

## Milan International Furniture Fair 2013

### MULTIPURPOSE

#### Hall 5 Stand E19-F18

A resolute character and a feeling of lightness, fresh pragmatism and a burst of eccentricity: these are the new traits of **Living Divani's** 2013 collection, now bigger than ever and including designs with a **multiform look** and **multiple identities**, creating a new range of furnishings characterised by their playful spirit. Furnishings we can reinvent every day, giving free rein to our imagination.

**Upholstered furniture**, entrusted to the careful supervision of the brand's art director, **Piero Lissoni**, are this year distinguished by an unusual **interplay of lines and surfaces, raw and sophisticated materials, technology and innovation** for products that have never been so versatile and comfortable.

**Rod**, the sophisticated range of upholstered furniture designed in 2012, now enriched by **Rodwood**, a new version with a wooden shell for a very natural visual effect. The new finish frames the backrest and armrests with veneered oak, and is presented as well with an occasional-table, a wrap-around corner shelf: vintage touches revisited in a more contemporary, geometric look.

**Metro<sup>2</sup>**, a Living Divani icon designed in 1999, has also been updated and now has soft, comfortable new padding. This restyling is part of Living Divani's wider policy of improving its long-established products in accordance with new standards of softer comfort. While maintaining its characteristic big, bold forms, the sofa's construction and sewing/finish details have also been updated, such as the new bronze-finish foot. With its new look, **Metro<sup>2</sup>** becomes **Metrocubo** and is ready to head into the next decade, repeating the success achieved in the past.

In addition to **Rodwood** and **Metrocubo** debuts a **range of new accessories**, multipurpose objects which reveal to the attentive eye a multitude of possible interpretations according to whether they are observed close-up or from afar, and the way we interact with them.

First and foremost from the Milanese creative duo **(a+b), dominioni, quaquaro** comes the **Mate** clothes valet, i.e. a chair, a stool or simply a place to put things. A whole range of different accessories can be applied to the original, ladder-like backrest. "According to Bruno Munari, the first creative step is to take a chair, turn it upside down and see what it suggest to us," say the designers. "This never-too-often-repeated commandment is behind **Mate**, a silent help that waits for us in the entrance hall, or sits quietly in a corner of the bedroom, to take care of all the things we immediately want to shed as soon as we get home: jacket, coat, umbrella, bag, boots, keys, hat, scarf and ... perhaps even flowers". **Mate** is a versatile article that does whatever we choose to use it as. Its powder-coated square-tube frame is available in white or black lacquer, but coloured versions are available on request.

Another new collaboration is the one with Valencia-born **Victor Carrasco**, whose first design for Living Divani is **Fold**, a light armchair with a foam-covered iron frame. The upholstery fabric is sewn onto the padding to achieve an effect of lightly-rounded segments, evocative of a fan; an image that carries us to the warm Mediterranean atmosphere of Andalusia.

**Strato** is a coffee table available in two sizes. A central spacer ring connects its contoured upper and lower levels. Each layer is made of MDF with a natural or charcoal-dyed chestnut veneer, or lacquered black or white, so that everyone can choose its preferred combination of surfaces, opting for natural wood, wood/lacquer combinations or particular interplays of shades and colour.

**Track** bench is designed by **David Lopez Quincoces**, a Madrid-born designer graduated in Art from the 'University Complutense of Madrid' in 2004, with a Masters in Interior Design at the "Politecnico di Milano". **Track** has a large, regular, simple shape finished with particularly attractive upholstery. A soft, continuous seat on a steel frame. The ideal addition for any room in the house or equally perfect for the contract world, which Living Divani also serves, from the most prestigious hotels to office waiting areas and luxury boutiques.

A basic frame to cover in different ways, a sort of outfit to choose according to our taste: this is the distinguishing trait of the **Grace** chair by **Giopato & Coombes**. Now in their second year of cooperation with Living Divani, the Italian-British couple has designed a small range of chairs based on the idea of interchangeable upholstery to characterise our home settings with a particular style or a multiple-finish look.

