

Inauguration of the New Living Divani Monobrand Store in Beijing – November 24th 2019

On the year that marks the brand's **50th anniversary and 30 years of collaboration with Piero Lissoni** as Art Director, **Living Divani** reiterates its international success highlighting the importance of the Chinese market by opening a new monobrand store at Beijing's **Domus Tiandi** mall, where the most prestigious Made in Italy design brands can be found.

Held to introduce the community to this new business, Living Divani participates to the **Grand Opening** which unveils the Domus Tiandi Beijing Monobrand with Spanish designer **David Lopez Quincoces** as guest star and spokesperson of the style and refined elegance of the brand.

Beijing has long been the art and antique lovers' paradise, with such vast wealth of historical heritage, collector base and cultural collaborations. Aside from well-known auction houses' exhibits, Domus Tiandi as pioneering design and art consultant, create this unprecedented space which includes Chinese antiques, Chinese old master paintings, modern western design, international contemporary art big names and contemporary Italian design. Among the latter, this new **Beijing Store** offers an overview of the Italian brand **iconic and new pieces**, showcasing its ability to propose a comprehensive "**Living Divani world**" refined up to the smallest detail and establishing itself as a reference point in the designer furniture world thanks to the perfection and harmony of its proportions and the understated luxury of its upholstery.

The **showroom includes 6 complete ambiances**, from living room to bedroom and from dining room to office, where eye-catching blue and red nuances together with fine marbles stand out in a universe of natural shades, offering precious ideas for **elegant homes, luxury hotels and many buildings that populate one of the most constructed areas in the world.**

In the lounge at the entrance, style is dictated by the new **Greene** sofa, designed by **David Lopez Quincoces**, accompanied by **Sartor.C** armchairs whose predisposition to embrace the human body with warmth is revealed through the artisan care shown in the details of the manufacturing. An example is the backrest cushion clasped to the exposed buttons on the back with a Scooby profile.

The setting is completed by the **Grek** low table, designed by brothers **Gabriele and Oscar Buratti**, whose top is cut through by a central crevice that serves as a magazine holder or container for objects, and **Era** tables, by the Spanish designer **David Lopez Quincoces**, in various shapes and finishes, featuring elegant brass bolts as fixing elements, the same bright material also used for the two-tone and two-material legs.

Simple shapes and fine materials characterize the multifunctional table **Imago**, by the Norwegian designer **Mikael Pedersen**, whose identifying mark is the contrasting effect created by the Stone Oak® surface and the soft and smooth leather seat.

The first living area, separated by the **Ceiba Screen** by **Luis Arrivillaga**, which features fabric canvas adorning the wooden frames, merges into a relaxation area that shows the compact shapes of the **Era Sofa** by **David Lopez Quincoces**. As if by magic, the slender metallic frame supports the full, soft structure, almost defying gravity and revealing a great ability in balancing weights and proportions.

Expression of Living Divani's formal purity, the **Extrasoft** modular sofa, the brand's visual icon designed by **Piero Lissoni** in 2008, is still a best-seller in both its indoor and outdoor variant. Displayed in two-tone leather it is accompanied by **Tethys** tables – by **Gabriele and Oscar Buratti** – selected in the "C-shape" version with the Red Levanto and Sahara Noir marble top. The **Frog** armchairs designed by **Piero Lissoni** in 1995, considered the forerunners of the low, wide seating and of a new, more relaxed lifestyle, are shown in the embedded version with gunmetal grey structure, accompanied by **Keiji Takeuchi's Kiwi** coffee tables, which reveal the attention to detail, the delicacy and the poetic nature of small things.

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The **Offcut** bookcases by **Nathan Yong**, created by assembling pieces of solid wood, have been chosen for the dining area, but are also suitable in an office, together with **Massimo Mariani's** **Notes** table, which is here presented in the charcoal chestnut version with Lazy Susan in Sahara Noir marble, surrounded by **Era** chairs by **David Lopez Quincoces**, covered in soft leather.

The graphical and sculptural presence of the **Inari** console, by **Mist-o**, is dominated by **Mario Ferrarini's** **Galileo** mirror in bronzed metal: a type of pendulum, ready to oscillate to reflect the world in its many facets.

A spirit of haute couture dominates the bedroom area, starring the **Lipp Bed** by **Piero Lissoni**, with its headboard adorned with the sartorial capitonné that characterises this family of furniture: a stylistic code but also a soft resting place. Around the bed, the leather **Track** bench, designed by **David Lopez Quincoces**, with essential shapes but precious finishes, the cylindrical **Moon** bedside table in charcoal oak by **Mist-o** and the **Era bedside** table by **David Lopez Quincoces**, with Canaletto walnut top and white glossy front and sides and two-toned metal legs. In a reading corner, the **Chauffeuse** armchairs by **Piero Lissoni**, a modern version of the "armchair par excellence", comfortable and reassuring, accompanied by the **Ying Ying** table, by **Matthias Hickl**, with a cast brass structure, bronzed finish and tempered fumé glass top. An invitation to spend some intimate time, **Pebble** is the desk/vanity by **Lanzavecchia + Wai** inspired by the organic shape of stones, with precious details such as the irregular mirror, the suspended drawers and the black leather top, accompanied by the retro style stool **Nina**, by **David Lopez Quincoces**, covered in fabric with gross-grain finishes.

Aero bookcases, by **Shibuleru**, with cement-effect finished shelves held by vertical supports, limit a great living ambience. Ideal to create spacious and original solutions, the modular **Rod System** sofa alternates seating, characterised by a light structure supporting inviting fabric cushions, with Stone Oak® top tables. The setting is completed by **Starsky** stackable tables by **David Lopez Quincoces**, with a delicate decorative motif on the engraved top, **Tethys** and **Era Table**, subtle notes to be freely spread around the space.

The elliptical **Floyd-Hi** leather sofa catches the eye with its distinctive classic sculptural yet hi-tech feet, while the **Ceiba** coat hanger by **Luis Arrivillaga** guarantees functionality without sacrificing a touch of poetry: a dance of slender structures which close and open to create different points of view and way of use.

The flatweave rugs of the **Kumo Collection** designed by **Mist-o** and the rugs of the **Sin Titolo** collection by **Harry Paul** create attractive graphical patterns on the floors. The natural beauty of the spaces is enhanced and enriched by the archetypal and contemporary decorative objects from the **Styling Project** curated by **Elisa Ossino Studio**.

After **50 years**, with its **constantly growing global network**, Living Divani confirms itself as a **leading brand with a strong international reputation**, which has succeeded in reaching across the world of design with its own genuine and individual interpretation, always faithful to its original philosophy of clean lines and silent elegance.

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