

# LIVING now



Presentation of the new Living Now range by BTicino  
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#ImprovingLives

**bticino**

A brand of **legrand**

## Living Now

### Signature of style

Premium finishes, InWALL (full flush) installation and even smarter solutions: the BTicino range evolves for contemporary living.

BTicino presents Living Now in its most complete evolution yet, introducing new aesthetic and functional possibilities that turn the completed wiring device assembly into a detail fully aligned with the style of your home.

A true signature of style, capable of creating more precise and visually aligned wall surfaces, while delivering a more natural user experience – because technology blends seamlessly into everyday gestures.

Essential lines and rigorous geometries define the design of Living Now: a compact, distinctive shape where proportions and details achieve perfect balance. The continuous, uninterrupted surface creates a monolithic effect – a single visual element that integrates cover plate and controls into one seamless feature.

Finishes speak the language of your home. The current matte monochrome range (white, sand and black) features satin surfaces that feel soft to the touch and a neutral palette that harmonises effortlessly with both new builds and renovation projects, without visual overload.

For those looking for stronger character, the new metallic monochrome finishes (steel, champagne and bronze) introduce material depth and refined reflections, while preserving a discreet, understated elegance.

Customisation enhances immediate readability of the installation: tailor-made symbols and texts, plus backlighting to help orientation at night and make functions instantly recognisable.

With the flush-mounted installation, awarded the iF Design Award, the completed wiring device assembly integrates perfectly into the wall, delivering a uniform and continuous result: fewer protrusions, greater visual order and stronger coherence with the materials and finishes of the home. An ideal solution for both premium new constructions and high-end renovations.

On the technology side, Living Now brings comfort and control into the home without complexity: lighting, curtains and shutters, temperature and scenarios naturally adapt to everyday habits. Apps, local controls and voice assistants work together to ensure simple and intuitive management, while energy consumption always remains visible and under control – even when away from home.

When aesthetics and daily gestures become one, only one thing remains: **your signature of style.**



**BOILER PLATE**

About BTicino and Legrand

BTicino is a brand of the Legrand Group, internationally recognized and a centre of expertise for the design and production of wiring devices in Italy.

<https://www.bticino.com>

Legrand is the global specialist in electrical and digital building infrastructures. Its comprehensive offering of solutions for commercial, industrial and residential markets makes it a benchmark for customers worldwide. The Group harnesses technological and societal trends with lasting impacts on buildings with the purpose of improving life by transforming the spaces where people live, work and meet with electrical, digital infrastructures and connected solutions that are simple, innovative and sustainable. Drawing on an approach that involves all teams and stakeholders, Legrand is pursuing its strategy of profitable and responsible growth driven by acquisitions and innovation, with a steady flow of new offerings—including products with enhanced value in use (faster expanding segments: data centers, connected offerings and energy efficiency programs). The company is listed on Euronext Paris and is notably a component stock of the CAC 40, CAC 40 ESG and CAC SBT 1.5 indexes. (code ISIN FR0010307819).

<https://www.legrandgroup.com>