Grace's black powder-coated rectangular steel tube frame may be "dressed" in four different upholstery "outfits" featuring details borrowed from the fashion world, creating a range of seats with different personalities.

**Mandarin Grace** wears a sort of collared cape that falls softly to cover the legs, with a central closed split on the back. **Polo Grace** is covered in layers of leather or fabric with topstitching and loops to create the design of a belt. **Pin-Up Grace** has a close-fitting outfit that shows off its perfect silhouette. Lastly, **Eton Grace** wears a male-styled outfit with an elegant tail, with the fanciful touch of a pleat on the armrest which leaves the sides of the frame partially "naked".

Living Divani asked the designer duo **Harry&Camila** – Dutch practicality and Latin vitality – to create a sequel to their **Carpet Collection** launched in 2011.

On the one hand, the new **Wired** rug enters the standard collection, joining the five models already in the range; **Wired** is 80% wool and 20% silk, hand-knotted in Nepal, with a two-tone dotted pattern. On the other, the new **Sin Titolo** collection makes its debut. Inspired by works of art reinterpreted through zoom-ins and colour experiments, details from Impressionist paintings are transformed into abstract backgrounds with colours changed to focus on burnt effects and sepia, teal or white shades, creating large, decorative floor surfaces which blend perfectly with Living Divani settings to provide the perfect finishing touch.

The **Jelly** armchair, a Living Divani classic by **Piero Lissoni**, ideal office seating that fits equally well into domestic settings geared for social gatherings or individual meditation, is now presented in a smaller version, **mini Jelly**, to fit environments with small spaces.

These are the **new designs for 2013** which join the other products in the collection at the Milan International Furniture Fair on Living Divani's new stand designed by Piero Lissoni. A home protected by a white outside wall which allows views of the interior, revealing elegant room settings around a garden, inside full-height glass walls, overlooked by a raised platform reserved for offices.

The main articles in the first two living room settings are multiple versions of the new **Metrocubo** upholstered range together with **Rodwood**, different versions of the **Strato** low table and of **Fold** armchairs in leather.

Two matching settings where a three-seat Rodwood sofa with a corner table interacts with several versions of Metrocubo either in a linear layout or with a chaise Longue or in a big island version.

The interior display area – delimited by two tan leather **Track** benches and a zany line-up of six white or black **Mate** clothes valets – is divided into three smaller spaces by **Off Cut** bookcases, which are made by assembling pieces of solid walnut that are off-cuts left over from the planks used for making furniture.

In the first of these three spaces, an attractively geometric, fabric-covered **NeoWall** sofa is presented in a new version with “set back” armrest that is shorter than the depth of the seat. NeoWall is accompanied by the rounded armchairs **Confident** and **Rodwood**, the latter with a corner shelf, and Rabbit & the Tortoise Collection tables.

In the central area, a linear arrangement of NeoWall and **RodXL with its armchairs** are set around white-lacquered **B2** low tables, whose various horizontal levels create a maze of spaces for magazines and decorative objects.

Lastly, the third space is characterised by a more informal mood. The streamlined **Extrasoft** modular sofa has springy, comfy seat cushions that create regular geometric patterns. Extrasoft forms an arrangement with **Kiru** armchairs, selected for the "Young & Design 2013" contest, which will find its definition during the days of the Salone del Mobile.

On the upper floor, reserved for the offices, there is an informal waiting area furnished with a multitude of different **Grace** chairs and tripod-based, round-topped **Bolle** stools arranged around **Metrocubo** islands. On the walls, **Bukva** decorative bookcases complete the setting.

Large, square work tables are surrounded by the new, **mini Jelly** armchairs and **Grace** chairs, while **Reader** armchair and retro-look bergère are for more private, one-on-one meetings and for relaxing, and are teamed with **Little Nero** low tables with bronze-finish cast brass bases.

