

Living Divani @ Abitare 100% Project

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www.abitareiltempo.com

Living Divani is a reference point on the furniture design scene thanks to the perfection, harmonious proportions and sense of understated luxury of its upholstery. The firm is taking part in **Abitare 100% Project**, the exhibition, organized by Veronafiere, that offers to the companies a strategic meeting from the commercial and distribution points of view, in Italy and abroad.

The company contribute significantly to a series of events in program during the three days.

Through unexpected installations, these events explain to the visitors new style trends where manufacturing companies are deep in contact with contemporary design. "Colors", the exhibition by Giulio Cappellini, where the most up-to-date design trends are expressed according to the use of colours, emphasizes the importance of this aspect in interior design and where Living Divani shows the harmony of Family Chair by Junya Ishigami which represent a revised, ironic and deformed archetypal. Always by Giulio Cappellini, "Take a seat" exhibition receives one of the most emblematic piece of Living Divani's collection, designed by Piero Lissoni: Frog armchair, a woven coach hide seat. In addition, for "spazio ARTVERONA" – an area dedicated to the modern and contemporary art exhibition which will be held mostly simultaneously with Abitare 100% Project, always inside Veronafiere - Living Divani presents Ying Ying coffee table by Matthias Hickl, with the particular decorative shape of the structure in brass fusion, bronze finishing.

The company is also present at the comON exhibition with two projects realized for the 2012 edition: Dot Dot Dot coffee tables and the dish/cutting board Parla come Mangi, designed by the young designers Cesare Bizzotto and Gioele Antonello. This event seeks to encourage the spread of ideas thanks to interaction between companies and training schools, between students and professionals, in perfectly harmony with the spirit of Abitare 100% Project: a creative workshop encouraging relationships between people, business networks and knowledge of market dynamics.

Frog in black PVC, the new sofa Metrocubo in leather and Jelly coffee table with slate top furnish the lounge of Elle Decor which, with its exhibition DecorCodes, is one of the protagonists of the third edition of Abitare 100% Project.

Finally, the company shows its proper concept of exhibition at Spazio Verde in the central area of Hall. 4, commercial and communication heart of the fair. On display, some of the most characteristic items, such as the composition Extrasoft, the new armchair Rodwood and the armchair Frog. Together with the pieces designed by Piero Lissoni, guest of honor of Abitare 100% Project, Living Divani also propose a selection of projects created by young designers who collaborate with the company since some years: the low table/stool Kalé by Mario Ferrarini with its purified lines, based on the circle geometry, the bookshelf Bukva, by Victor Vasilev, and two new items presented at Salone del Mobile 2013, the clothes valet by the creative duo (a+b) dominoni, quaquaro and the small table Strato by Victor Carrasco. To complete, some items of our carpet collection by the designers Harry&Camila, who have a Dutch soul perfectly mixed with a Mediterranean vitality: hand-sprung carded or tufted carpets are characterized for the materials- wools and silks- for the harmony, the shapes and colors, beauty, for the combination of graphic elements revisited in a contemporary key, as with the carpets Ceci n'est Pas un Baroque e Arabian Geometric.

An area inside the exhibition is dedicated to Piero Lissoni where different projects showing his interpretation of the actual architecture and design world are displayed. His installation "Uno:due" is the reproduction of a model in 1:2 scale of a house that he projected in Tuscany: a place to live where visitors can enter. Inside, furniture will be replaced by a series of white frames containing pictures of indoor settings, products and projects signed by the architect.

On Monday 14 October, at 2.15 p.m., Piero Lissoni will feature in a meeting open to companies and the public where he will share not only his story as a designer but also his creative thinking that has made him such an undisputed figure in contemporary design, all over the world.

At 4 p.m., at Sala Verde in the Hall. 4 Carola Bestetti, Living Divani second generation, will step in a free debate, open to dealers, press, architects and students, among the design protagonists, where the most important topics of the design fields will be discussed through the histories and experiences of some selected manufacturing realities such as Poltrona Frau, Moroso and Cappellini.