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## ON AIR THE NEW ADVERTISING CAMPAIGN FOR THE 2021 COLLECTION

January 2022 will see the launch of the new advertising campaign featuring, as its protagonist, the **Roger** seating system by **Rodolfo Dordoni**, one of the most representative designs of the **2021 Collection**, presented last September during Milano Design Week.

The architecture of the setting is inspired by Rationalist and Brutalist references. The alternation of bold graphic shapes, such as the large circular form shaped into the concrete wall, marks the boundary between in and out in an atmosphere conceived to recall the Mid-Century spirit, revisiting it with a modern flavour, in harmony with the identity of the furnishings.

The compositions chosen for the campaign provide examples of the many possible configurations of **Roger**, which is based on the idea of an open design, to be composed with a touch of imagination and personalised with elegance. Extremely versatile, it is designed to respond to all requirements and uses and its eclectic side means it can cater for a variety of taste targets.

The new advertising campaign will be launched in **41 countries** in a selection of over **170** architecture, design, news, fashion and lifestyle **publications**, in perfect tune with the presence of the furniture of the new **2021 Collection** in the **Minotti** network of flagship stores and authorised retailers worldwide.