

Living Divani in Vienna
Inauguration of the new showroom steininger.designers

Opening 12 September 2013
steininger.designers gmbh
Schubertring 4 - 1010 Wien
www.steininger-designers.at

On 12 September, steininger.designers, Living Divani's historic Austrian retailer, inaugurates a new showroom in Vienna: a spacious 400m² loft on the famous Schubertring, which is added to the St. Martin showroom, reaffirming the position of steininger.designers among the key players on the Austrian design scene.

Living Divani is bringing proposals to complete an exhibition that includes a number of other top names in international design, among which the firm's pieces fits in seamlessly, creating new ideas and atmospheres for the home and for the worlds of residential and hospitality contract.

For the new Viennese showcase, Living Divani has chosen a selection of iconic pieces from its collection that have enabled the company to establish itself over the years as a point of reference on the design furniture scene thanks to the perfection, harmonious proportions and sense of understated luxury of its upholstery.

The showroom will be welcoming the pleasingly asymmetrical geometries of **Neowall** sofa, alongside the clean lines of the easy chair **Gray**, which focuses on empty geometric shapes, transforming this piece into an essential yet delicate seat. **Reader** by Michele Cazzaniga, a revisitation of a bergère chair with a markedly retro feel, sums up the entire spirit of the firm, which is also encapsulated in the elegant daybed **Ile Club**, with its special mechanism created to offer the greatest comfort, all the while echoing the full, soft volumes of the sofa from which it evolved.

Completing the Living Divani proposal at steininger.designers are the **Jelly** coffee tables, with their slender yet determined tubular stainless steel base, and the multiple perspectives offered by **B2**, the table created by Victor Vasilev, with its miniature architectural style and its steel structure, comprising four tabletops in different sizes and heights.

With this exhibition in the new steininger.designers showroom, Living Divani reaffirms its attention to the Austrian market and the nearby Eastern European countries that are expressing ever-greater interest in a level of design quality that the company beautifully embodies.