

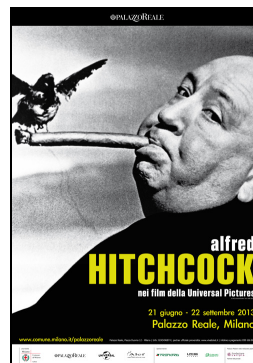
July/August 2013

## IN THE SPOTLIGHT

### **From June 21<sup>st</sup> to September 22<sup>nd</sup> "Alfred Hitchcock nei film della Universal Pictures", Palazzo Reale Milan (I)**

This exhibition dedicated to the master of thrillers, Alfred Hitchcock, is on show until September. As a partner of Alef Cultural, Living Divani is participating in the event as technical sponsor with some of its Bubble Rock chairs furnishing one of the rooms dedicated to the celebration of this great director through some of his greatest masterpieces.

The exhibition is promoted by the Cultural section of the Municipality of Milan, Palazzo Reale, and Alef-cultural project management, with the special collaboration of the Home Entertainment division of Universal Pictures Italy.



Palazzo Reale

Piazza Duomo, 12 – Milan, Italy

Opening hours: Mondays 2:30pm-7:30pm

Tuesdays, Wednesdays, Fridays and Sundays 9:30am-7:30pm

Thursdays and Saturdays 9:30am-10:30pm

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

### **From August 1st to 31<sup>st</sup>: Altgamma Italian Contemporary Excellence , Shanghai (China)**

The second Chinese step of the "Altgamma Italian Contemporary Excellence" exhibition is underway in the prestigious location of the Shanghai World Financial Center (SWFC) in Pudong.

This new event marks another important opportunity for the spreading of Italian culture in China, especially following the exhibition's success with the public and positive feedback from institutions and the business community at the Shanghai Italian Center in May and June.

The exhibition gathers a series of snap-shots taken by ten young Italian photo-journalists, coordinated by the agency Contrasto, which, with its unconditioned and non-didactic viewpoint, was entrusted the task of presenting an original outlook on Italian excellence.

The aim of the exhibition is to spread the culture and industry of Italian excellence in China and all over the world and represent the beautiful, the good and the well made of Altgamma Italian companies.

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

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

**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](http://www.livingdivani.it) [info@livingdivani.it](mailto:info@livingdivani.it)

## SEPTEMBER/OCTOBER PREVIEWS

### September 12<sup>th</sup>: *steininger.designers* opens in Wien (A)

On September 12th, the historical retailer of Living Divani products in Austria, *steininger.designers*, will inaugurate a new showroom in Wien: a large loft of 400 m<sup>2</sup> in the famous Schubertring.

The new space will represent an additional strengthening of the bond between the two companies, and is added to the showroom in St. Martin, thus confirming *steininger.designers* as one of Austria's leading players in the world of design. For Living Divani, on the other hand, this will be another confirmation of its consideration of the Austrian market and the nearby Eastern European countries, which are showing mounting interest in top quality design with the company being one of the most representative enterprises.

steininger.designers gmbh  
Schubertring 4  
A – 1010 Wien  
[www.steinger-designers.at](http://www.steinger-designers.at)

### From September 23<sup>rd</sup> to 28<sup>th</sup>: Bologna Water Design, Bologna (I)

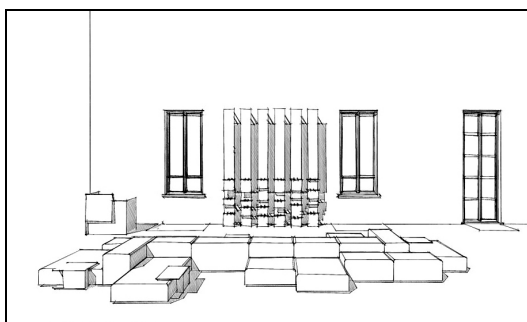
During the Cersaie fair, the doors of unique, suggestive locations in the centre of Bologna will open to present design dedicated to water. A chosen number of innovative and socially-relevant projects to provide new emotions to the public: a route of excellence through surfaces and outdoor products, sustainability and design suggestions for contemporary living.

