



OCTOBER 2020

MINOTTI @ MILANO DESIGN CITY

A rich selection of the Indoor and Outdoor novelties of the **2020 Collection** is on display at the **Minotti Concept Store** by Misura Arredamenti, during **Milano Design City** (28 September - 10 October 2020), a special initiative dedicated to design, culture and innovation, supported by the Milan Municipality.

The 8 Minotti windows overlooking Via Larga, 13 showcase the most distinctive seating systems of the new collection, **Connery** and **Blazer**, by **Rodolfo Dordoni**, and **Torii** by **Nendo**, accompanied by the **Daiki** armchairs and the **Boteco** sideboard by **Marcio Kogan / studio mk27**, the **Fynn** seats by **GamFratesi** and the **Torii** armchair; in the final sequence, the **Fynn** dining chairs by **GamFratesi** are set up around a **Linha** dining table designed by **Marcio Kogan / studio mk27**.

Inside, a fluid sequence of living, dining and lounge solutions features the new **Mattia** seats designed by **Rodolfo Dordoni**, alongside some iconic pieces from the most recent collections.

An adjacent exhibition area dedicated to the outdoors presents the new 2020 Outdoor Collection: two living areas clearly visible from the external windows host the **Sunray** and **Florida** seating systems designed by **Rodolfo Dordoni**, accompanied by the **Fynn Outdoor** and **Daiki Outdoor** armchairs and numerous furnishing accessories; alongside these, a sophisticated lounge area with the **Tape Cord Outdoor** family of seats by **Nendo**, a dining area with a **Van Dyck Outdoor** table and **Daiki Outdoor** dining chairs and an atelier area devised for conversations with customers to offer them assistance when choosing materials and products.

Additionally, for professionals, by appointment only, the company showroom at the **HQ in Meda** offers an extensive showcase of the 2020 Collection, this year set out in an extended, renewed area: the 1000 sqm **Company Showroom** is now joined by **SuperSet**, an additional display space of 600 sqm, completely dedicated to the new indoor and outdoor designs, and conceived to reflect the mood of the 2020 Collection.

MILANO DESIGN CITY

28 September - 10 October 2020

10 am - 7 pm

Minotti Concept Store by Misura Arredamenti

Via Larga, 13 - Milan

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(Limited admission in compliance with the current health regulations)

