



MAY 2018

## SALONE DEL MOBILE.MILANO, ON STAGE THE 2018 COLLECTION

In the year of Minotti's 70th anniversary, the company presents itself with a multifaceted collection, born from a project open to contributors with design philosophies rooted in various cultural backgrounds.

Entirely coordinated by Rodolfo Dordoni, as a sign of continuity, today it welcomes the stylistic input of four international designers: **Nendo**, **Marcio Kogan**, **Christophe Delcourt** and **Rodolfo Dordoni** himself.

The Collection interprets all these stimuli and declares its gaze on the future, inserting the symbol of the infinite into its name. An infinite present that marks the evolution of our design strategy, transversal in style and languages.

A new decorative code marks Minotti's setting at Salone del Mobile in Milan: modern, bright, graphic and incisive, it interprets the 2018 Collection in a fully coordinated and harmonious project where typical Japanese scenographies melds with more decorative and rationalist elements.

Spectacular architectural cuts characterize the overall context, which spreads out on a surface of 2,000 square meters with a dramatic staircase that reaches the mezzanine, where the 2018 collection is showcased in its Hospitality version.

Full-height spaces are alternated with cosier atmospheres, which can be accessed along a path full of surprises, starting from the entrance area that anticipates the various thematic groups.

At the entrance, a courtyard, with a Piasentina stone floor laid in opus incertum, introduces the Outdoor collection and the signature of **Marcio Kogan** while a set of strong character, marked by pieces by **Nendo** and **Christophe Delcourt**, presents the Hospitality collection. Displayed on an oversize screen, a slideshow of images narrates the products and projects of the 2018 collection.

The interior path, which runs through a succession of environments that suggest different interpretations of the protagonist pieces of the spaces, it holds the dramatic effect which culminates with the grand living room at the end. Among them Alexander, Granville seating systems and Tape seats signed by **Rodolfo Dordoni**, **Christophe Delcourt** and **Nendo**.

A true coup de théâtre, the suspended fireplace at the centre of the room faithfully reproduces, but in an oversized scale, the one designed in 1960 by architect Gigi Radice for the residence of the company's founder, Alberto Minotti and his family.

On the occasion of the 2018 Salone del Mobile.Milano edition, in a very special year full of initiatives, Minotti reiterates the uniqueness of its collections and confirms its strong commitment in the field of interior design, looking towards the future challenges.

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