The fascinating spaces of "Ex Ospedale dei Bastardini" will be joined this year by the unique cloisters of the "Ex Maternità": an extraordinary setting that will act as a backdrop to the designs of international architects and designers and the projects of leading enterprises.

This unusual context will also host Living Divani. Together with the architect Victor Vasilev, the company will create an installation with an Extrasoft outdoor composition, some Bukva bookcases, Cabrio outdoor armchairs and B2 and Family Lounge coffee tables.

Living Divani's furnishings will also be present in the Conference Hall, where they will welcome journalists who will travel to the exhibition from all over the world.

Bologna Water Design  
Opening hours: from midday to midnight  
[www.bolognawaterdesign.it](http://www.bolognawaterdesign.it)



### September 27<sup>th</sup>: S-Design Concept opens in Messancy (B)

The designer and guest of honour at the inaugural evening of the S-Design showroom, Victor Vasilev will open the doors of the new space fully dedicated to the cream of international design. Living Divani will play a leading role at the showroom with some of the top pieces from its collection.

S-Design Concept  
82d Route des Ardennes  
B – 6780 Messancy  
[www.s-design.be](http://www.s-design.be)

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# LIVING

D I V A N I

## **From September 27th to 29th: Inside Design Amsterdam, Amsterdam (NL)**

For the second year running, Living Divani will take part in Inside Design Amsterdam, three days dedicated to design set out in a pop-up route winding through the main furniture showrooms, restaurants, galleries, museums, and temporary locations in the Dutch capital.

Nieuwezijds Voorburgwal, 284  
NL - Amsterdam  
Preview September 26th  
September 27th-29th from 10:00am to 6:00pm

## **From September 30th to October 21st: Festival Verdi, Parma (I)**

To mark the bicentenary of the birth of Giuseppe Verdi celebrated at the Teatro Regio in Parma, Living Divani offers its Extrasoft, Confident and Track for the "Sala del Camino" and "Sala Pompeiana" confirming once more the company's great interest in the world of culture.

Via . G. Garibaldi, 16a  
I - 43121 Parma  
[www.festivalverdi-parma.it](http://www.festivalverdi-parma.it)

## **VERDI ESTUDIO inauguration, Madrid (E)**

Again in September, Living Divani will inaugurate a new exhibition space at the Verdi Estudio showroom, where the products on show will include some of the company's best-sellers and the latest arrivals. The company's furniture on show will complete an exhibit featuring two other famous Italian brands: Porro and Ernesto Meda

Verdi Estudio  
Maria de Molina, 10  
E - 28006 Madrid  
[www.verdiestudio.es](http://www.verdiestudio.es)

## **From October 3rd to 13th: Solar Decathlon event, Irvine (California)**

In its role as partner, Living Divani will support Team Austria of the Wien Technische Universität in the Solar Decathlon project: an international biennial competition promoted by the US Department of Energy to encourage the use of innovative solar technology in the building industry.

This year's edition will be held in Irvine, California, and sees the participation of 20 university teams selected from campuses all over the world.

The aim of the contest is to present eco-sustainable homes with a low impact on the environment, designed and built by the students themselves. The designs will be on exhibit to the public and a jury will assess the efficiency, optimal energy generation, accessibility, and excellence of the design.

The living area of the house will be furnished with an Extrasoft outdoor composition.

The exhibit-home will then travel to various cities in the US and Europe.

[www.solardecathlon.at](http://www.solardecathlon.at)  
[www.solardecathlon.gov](http://www.solardecathlon.gov)

## **From October 10th to 12th: Zoute Rally, Knokke-Zoute (B)**

Living Divani will attend the exclusive vintage Porsche rally with its client RR Interieur – the main sponsor of the event -, using its products to furnish the VIP lounge which will host the drivers and co-drivers.

