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"MINOTTI AND DORDONI. A UNIQUE AFFINITY" GOES ON STAGE AT MINIM BARCELONA

On February 18th, **Minotti** and Spanish partner **MINIM Barcelona** hosted an exclusive event celebrating the brand's success story and elective affinity with Italian architect and designer **Rodolfo Dordoni**, Art Director of Minotti and coordinator of all the company's collections since 1998. The event was staged in the MINIM showroom located in Via Augusta 185, a key location in the heart of the city, to coincide with the presentation of a selection of highlights from the 2019 Collection.

Through a series of special moments, guests had the chance to gain inspiring insights into this richly rewarding partnership, which has lasted for over 20 years and whose success lies in the strategic creative synergy between Rodolfo Dordoni and the Minotti family and in the absolute alignment of their vision. These included the screening of the "Minotti Undiscovered. A Matter of Style" documentary-film, retracing the company's most meaningful milestones, and a live talk by guest of honour Rodolfo Dordoni. A close collaboration which, year after year, has contributed to strengthening and shaping the brand's identity and the stylistic continuity that has become its trademark feature. The talk also provided a unique opportunity to learn more about the creative process and backstage moments that have led to the creation of some of the company's most iconic designs and products by the Italian architect and designer.

A journey that is also reflected in the careful selection of iconic products designed by Rodolfo Dordoni showcased in the main windows of MINIM Barcelona, a long-standing benchmark for contemporary design in the city. From the **Suitcase Line** and **Delaunay Quilt** armchairs, 2019 editions of the seats designed respectively in 1997 and 1998 at the very beginning of the fruitful collaboration, to the **Aston** sofa and armchairs, and the **West** seating system, one of the most representative pieces of the 2019 Collection.

An invitation to come in and discover the Minotti world, which hosts a fluid sequence of living and dining solutions on the first floor. The space presents a series of contemporary settings animated by a carefully selected range of furniture, featuring bestsellers set alongside some of the new pieces from the 2019 Collection. Protagonists of the space are the **Lawrence** and **Freeman** seating systems, while the opposite corners, instead, host the **Lawson Medium** semi-round sofa accompanied by the **Lawson Lounge** armchairs and the **Catlin Dining** table surrounded by the **Aston Dining** armchairs, all designed

by Rodolfo Dordoni.

Rodolfo Dordoni, Ginés Górriz, CEO of MINIM, and Mercè Colomer, Showroom Manager of MINIM Barcelona welcomed a selected group of architects, designers and journalists, who had the unique chance to experience first-hand the quality and elegance of the Minotti furnishings and to get closer to the protagonists of this successful Italian story.

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