



JULY 2020

MINOTTI LAUNCHES THE NEW 2020 COLLECTION

The new 2020 Collection – coordinated by Rodolfo Dordoni with Minotti Studio – outlines a new ideal of contemporary living: a project with a strong international vocation, though entirely Italian in its imprint.

A collection that reflects a contemporary, modernist taste related to the company's sartorial savoir-faire, of the type found in haute couture, used to create high quality furnishings that are increasingly elegant and exclusive. A project that embodies the perfect combination of aesthetics, design and couture, blending the styles and voices of esteemed designers with diverse cultural backgrounds – Rodolfo Dordoni, nendo, Marcio Kogan / studio mk27, GamFratesi and Christophe Delcourt – to form a veritable "Minotti project".

A collection designed for indoor and open-air living spaces, in a continuous dialogue with one another, located at different latitudes, in the residential and Hospitality sectors – in Europe, the Americas and Asia – by imagining those who live there, their gestures and daily routines. Pure, geometric volumes and shapes with an architectural appeal, distinguish the new upholstered seating systems, seats and furnishings, emphasised by their exquisite manufacturing quality, the precious selection of materials and exclusive textile collection.

Four new seating systems are the protagonists of the Indoor Collection: Connery, Blazer, Mattia designed by Rodolfo Dordoni, Torii by nendo, in addition to a wide range of armchairs, tables and sideboards.

The Connery modular seating system, designed by Rodolfo Dordoni, is inspired by Mid-Century American architecture. With a versatile composition, and a wide range of materials to mix and match, it stands out for its geometric rigour and the precision of its craftsmanship. The padded base can be upholstered in fabric or leather straps refined with the same technique used in fine leather luggage-crafting, a process that creates an original contrast with the softness of the seat.

Blazer by Rodolfo Dordoni is one of the projects that best expresses the company's most authentic artisanal approach. A carefully crafted modular seating system with pure volumes and a contemporary look. The unique matelassé effect that characterises the entire surface of the upholstered piece enhances its silhouette and offers an immediate sensation of comfort.

Finally, the Mattia sofa and armchairs, again by Rodolfo Dordoni, a new take on a 1970s design concept taken from the Minotti Archive, enrich the collection with their curved shapes and soft, enveloping seat.

Torii, designed by nendo, is an airy system featuring compositional seats that play with the round volumes, slender lines and apparent formal simplicity of a well-developed design, with a base featuring structural details inspired by Japanese tradition. The slim backrest features a vertical quilting effect and piping runs along the perimeter of the cushioning, underlining the couture-like quality of the craftsmanship.

For the 2020 Collection, Marcio Kogan brings his pure architectural style and elegant proportions and details indoors, using them to characterise the Linha dining and coffee tables, the Boteco sideboards and the Daiki armchairs, with the latter also available in an outdoor version. Furniture with a big personality, expression of Kogan's characteristic minimalism and proof of his almost obsessive attention to structural details and to the choice of fine materials.

Designer duo GamFratesi offers a perfect synthesis of Scandinavian culture and Italian tradition in a contemporary dialogue between in and out, with the spotlight on the Fynn and Fynn Saddle-Hide armchairs and lounge or dining little armchairs: an original mix of materials, wood and saddle-hide, crafted with great skill to design impeccable seats with lightweight volumes and minimal structure.

The Indoor collection – alongside the wide range of complements, coffee tables and accessories – is completed by the Lou 2020 sideboards designed by Christophe Delcourt: the family of sideboards designed in 2017 is now revisited, presenting a lighter version of the original design, and a look characterised by many brand-new elements: materials, colours and the structural detail of the metal legs.

The 2020 Outdoor Collection has been designed with just as much dedication as the Indoor: furniture conceived to inhabit open-air spaces, such as private gardens and terraces, and the outdoor areas of Hospitality facilities or yachts.

One of its highlights is Sunray, designed by Rodolfo Dordoni. A seating system with an enveloping design that favours intimacy and relaxation, in line with the concept of open-air living, the Minotti way. The collection is completed by the Fynn Outdoor seats and dining table by GamFratesi, the Daiki Outdoor seats by Marcio Kogan, the Terracedining table by Rodolfo Dordoni and many other complements and accessories.

The creative concept, uniqueness and aesthetic of the products in the new Indoor and Outdoor collections are enhanced by the 2020 Textile and Leather Collection. A textile collection exclusively created by the company, with the same care and know-how of a textile design firm, emphasising the refined combination of materials – fabrics, leather and saddle-hide – textures and patterns that characterise the new designs.

All the novelties of the 2020 Collection, now travelling to reach the flagship stores and the authorised Minotti dealers worldwide in September, are available from today on the company website in dedicated pages, enriched by an extensive photo gallery and detailed technical information.