Today more than ever there's a desire for aesthetically impeccable objects, quality materials, luxury finishes and also for versatile, changeable types that allow free interpretation, later changes and customisation, creating a setting that reflects our taste and says something about us, a place that is like us and where we like to be.

## FuoriSalone 2013

### SOFT & SOFT: IN & OUT

In the Apartment and Courtyard

Boffi Solferino

Via Solferino 11, Milan

9-14 April: 10am-9pm

8 April press preview from 7pm

Design and set up: Piero Lissoni

Versatility and lightness are the distinguishing traits of the Living Divani indoor and outdoor collections shown at Boffi's showroom. One of the most renowned, innovative bathroom and kitchen brands, Boffi has again this year involved Living Divani to complete its home setting displays with a continuity of creative language deriving from the style of the two companies' art director, Piero Lissoni.

The bedroom in the first-floor of L'Appartamento is furnished with the stark, simple beauty of an **Extra Wall Bed**, the reassuring shape of **Chauffeuse** armchair, the amusingly-designed **Mate** clothes valet and a luxurious **Wired** carpet. The nearby living-room setting focuses on the discreet elegance of a large **Extrasoft** arrangement together with **Kalè** tables and coloured **Stack Tables**, and fabric-covered **Maja D.** chairs around a Boffi table.

To provide maximum comfort during hectic days of appointments, the lounge areas of the ground-floor offices are furnished with the new **Metrocubo** sofa, snug **Confident** chairs, and **Arabian Geometric** carpet together with **Bolle** and **B2** low tables.

The showroom offers visitors a number of informal, mini relaxation areas with the range of **Family Chairs** with their original optical effect, a **Mate** clothes valet and **Cabrio** vinyl seats.

Lastly, in the showroom's Courtyard is a special outdoor display to accompany the debut of Boffi's new outdoor kitchen. A large composition of **Extrasoft**, the ideal couch for the free and easy off-Salone public, is completed with **Frog** chairs and **Family Lounge** low tables so people can sit outdoor, stop for lunch or simply relax in the sun.

For Living Divani this is a wonderful opportunity to display the comprehensiveness of its product range in one of the strategic FuoriSalone venues, showcasing its limitless capacity for indoor or outdoor comfort.

## 2013 Partnerships

VEUVE CLICQUOT EVERGREEN - Fiera Milano – Rho

GALLOTTI&RADICE @ Rho fair complex, Hall 5 | Stand C16

PORRO @ Rho fair complex, Hall 7 Stand D15-E18

100 CUSCINI X 100 SEDIE, Spazio Laura Urbinati, Viale Col di Lana 8, Milan

Not forgetting ...

The snug comfort of Living Divani upholstered furniture adds a special touch to numerous presentations in the fair itself and at FuoriSalone events.

This year Living Divani renews the cooperation with Maison Veuve Clicquot for **VEUVE CLICQUOT EVERGREEN**, an outdoor lounge in the heart of the Rho fair where visitors can enjoy a special break, sipping Veuve Clicquot champagne à la flûte and savouring delicious finger food prepared for the occasion. Living Divani's **Family Lounge** low tables provide convenient surfaces for glasses and plates with their simple shape, while **Cabrio** seats

upholstered in glossy white vinyl fabric offer perfect comfort for a relaxing world-classic design moment.

**Dorian, Chauffeuse, ABC, Gray** and **Lulea armchairs** feature at the **GALLOTTI&RADICE** stand designed by Chicco Bestetti, while linen-covered **Ile Club** sofas and **Arabian Geometric, Ceci n'est pas un Baroque** and **Growing Points** rugs complete the living-room settings of the **PORRO** display designed by Piero Lissoni.

A complete family of **Family Chair** was chosen for the **100 CUSCINI X 100 SEDIE** exhibition curated by Beatrice Rossetti in association with Milanese stylist Laura Urbinati for the new Spazio Laura Urbinati in Viale Col di Lana: a converted body shop where, against an all-white backdrop, 100 small, printed-fabric cushions will be placed on 100 design's chairs.

*Special thanks to:*



**Veuve Clicquot**