

Newsletter November 2012

IN THE SPOTLIGHT

15 November, iBLU, Faenza (Ra), Italy

On 15 November the iBLU showroom in Faenza was inaugurated, launching a new partnership that will boost Living Divani's distribution in Emilia Romagna.

This major commercial outfit specialises in luxury bathroom decor and plumbing, and won the Best Showroom Award 2010. It recently decided to renew its exhibition space, extending its range to include the living area and kitchen, and selected two of the most iconic brands in Italian design, Living Divani and Boffi.

With an exhibition space of around 1000 m² spread over three floors, Living Divani will propose a selection of products from the latest collection presented at the Salone del Mobile in Milan, alongside a number of bestsellers.



“HOME Luogo dove vivere o rifugio?”

at iBLU Faenza

Via Risorgimento, 7 – Faenza (RA)

Inauguration 15th November from 7 pm onward

24-25 November, “Ad alto tasso di design”, Milan (I)

For the second year running, Living Divani is taking part in “Ad alto tasso di design”, the charity sale organised by Altruisti Anonimi, a group of friends and colleagues from the world of furniture journalism, in favour of AiMPS – the Italian Association for Mucopolysaccharidosis and related diseases. Living Divani is offering two Frog armchairs.

at the Basilica di Sant’Ambrogio

Oratorio della Passione, Milan

24 November 3.30 pm - 7.30 pm

25 November 10.00 am to 6.30 pm

www.aimps.it

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LOOKING BACK

18 to 21 October FIAC, Paris (F)

Living Divani made its mark at FIAC (Foire Internationale d'Art Contemporain) where it furnished a number of spaces with its trademark harmonious proportions, and a touch of discreet luxury, bringing its know-how, full of essential, richly poetic lines that flow into each other, elegant shapes and natural materials that fit perfectly into their architectural surroundings, establishing an intense dialogue between art and design.

Some of the firm's best-loved products, such as easy chairs Jelly and Coffee, and Curve armchairs, all designed by Piero Lissoni, together with Nathan Yong's Bolle coffee tables, featured in the welcoming area of the VIP rooms.

This prestigious partnership reaffirms the company's leading role in cultural and design events of international reach.



27 October LIVIN'ASTA, Como (I)

The second edition of LIVIN'ASTA was a great success. The charity auction in support of art and of young creatives in the Como area was organised by Living Divani, with the artistic direction of the association Luminanda, which was also responsible for selecting the artists and creating the performances.

This year the revisitation of Living Divani seating was entrusted to a selection of Italian and international children's book illustrators and interpreters, and to young art students.

The event was held at the "Aldo Galli" academy of fine arts in Como, a historic building abuzz with creativity, where three rooms were used for the exhibition of revisited Living Divani pieces: the first was entirely dedicated to Bloom seats, the second housed Frog, Cafè, Extra Wall elements, Leaf, Bolle and Sdraio, while the third displayed the work of Gunza, a young local painter: an installation midway between painting and video art, in collaboration with OLO creative farm, a firm built on the synergy between three young communication designers.

There was a considerable public response.



<http://pinterest.com/livingdivani/livin-asta/>

http://www.youtube.com/watch?v=vS_IFU2Zk0k&feature=plcp

FOCUS ON ROD / ROD XL

Design by Piero Lissoni

Rod, the new sofa designed by Piero Lissoni, features a distinctive slender back, and light, airy shell, lined with inviting cushions. Raised up on 12 mm wide chrome-plated steel feet, screwed into the frame, Rod comes in set dimensions, as an armchair, bench and two- or three-cushion sofa, available in two different depths. Its distinction lies in 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.



Technical details

The supporting structure is in painted tubular and drawn steel, and the seat is sprung with coated rubber webbing. Brushed or glossy stainless steel feet are screwed into the base with a 70-mm turned bush, embedded and welded to the supporting structure. Back- and arm-rests in 8-mm HPL plywood. Covering in 100% polyester, heat-bonded onto a polyamide velveteen backing. Back and seat cushions in sanitised goose down with polyurethane foam insert. The seat cushions are quilted, and feature bold buttons. The armrest cushions are in polyurethane foam and goose down, with supporting panel in poplar plywood.

Fully removable fabric or leather covers, with Velcro fastening.

Dimensions:

armchair: 100 x 86 x 70 cm.

sofa: 170 / 200 / 240 / 285 x 86 x 70 cm.

bench: 200 x 86 x 38 cm.

XL sofa version: 240 / 285 x 106 x 70 cm.

CONTRACT

SHOWROOM ELIE TAHARI

Living Divani furnished the US showrooms of the Elie Tahari, the luxury US apparel brand, with small armchairs and sofas Twin.



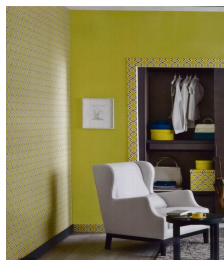
OCTOBER PRESS REVIEW



AD (D)



Elle Decor (I)



Home Hachette (I)



Interni Annual (I)



Marie Claire Maison
(I)