

Salone Internazionale del Mobile 2014 press preview LIVING SPACES³

Living Spaces³: Living Divani amplifies its visibility during the Milan design week.

As well as the **new products** at the **fair**, Living Divani is lead player in two installations in the heart of the Brera district in Milan: the **indoor settings** in the new **Brerastore** showroom at via Fatebenefratelli 10 and the **outdoor collection** in the impactful "Giardino Geometrico" installation designed by **Lissoni Associati** in the open-air green spaces of the **Orto Botanico** in **Brera**. Three parallel presentations demonstrate the key position reached by the company in the contemporary design world and the ability to create increasingly complete and harmonious living spaces where the boundaries between interior and exterior are broken down and the pure Living Divani shapes blend with the enchantment of the natural surroundings.

FUORI SALONE

GIARDINO GEOMETRICO @ ORTO BOTANICO DI BRERA

Interni – Feeding New Ideas for the city

Via Fiori Oscuri 4 / Via Privata Fratelli Gabba 10

7-13 April h. 10 am - 8 pm

Press Preview: 8 April h. 5.30 pm

Cocktail: 8 April h. 7 pm

The luxuriant beauty of nature, the evocative power of a place filled with history, the minimalist refinement of a project by Lissoni Associati, the rich texture of the Laminam surfaces and the luxurious comfort of outdoor furniture by Living Divani: all this is to be found in the "Giardino Geometrico" installation created in the Brera Botanical Garden as a joint project with the magazine Interni throughout the Milan design week: an open-air display where elegance is mixed with cultural references, botanical rarities and emotions, to surprise the visitor and surround him with a timeless and magical atmosphere.

While along the paths of the botanical garden vertical surfaces similar to stone, to onyx and to marble are used to create a sculptural installation, a sort of contemporary maze, punctuated by pleasant rest areas, in the area of the actual garden outdoor furniture sets are contained inside a lightweight pavilion, a sort of light temporary architecture, visually very open, where the clean shapes of the Living Divani furniture blend with the enchantment of the natural surroundings.

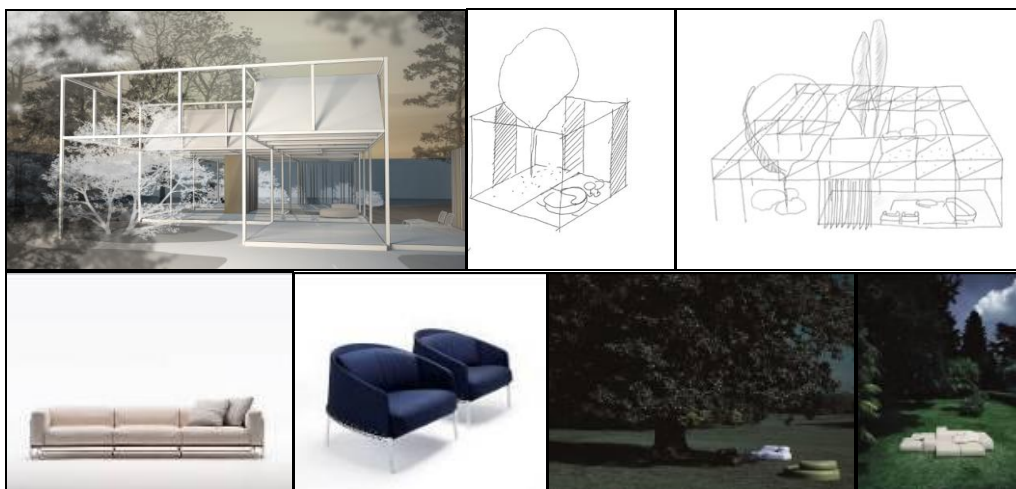
An evocative, abstract and conceptual setting yet at the same time comfortable and totally usable, a perfect open-air showcase for the Living Divani outdoor collection.

A benchmark on the designer furniture scene due to the perfection, symmetry of the proportions and the taste of understated luxury of its upholstered furniture for interiors, the company has gradually developed a complete range also for outdoor, intended of home interiors and contract sector targeted by the brand. The growing aspiration towards the outdoor life has persuaded Living Divani to devise and create solutions which allow greater fusion between interior and exterior, interlinking and blending spaces. Thus the company has adapted for this purpose some of its most successful products, alongside designs created especially, interpreting with its own style the current trend of multiple use of furniture and the contamination between indoor and outdoor spaces.

In the installation in the Botanical Garden the historic icons for outdoor stand alongside the 2014's new products from Living Divani, to create pleasant situations for meeting and relaxation: from the modularity of the **Extrasoft** sofa which allows customisation with class of spaces via infinite compositions, to the non-conventional appearance of **Bubble Rock**, a well-proportioned and slightly irreverent item, via the informality of **Poncho**, an armchair covered by fabric tautened by Kevlar laces plaited along the edge, to the elegance of **Filo Outdoor**, a sofa with ample shapes suspended on a tubular steel frame, painted or galvanized.

LIVING

D I V A N I



@ BRERASTORE

NEW OPENING

MILAN

Via Fatebenefratelli 10 Milan

07-13 April h. 10 am – 10 pm

14-19 April h. 10 am – 7 pm

Cocktail: 8 April h. 7 pm

In&Out, Day&Night. The Living Divani collection is exclusive protagonist at the new Brerastore showroom which is to be inaugurated next 8th April. The shop has chosen the brand to exhibit itself to the international public present in the city on the occasion of the Milan design week.

With this collaboration, Living Divani double its presence in Brera district: close to the Botanical Garden, at Brerastore the company will show its day & night collections, thus explaining its home concept through some of the most representative pieces and 2014 news.



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