



JANUARY 2017

MINOTTI @ IMM COLOGNE 2017

The IMM Cologne trade show, at which Minotti has been a non-stop participant for more than 30 years, is an event the company feels is indispensable to the introduction of its collection to the European marketplace.

The exhibit space occupies a surface area of more than 650 sq. m and the design concept echoes the same motifs featured in the staging of the Minotti stand at the Salone del Mobile in Milan.

The graphic and orderly interpretation of the space is associated with a choice of materials and colors that expresses a warm, welcoming feeling and a natural elegance.

The architectural context was designed and created to maximize the settings where pride of place goes to the Freeman seating system, the Reeves series and the many complementary pieces launched with the new collection.

The flooring, part in cement and part in saw-cut chestnut stained dove-grey, emphasizes the desire to recreate a warm, welcoming atmosphere. Burlap-clad walls alternate with vertical wood panels, lending a rhythmic dynamism to the space.

A significant portion of the exhibit space is dedicated to the presentation of the outdoor collection – including the Indiana and Virginia series and Aston "Cord" Outdoor elements – proving that it is possible to mingle pieces from different collections with results that communicate refined elegance.