

Living Divani partners with Lamborghini for VIP Lounge Debut in New York City

Living Divani, a leader in Italian upholstery and design, today announced a partnership with renowned super sports car brand, Automobili Lamborghini, for the opening of the exclusive, invite-only Lamborghini Lounge New York City.

The Lounge New York City, located in the coveted neighborhood of Chelsea in Manhattan, is furnished in partnership with Living Divani in the name of a **100 percent “Made in Italy” experience**. The private space offers its guests an immersive journey into the Lamborghini’s lifestyle and DNA, with access to never-before-seen vehicles, Italian culinary experiences and bespoke exhibitions.

Both members of the **Altgamma Foundation**, the luxury Italian brands committee composed of companies in the fields of design, fashion, food, jewelry, automobiles and hospitality, **Living Divani and Lamborghini** combine their iconic products for an unforgettable experience by the unique allure of **true ambassadors to the Italian culture and lifestyle**.

The Space

The layout of the space includes **iconic products and the latest novelties from the furniture brand, based in Anzano del Parco (Como)**, with the backdrop of Lamborghini’s Italian heritage.

The Welcome Room is furnished with the **Sailor** bookcase by **David Lopez Quincoces**, in addition to the **Inari** bench by **Mist-o**. The **Frog** armchair is designed for those who want a relaxing pause as it represents the iconic Living Divani seat designed by **Piero Lissoni** in 1995. Presented in a padded variant upholstered in leather, the armchair is accompanied by the **B3** coffee table by **Victor Vasilev** with tops positioned at different heights that hover in the air.

Within the Activation Room, the **Shibuleru's Aero V** valet stands offer function and form, while the **Ceiba** wooden coat hanger by **Luis Arrivillaga**, sees a dance of slender structures in movement.

The **Track** bench by **David Lopez Quincoces** is accompanied by the **Family Lounge Table** by **Piero Lissoni** and the **Vizio** glass-holder by the young **Leonardo Talarico** in the space’s Gallery, where a Lamborghini super sports car is also displayed. Guests are also accommodated with the **Reader** armchair by **Piergiorgio and Michele Cazzanig**, a redesigned bergère with a retro feel, and by the **GreK Box** storage unit by **Gabriele and Oscar Buratti**.

The Living Room, where guests have the opportunity to test their racing skills using a top-class simulator, sees the inclusion of the best-selling iconic **Extrasoft** modular sofa in black and yellow leather. Designed by **Piero Lissoni** in 2008, it comprises welcoming and cozy seats aligned close to each other in a geometrical configuration but with irregular contours. The **Family Lounge Table** and **Ile Pouf** complete the room’s aesthetic.

The **Brasilia** table designed by **David Lopez Quincoces**, accompanied by the collection of **Grace** chairs by **Giopato & Coombes**, furnish the Ad Personam Room, the customization studio for Lamborghini customers.

The **Reader** bergère with the **B3** low tables create a waiting area beside a majestic **Sailor** bookcase in the Olimpo Meeting Room. The space is furnished with the **Brasilia** table and chairs belonging to the **Grace Collection**. The wall is enriched by a sequence of **Bukva** bookcases by **Victor Vasilev**. The **Rod System** sofa by **Piero Lissoni** is also on display and characterized by a slender back and light, airy shell lined with cushions enhanced with quilted details and buttons, interspersed with practical low tables for refined support, with the addition of two **Rod** armchairs and the **Victor Vasilev's B2** low tables.

Living Divani products are available exclusively @:

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LIVING DIVANI

Perfect, harmonious proportions and a feeling of understated luxury are the distinguishing features of Living Divani, a family-owned company that has made its trademark of upholstery. Since the early 1970s, the Company has followed a clear path, maintaining an intensive dialogue with the contemporary world and becoming one of the landmarks in the design landscape. Strategic is the alliance with Piero Lissoni who, since 1988 has led the firm's unique style in his dual role as art director and designer, seeking to express at best its distinctive language made of discretion and formal neutrality. The Living Divani collection is conceived as well for the Contract sector, where quality, technical performances and custom-made solutions qualify the company to be active globally in different fields: offices, banks, airports, hotels, waiting areas, museums, restaurants and showrooms. Significant acknowledgement of the path of excellence of Living Divani is the entry in Altgamma in 2012. Since September 2020, Living Divani Gallery is the brand's new Milanese outpost; designed by Piero Lissoni as a theatrical stage where to represents the thousand facets of Living Divani's style, becoming a new place to be visited in the city.



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Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese in Northern Italy.

The Lamborghini Urus, its third model line and the first Super SUV, was launched in 2017, creating a new niche in the luxury segment with benchmark power, performance and driving dynamics, unparalleled design, luxury and daily usability.

The V10 Huracán family, successor to the iconic Gallardo, debuted in 2014 with the 2017 Huracán Performante (Spyder version in 2018), proving its capabilities with several lap records. In 2019 the new Huracán EVO (Coupe and Spyder) were introduced, featuring the V10 engine from the Performante and incorporating next-generation vehicle dynamic control and aerodynamics. The Huracán EVO RWD was inaugurated in early 2020, with extraordinary performance providing unfiltered feedback and an emotive and engaging driving experience controlled by the pilot. In May 2020, the new Huracán EVO RWD Spyder was revealed on Lamborghini's official website lamborghini.com, using Augmented Reality (AR) for the first time. In November 2020, Automobili Lamborghini virtually unveiled its latest model, the Huracán STO - Super Trofeo Omologata - a super sports car approved for road use, inspired by the sporting tradition of its Huracán Super Trofeo EVO and Huracán GT3 EVO racing cars.

The Aventador S Coupé and Roadster launched in 2017 represent a new benchmark in the world of V12 luxury super sports cars. The Aventador SVJ, presented in August 2018, claimed its position as the Nürburgring-Nordschleife production car record holder, completing the 20.6 km lap in just 6:44.97 minutes. In 2019 the SVJ Roadster was introduced to the markets.

With 167 dealerships throughout the world, 2020 was the second-best year ever for Lamborghini in terms of both number of cars delivered (7,430 units) and turnover (1.61 billion euros).

Over half a century Automobili Lamborghini has created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, as well as limited editions such as the Reventón, Sesto Elemento, Veneno and the Centenario. With the Lamborghini Sián FKP 37 unveiled in 2019, a few-off build of only 63 units, and the roadster version of only 19 units, presented in 2020, the company delivers unique new hybrid technologies, featuring the world-first application of a supercapacitor for hybridization, new materials technology, and unsurpassed Lamborghini performance.