Minotti

On air the new advertising campaign for the 2022 Collection

SEPTEMBER 2022

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September 2022 sees the launch of the new advertising campaign starring the **Horizonte** seating system by **Marcio Kogan / studio mk27**, and the **Twiggy** and **Goodman** seating systems by **Rodolfo Dordoni**, the most representative designs of the **2022 Collection** presented last June at the **Salone del Mobile.Milano**.

The architecture that houses the furnishing pieces presents itself as a true living space: the balance in the use of different materials (from raw concrete to warm slatted wood, from lacquered surfaces to large windows) is combined with the skilful use of colours, in a tangible tale reaching beyond time and space.

The **Horizonte** seating system by **Marcio Kogan / studio mk27** is the result of a clear architectural vision: a rigorous line, raised off the ground, which gives the sofa and its soft cushions a special feeling of suspension and a strong personality.

Designed by **Rodolfo Dordoni**, **Twiggy** is the new family of seats that stands out for its ability to revolutionise living spaces with an unprecedented ideal of timeless beauty: different elements, enhanced by refined stitching, and always distinguished by Minotti's sophisticated sartorial taste.

A detail that becomes volume is the essence of the **Goodman** design, the new seating system, also by **Rodolfo Dordoni**. With its clear 1970s imprint, the inspiration behind this design is the graphic character of those years, its ability to stratify and cross marks, reducing the complexity of things into a few distinctive features.

The new advertising campaign will be launched in 37 countries in a selection of over 170 architecture, design, news, fashion and lifestyle publications, in perfect tune with the presence of the furnishing pieces of the new 2022 Collection in the Minotti network of flagship stores and authorised dealers worldwide.