

LIVING DIVANI at Imm Cologne

Hall 11.1

Stand D029-C028

14-20 January 2013

For the second year running, the discretion, refinement and comfort of the **Living Divani** range lands in Germany for *Imm, Cologne's* international furnishing show.

The dynamic family-run firm with its signature upholstery returns to the fair after the success of the 2012 edition, which helped to place the **German market** at the **top of Living Divani's export tables**, making this event the preferential channel for contacts with architects and retailers throughout **central and northern Europe** - from Germany to Austria, Switzerland to the Netherlands, and even Eastern Europe and Scandinavia.

The installation, designed by **Piero Lissoni**, includes iconic pieces alongside the latest designs by **Michele and Piergiorgio Cazzaniga, Mario Ferrarini, Harry&Camila, Matthias Hickl, Piero Lissoni, Studio Juju, Victor Vasilev** and **Nathan Yong**, in an architectural showcase with a highly seductive cosmopolitan look, where Living Divani's sophisticated, contemporary proposals fit in seamlessly, proposing settings where home meets contract, as the firm reaches out to both sectors simultaneously.

At the entrance to the stand, an experience of luxury and intimacy, conviviality and comfort is evoked by the four **Chaffeuse** bergère chairs presented in a new fabric with a soft feel reminiscent of the fashion world and men's shirts, but with the performance demanded of the upholstery world. A modern take on the spaciouly reassuring "classic armchair", the Chaffeuse bergère chairs are accompanied by **Ying Ying** coffee table with its unusual decoratively shaped cast brass base with a bronze finish, creating a pleasant waiting and reception area.

The path through the exhibition comes to life with the pure lines of **Extrasoft**, the modular sofa in leather, with cosy welcoming seats arranged one beside the other to form regular, geometrical shapes, surrounded by the unbroken lines of **Kalè** coffee table in Crystalplant, with its splayed seat reminiscent of an abstract flower that opens out to become a handy stool, with its small round cushion.

In the large, central area, the key feature is the latest arrival in the Living Divani family of upholstery, **Rod**, with its distinctive slender back, and light, airy shell, lined with inviting cushions. In two versions, Standard and the deeper XL, Rod's 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.

Completing the arrangement are two **Gray** armchairs with their structure in black-tinted oak and leather covering, absolutely clean lines for an essential yet delicate look, and the complete family of **Rabbit & the Tortoise Collection** coffee tables in a range of heights, alluding to the world of childhood and cartoons, and to the stylised shapes of animals in children's drawings. Each table comes in 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 their curves and use them in their everyday life.

The second setting includes two must haves from the Living Divani collection: **NeoWall** sofa, in a linen fabric, with its pleasing asymmetry formed by assembling modular elements of different heights, updated with a new armrest that stops short of the edge of the seat; and **Ile Club** sofa,

in which the slender metal frame delicately supports the big, cosy upholstery above, for the ultimate in comfort. Presented in leather, and featuring the new element without armrests, Ile Club sofa is shown here together with its **bench**, in the same leather covering, but with top-stitching, and with **Reader** armchairs on a rotating stainless steel base, a fresh revisitation of a clearly retro class of chair, and the architectural shapes of **B2** coffee tables in white lacquer, which encloses magazines and other objects in an interplay of moving layers.

A corner composition offers a more reserved space for discussion, featuring four **Confident** chairs in leather, with their rounded lines and seat shell that gives shape to the back and arms, offering the snuggest of comfort, and three **Stack Table** coffee tables, a set of stackable wooden containers of different heights in graduated shades of yellow, red and purple, lots of fun to rearrange until you find your own favourite configuration.

Finally, two **Off Cut** bookcases offer numerous possibilities for storage; this shelving is made by piecing together bits of solid oak, the off-cuts from processing larger wooden boards used to create other pieces of furniture. A light, ethereal construction, defined by what is removed, a subtle weave upholding invisible glass shelves and giving new life to material that would otherwise have gone for pulping, with a view to recycling and treating the environment with respect.

Living Divani's **Arabian Geometric** and **Ceci n'est Pas un Baroque** rugs add softness to the compositions, featured here in shades of orange with a special *stonewashed* finish, and in the light-coloured *classica* version. Produced using the finest wool and wool/silk yarns, they add the finishing touch to the scene, creating an image in purest Living Divani style, essential but never cold, minimal but with careful attention to even the finest detail, which would look the part as much in a luxurious home as in the most refined of **offices, hotels, restaurants, banks and waiting areas.**