

Minotti



OCTOBER 2017

POLAND, SEPTEMBER 21ST, EVENTO @ IDEAMM

A sophisticated throng of architects, designers, members of the media, customers and brand enthusiasts turned out for the presentation of the new Ideamm showroom in Warsaw on Thursday, September 21st.

Located in the heart of the city, the space boasts sophisticated staging that casts the vast array of Minotti products in the starring role. Among the most popular items on display are the White, Andersen, Yang and Freeman seating systems, paired with numerous complementary pieces.

The space was given a major makeover, offering a fresh backdrop for the preview presentation of the innovative Lawrence seating system. Designed by Rodolfo Dordoni, Lawrence expresses a distinctly classic-modern vibe in a lively clustering of shapes. Known for its amazing versatility, the system brings an aura of understated elegance to settings that reflect different styles and tastes.

Welcoming guests to the event, along with Mariusz Michalski - owner of the Ideamm space - were Alessio Minotti and Paolo Nardini, who spent the evening in enjoyable conversation with the guests.