

The *Living* signed LiuJo arrives in Brera in Milan

Liu Jo Living opens its Milan Flagship Store in the heart of the historic artists' district.

Liu Jo Living Brera Showroom officially opens at **MDW 2023**, coinciding with the brand's presence at **Salone del Mobile.Milano (Hall 18 – Stand C18)**.

The two entrances are strategic: the main one on Via Fiori Chiari 28 and the second from the inner courtyard on Via Pontaccio 19. Designed to arrive in a direct way to the public who will be immediately intrigued by the windows thought to give voice and soul to the versatility of **Liu Jo Living** furnishings.

The layout, designed under the art direction of **Simone Cagnazzo**, shines the spotlight on the micro environments, with showcase spots dedicated to the products. This is to give space to the stories that each product or collection can tell.

The windows on the Via Fiori Chiari side give a glimpse, from the entrance, of the essentiality and elegance of the two **Caillou sideboards** to continue with an initial corner of relaxation guaranteed by the versatility of the **Caillou benches**, in ash wood, which can be easily transformed into a seat or small table. All this accompanied by one of the undisputed protagonists of this 2023: **Coquille day bed**, in white/grey lozenge fabric, ton sur ton, in the next room shows all its iconographic research in the **Caillou** armchair, the flagship product of the entire collection, here proposed in black/white barbed fabric. Both products express ease in changing clothes, an essential feature of the entire **LiuJo Living** philosophy.

The third showcase features the stage presence of the **Tetù sofa**, another new addition for 2023. Its defined line and marked forms are anticipated by the name of the collection itself: Tetù, translated from French, means stubborn. The balance between the elements lied in the irregular structure with suspensions between seemingly heavy forms that manage to be light. **Tetù** finds its counterpart, slightly more toward the centre of the showroom, in the **chaise longue** version, again juxtaposed with the equally new **Medusa side tables**, born this year, from the union of a veneered wood top with a Tripolino fringe, a detail of the trimmings used as a decorative element in bourgeois living rooms. The bangs that allow a glimpse of the supporting structure, equipped with a concealed table top, make the object iconic and functional with a strong aesthetic impact.

A true blend of classic and modern.

The fourth showcase reveals another living proposal, decidedly larger, with **Coquille** in armchair and 2 and 3-seater **sofa** versions, positioned around two **Caillou** benches in Carbon Ash finish. The micro environment is completed by another **sideboard**, also in Carbon Ash, and a **bookcase**, both from the **Caillou** collection.

The narrative of the total look by **LiuJo Living** continues in the transversality of the collections on display trespassing into a dining room with **Caillou** furniture or a bedroom area positioned just above the showroom's dedicated operations office area.

Here the brand's know-how is shown in the ***Guest*** bed, the absolute protagonist of relaxation. As with all elements of the ***Guest*** collection, the bed becomes immediately recognizable through the detail of the shell-shaped backrest that embraces the frame.

Liu Jo Living's tailoring borrows the concept of changing clothes from fashion and applies it to the dimension of interior design: renovating the home with **Liu Jo Living** is synonymous with sustainable design. This is reminded by the furnishings themselves, which are entirely removable.