



SEPTEMBER 2019

## DANIELS AND WEST, THE NEW ADVERTISING CAMPAIGN TAKES ITS MARKS

The new advertising campaign for the **2019 Collection** will go on air from September. It will star the two new seating systems, **Daniels** and **West**, respectively designed by **Christophe Delcourt** and **Rodolfo Dordoni**, alongside the outdoor proposals **Tape Cord** by **Nendo** and **Quadrado**, designed by **Marcio Kogan / studio mk27**, presented last April during Salone del Mobile.Milano.

The advertising campaign will be launched in 40 countries in over 160 architecture, design, news, fashion and lifestyle publications, all carefully selected for their excellent reputation and prestige, in perfect tune with the brand target.

A dynamic, harmonious architecture characterises the indoor scenarios of the new campaign, drawing a fluid space where graceful walls in wood and plaster alternate with large windows. Unexpected combinations of textures and materials reflected in the volumes and materiality of the furnishing elements recreate a concept of the home with a bold personality and a sophisticated, contemporary soul.

Two distinctive images interpret the Daniels seating system and its concept of extreme modularity and maximum comfort. One is perfect for hosting guests and features a curved amphitheatre-like shape. In the other, regular curves and ellipses interrupt the linearity of the system, imprinting them with a dynamic shape resembling a landscape design. Innovative and authentically original, Daniels blends in perfectly with the Amber storage units, creating solutions with a strong visual impact and a sense of continuity between the softness of the chairs and the rigid form of the units.

West, the seating system with leather backs, the perfect synthesis of design know-how and the sartorial savoir-faire of Minotti, is also presented in two different solutions that interpret different corner configurations with unexpected end elements: the more traditional version with chaise-longue is accompanied by an original solution with pentagonal chaise-longue, both complemented by the Angie and Shelley armchairs, designed by GamFratesi.

A range of small furniture and accessories help to create striking, elegant settings in a harmonious dialogue between shapes, patterns and colours.

The common denominators of the two systems are extreme versatility and compositional flexibility, which can be discovered at the flagship stores and authorised Minotti retailers, together with the latest

new ideas and the most distinctive products of the entire collection.

Continuing the style of the indoor collection, the outdoor collection is promoted in two arrangements that set the Tape Cord chairs - designed for terraces and open air spaces also in small urban contexts - beside the complementary Quadrado modular seating system and dining table, conceived for large spaces and perfect in both residential and hospitality environments.