

Liu Jo Living Brera Showroom unveils its new *Total Look*

The Milan flagship store of **Liu Jo Living** offers a sneak peek into its innovative layout. Following its official opening during the **2023 Milan Design Week**, the **Liu Jo Living Brera Showroom** continues to captivate attention this year with its evocative ambiance.

Like a *plein air* painting, the shades and colors of the pleated backdrops, combined with the fabrics chosen for the new **Liu Jo Living** collections, create a dreamlike labyrinth. A play of *concealment and revelation* hints at a pathway without impeding the visitor's freedom.

Accessible through two entrances, Via Fiori Chiari 28 and Via Pontaccio 19 (from the inner courtyard), the entire surface area of the showroom, spanning over 250 square meters, has been designed – under the artistic direction of Simone Cagnazzo – to showcase the **Liu Jo Living total look**.

Indirect lighting, almost diffused, always delicate and enveloping, caresses the space, creating an atmosphere reminiscent of the 1970s style, both in the world of design and art. The sage green hue of the curtains that make up the labyrinth draws from the themes of freshness and nature, ideally reconstructing the Italian labyrinth garden, anticipating the aesthetics and versatility of the new exhibited products.

The undisputed protagonist: **Verto**, a sofa that effortlessly transforms into a cozy retreat. The embracing cushions enhance the sense of security and comfort, offering a relaxing sensation that everyone wishes to experience upon entering their home.

Among the 2024 novelties, there is also **Glam**, the new modular island sofa, and **Cala**, a new addition to the already existing armchair catalog. With its spacious seat and unmistakable comfort, fully removable and equipped with a swivel base, **Cala** offers not only a product innovation but also a daily experience of comfort and relaxation.

To complete the range, **Liu Jo Living** also presents **Aperitivo**, the coffee table, available in indoor and outdoor versions, featuring a ceramic top meticulously handmade by the Faentina ceramist Federica Bubani.

The **Liu Jo Living total look** extends to the outdoor courtyard of Via Pontaccio 19, transforming it into a charming garden. Three gazebos host a variety of outdoor products, including **Riva**, the new tubular metal frame sofa with captivating colors and unique comfort, presented during the design week, the iconic **Tetù** design in its outdoor version, the **Osè** table, and the **Marsina** chairs reinterpreted for outdoor spaces. All upholstered products, both indoor and outdoor, are covered in Rubelli fabrics.

The versatility of the new **Liu Jo Living** offerings not only simplifies the furnishing renewal process but also expands creative possibilities in terms of larger-scale interior design projects. This diverse range of products allows designers to personalize spaces according to specific needs, whether it's renovating a single room or designing entire residential or commercial spaces.