RR Interieur  
Natiënlaan 215  
B - 8300 Knokke-Heist  
[www.rrinterieur.be](http://www.rrinterieur.be)  
[http://www.zoutegrandprix.be/en/ZOUTE\\_RALLY/](http://www.zoutegrandprix.be/en/ZOUTE_RALLY/)

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And finally.... two new openings, one in Hong Kong and one in Bangkok, an event with the participation of Piero Lissoni at *e'interiors* in Tokyo, and much, much more.

So it is going to be an event-packed autumn: stay tuned!

## FOCUS ON GRACE

### Design Giopato & Coombes

Small collection of chairs based on the idea of interchangeable upholstery to characterise our home settings with a particular style or a multiple finish look.

Grace's black powder-coated rectangular steel tube frame may be "dressed" in four different upholstery "outfits" featuring details borrowed from the fashion world, creating a range of seats with different personalities.

**Mandarin Grace** wears a sort of collared cape that falls softly to cover the legs, with a central closed split on the back. **Polo Grace** is covered in layers of leather or fabric with topstitching and loops to create the design of a belt. **Pin-Up Grace** has a close-fitting outfit that shows off its perfect silhouette.

Lastly, **Eton Grace** wears a male-styled outfit with an elegant tail, with the fanciful touch of a pleat on the armrest which leaves the sides of the frame partially "naked".



Mandarin Grace



Polo Grace



Pin-Up Grace



Eton Grace

### Technical sheet

Family of 4 different small armchairs with shell in one-piece frame with steel insert and flexible, cold-expanded polyurethane foam. Seat frame in curved poplar plywood padded with polyurethane foam. Covering in 100% polyether thermally bonded onto a polyamide velveteen backing. Base in rectangular-section steel frame, with black epoxy powder coating. Fabric or leather upholstery, customized for each chair. The fabric version only is fully removable by zippers and Velcro fastenings.

Dimensions:

Eton Grace 58x52xh82cm

Mandarin Grace 58x53xh75cm

Pin-Up Grace 58x50xh70cm

Polo Grace 58x53xh77cm

[Cristiana Giopato and Christopher Coombes talk about Grace in an interview on Living Divani's YouTube channel](#)

## SHOWROOM OF THE MONTH

### OPERART, Turin (I)

Elegant precious materials and refined unique forms: this sums up the furnishing at Operart, the Turin space dedicated to the beauty of living spaces, a point of reference for lovers of design and art. Two floors of furnishing solutions from leading furniture companies situated in the historic city centre among antique stores and ateliers that are rich in style.

# LIVING

D I V A N I



Via della Rocca,12  
I - 10123 Turin  
www.operart.it

## CONTRACT SAINT VINCENT CASINO (I)

A precious Extrasoft composition in leather dominates the scene in the foyer of the Saint Vincent Casino, designed by Piero Lissoni.



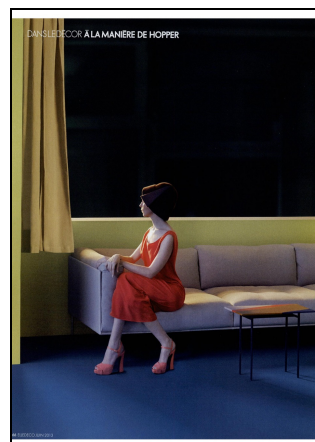
## PRESS REVIEW JUNE/JULY 2013



Actief Wonen (NL)



Arquitectura y Diseno (E)



Elle Decor (I)

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Brava Casa (I)



Brava Casa (I)



Brava Casa (I)



Marie Claire Maison (I)



Marie Claire Maison (I)



Marie Claire Maison (I)



Case da Abitare (I)



Case da Abitare (I)



Objekt (NI)



Wallpaper (UK)



Elle Decoration (UK)

We would like to take this opportunity to remind you that our offices will be closed from Monday 5<sup>th</sup> to Friday 30<sup>th</sup> August, 2013.

We hope you all enjoy your holidays and... see you soon!