

A FIL ROUGE FOR CHRISTMAS

@ Living Divani Gallery, Corso Monforte 20, Milan.

Living Divani Gallery dresses up for Christmas with a temporary installation that leaves space for wonder.

Living Divani Gallery windows capture the attention of passers-by through a fascinating tale. A red thread that connects, envelops and vanishes, suggesting a scenographic path able to surprise and intrigue: an invitation to enter and discover the world of Living Divani.

An installation with a strong impact. Large boxes inhabit the spaces, bold colours - from reds to silvers to whites - alternate in a play of material contrasts and unique chromatic combinations, inviting the public to immerse themselves in a world of reflections and suggestions.

"We imagined an atmosphere where beauty is shown, hiding it. - explains Carola Bestetti, Living Divani CEO - A setting, conceived and signed by Piero Lissoni, where the products are wrapped, reveal themselves, appear, in a stylistic mix where red is the sign that unites them."

Living Divani Gallery is a place in continuous change and evolution: the new proposals perfectly integrate with the products in collection, in a kaleidoscopic vision of languages and styles. A gallery where ideas take shape to amaze and enchant, condensing the quintessence of beauty.

For this occasion, the new windows' display extends in continuity, proposing three different settings. Each characterised by a large wooden box, internally lined with mirrored fabric and emphasised by a light that respectively illuminates an Extrasoft composition, Frog and Carbon Frog seating and a selection of armchairs from the Clan family. Some elements are left free and visible, while others are wrapped with a red thread, leaving the visitor to imagine their look.

A fil rouge that not only identifies the new installation but can also be found in the graphic choices and in the packaging of a small cadeaux: a gesture made in collaboration with *Coulture Migrante*. A social project, a creative workshop involving men and women asylum-seekers coming from different parts of the world, with the aim of spreading the culture of sharing and cooperation in a cohesive and fruitful dialogue. Living Divani has provided waste materials that have taken on new life, for a sustainable development approach.

Contents and stories in a space, Living Divani Gallery, which is not only a showroom and exhibition of living solutions but a place to visit, which from time to time hosts, welcomes and transforms itself to interpret the culture of design in its various expressions.