of Family Chairs by Japanese designer Junya Ishigami.

*Mint*

*2 North Terrace*

*Alexander Square*

*London SW3 2BA (UK)*

*Opening hours: Monday to Saturday 10.30am-6.30pm Thursday 10.30am-7.30pm*

*Closed on Sundays*

### **17 to 19 May, Festival del Verde e del Paesaggio (festival of gardens and landscape), Rome**

Living Divani, in collaboration with its retailer Materia Applicata, took part in the "Festival del Verde e del Paesaggio", held at the Auditorium Parco della Musica in Rome: a large composition of Extrasoft, accompanied by a couple of PVC Frog chairs, created an atmospheric outdoor setting.

*Auditorium Parco della Musica*

*Parco Pensile*

*Viale Pietro de Coubertin, Rome (Italy)*

[www.festivaldelverdeedelpaesaggio.it](http://www.festivaldelverdeedelpaesaggio.it)

[www.materiaapplicata.it](http://www.materiaapplicata.it)

### **30 May to 3 June, Art du Jardin, Paris, France**

Living Divani's outdoor collection will be presented, together with its client MY design – one of the the most stylish design showrooms in the French capital - in the splendid setting of the Grand Palais in Paris, which will be transformed for the week into the finest greenhouse in the world, for "L'Art du Jardin".

The firm's space will be in the capable hands of the renowned landscape architect Patrick Blanc – famous for his vertical gardens at "Musée du quai Branly" – who will create a spectacular and unique setting.

Modular sofa Extrasoft, Café armchairs and Jelly table by Piero Lissoni, Garden Plate and Family Chairs by Junya Ishigami, and Rabbit & the Tortoise Collection tables by Studio Juju will be the unrivaled stars of what promises to be the Parisian event of the year.

*L'ART DU JARDIN*

*Grand Palais*

*Champs Elysées, Paris*

[www.lartdujardin.com](http://www.lartdujardin.com)

[www.m-ydesign.fr](http://www.m-ydesign.fr)

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## AWARDS

### **Inauguration of the comON Design Exhibition 2013 at the Milan Triennale**

#### **Second Prize for Living Divani and the young designers Cesare Bizzotto and Gioele Antonello**

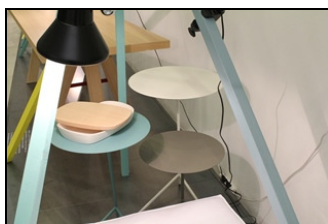
Throughout May the comON Design Exhibition is open at the Milan Triennale, where the public can view the items created by the partnership between the young designers participating in the international competition comON Design 2012 and the top furniture companies from the Como area.

Living Divani took part in the initiative for the fourth year running, producing a family of tables and a plate/chopping board designed by Cesare Bizzotto and Gioele Antonello, students of ECAL university, Lausanne, and Milan's Politecnico university Faculty of Design: ingenious objects that explore the theme chosen for this edition, conviviality at the table, and that go perfectly with the pure geometric shapes of the brand's sofas.

"Dot Dot Dot" is a set of three tables of different heights in sheet steel with epoxy powder coating, while "Parla come mangi" is a table-top container with a ceramic base divided into sections, designed for serving snacks during aperitifs and other convivial moments with friends, plus a bread-board-cum-lid for slicing and serving the food in the dish.

The value of these projects was lauded yesterday by the jury of the international competition comON Design 2012 – which included such great names as Livia Peraldo Matton, Editor of Elle Decor and Home, and Giulio Cappellini, designer, talent scout and art director of Cappellini - who awarded Cesare Bizzotto and Gioele Antonello with second prize.

This success rewards Living Divani's ability to work with young designers, helping them to direct their creative ideas towards tangible, practicable projects.



### **Artravel Awards 2013**

The French magazine Artravel has offered a series of awards to honour the best design creations of the year, in order to celebrate the dynamism, creativity and success of designers, architects and publishers whose work has been presented and described by the magazine over the past eight years.

Kalè table/stool, designed for Living Divani by Mario Ferrarini last year, won the award for best stool.

The jury was made up of one hundred Artravel readers.





## SHOWROOM OF THE MONTH

### OBEGI BETTER HOME, Beirut (Lebanon)

Created in 1973, the showroom is a leader on the Lebanese market due to the selection of design products from the best brands, and the high quality and refined taste seen in its proposals. This harbinger of ideas and trends has affirmed itself over the years as a reference point for its elegant and exacting clients.

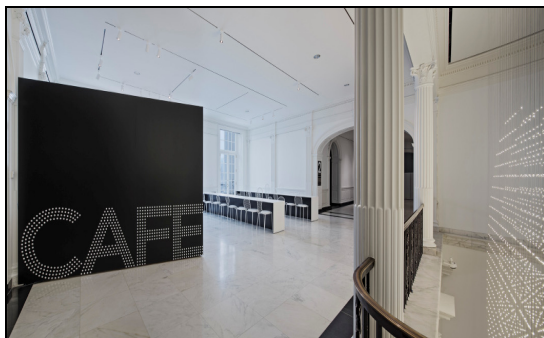


Jal El Dib Highway, Seaside  
Jal El Dib, Lebanon  
[www.obegihome.com](http://www.obegihome.com)

## CONTRACT

### MCNY - MUSEUM OF THE CITY OF NEW YORK

Family Chair, the distinctive seating by Japanese designer Junya Ishigami, has arrived in New York in the splendid setting of the Museum of the City of New York, furnishing the café area: the perfect meeting point between art and design.



## PRESS PREVIEW APRIL 2013



Arquitectura y Diseño (E)



Casamica (I)



Case da Abitare (I)

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