

LIVING DIVANI IN NEW YORK

18-21 May 2013

This springtime event proposed by **Living Divani** during the days of ICFF in **New York**, the main US trade show for contemporary furniture, marks an important transition for the company this year.

After six years, the **by New York** experience is drawing to a close: this innovative store concept was created in partnership with Boffi and Porro, and dedicated entirely to home design and lifestyle, under the artistic direction of Piero Lissoni, the architect and designer who has worked for years with these three complementary Italian brands.

Living Divani will continue to work with Boffi moving to the **Boffi Soho showroom**, 31½ Greene Street, where a selection of the firm's iconic pieces will already be on display during the ICFF days.

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The space is **conceived** with the collection's unmissable classics and the latest news of Living Divani, presented in a setting with a clear cosmopolitan feel. The brand's sophisticated contemporary proposal fits in perfectly, creating ideas and scenarios for the home environment and the residential and hospitality-based contract worlds, which the firm succeeds in targeting simultaneously.

Upon entering the showroom, the visitor is greeted by the snug, rounded lines of four **Confident** easy chairs, interspersed with the colourful dynamism of **Stack Tables**, designed by Nathan Yong, the stackable coffee tables/storage units, which is ideally outlined by the soft boundary created by the rugs from the Living Divani Carpet Collection designed by Harry&Camila in 2011.

Key features in the main living area are the **Metrocubo** sofa, presented with linen upholstery, in composition with an end island element, and two **Metro²** low tables with smoked glass tops, serving as the ideal link with **NeoWall** sofa, again with linen cover, in its new configuration with shorter armrests than the depth of the seat. Nathan Yong's **Bolle** coffee tables, with their distinctive slender metal tripod structure, and Matthias Hickl's **Ying Ying** low table with its unusual, decoratively shaped cast brass base with a bronze finish, complete the arrangement.

The side lounge is all about comfort, with a combination of **Extrasoft**, comprising snug, cosy seats, that make up regular geometrical forms, but with adaptable outlines. An informal space, enhanced by the playful presence of **Kalè**, the Crystalplant table created by Mario Ferrarini, which conjures up a space-age habitat made of purified forms developed around the simple geometry of a circle. Softened with a round cushion, which sits asymmetrically on the splayed seat, it transforms into a handy stool.

Completing the Living Divani proposal at by New York, the elements in the night area gravitate around **Chemise bed**, with its rigorous lines softened by delicate upholstery. A carefree pair of **Mate**, the clothes valet created by Milanese duo (a+b) dominoni, quaquaro, observe the scene with irony: part seat, part stool, or simply a handy place to put things down, with its distinctive ladder back that can be used to hold numerous different accessories. The two **Off Cut** bookcases by Nathan Yong, made by piecing together bits of solid wood that support invisible glass shelves, form a light continuum around the edge of the room. The new **Track** bench, with its sleek finishing and essential, generous, regular shapes, is the brainchild of David Lopez Quincoces; it fits into the night zone with nonchalance, and adapts equally well to home or contract spaces, from office waiting areas to luxury stores and prestigious hotels.

Meanwhile, the roof deck offers the ideal location for Living Divani's outdoor proposals: from the modular geometric shapes of **Extra Wall** sofa to the curved profile of **Bubble Rock**, to the light freshness of the black woven PVC **Frog** chairs, to the occasional table **Jelly**, with its tubular stainless steel base and slate stone top, and the three low **Ile** tables, for those who want to take Living Divani's harmonious proportions and refined relaxation into their outdoor lives too.

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BOFFI SOHO

Boffi's New York **showroom** covers two floors, and alongside the brand's proposals for the kitchen and bathroom, it also offers a selection of ideas for the living area, entirely created by Living Divani.

On the ground floor the snugness of the **Ile Club** sofa greets visitors with its slender metal frame delicately supporting the voluminous, cosy upholstery above, offering the ultimate in comfort. It is presented in Must leather, as is the bench that completes the layout, accompanied by **Marquise** armchairs in linen, with their clean, square forms, offering a new interpretation of familiar, reassuring shapes. A set of three **Ile** coffee tables stands at the centre of the setting, over the soft orange of the **Ceci n'est pas un Baroque** and **Arabian Geometric** rugs designed by Harry&Camila.

A second living area on the ground floor develops around a composition of **Extrasoft** modular sofa that combines different leather-covered elements in an interplay of proportions and volumes. The resulting space has a young, informal feel, completed with two **Jelly** coffee tables and four **Grace** easy chairs, the new family of seating designed by Giopato & Coombes, with coverings featuring details borrowed from the fashion world.

Last a small relaxation corner is defined by the reassuringly ample and comfortable forms of the two fabric-covered **Chauffeuse** armchairs, design by Piero Lissoni, and a **Ying Ying** low table by Matthias Hickl.

On the lower floor elements from the day zone alternate seamlessly with those of the night area: two **Ile Club Daybed** with their large, comfortable cushions, a **Metrocubo** sofa proposed in an island configuration, in counterpoint with two **Lulea** armchairs, while two **Frog** armchairs evoke a summery atmosphere, and four **Maya D** easy chairs offer a cosy embrace.

The night area centres around **Softwall bed**, with its broad surface suggestive of calm seas, and its soft perimeter surrounding the resting space, creating an island. The essential dynamism of the **Family Lounge** low table and a pair of **Mate** clothes valets - a new entry this year, designed by (a+b) dominoni, quaquaro - create an amusing formal contrast with the softness of the bed.

This new partnership between Boffi and Living Divani is part of a fruitful journey undertaken by the two firms, including not only the By New York experience, but also the shared space at L'Appartamento at the Boffi Showroom in Via Solferino, Milan, where some of the company's most iconic pieces are on permanent display, creating a highly striking scenographic effect.

BOFFI SOHO

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