

Minotti



LUGLIO 2018 “SALONE DEL MOBILE 2018” BOOK

Now in its 21st edition, the “Salone del Mobile 2018” Book uses engaging photographic storytelling to narrate the concept and design identity of the 2018 Collection, launched last April in Milan.

The creatives at **Minotti Studio**, under the art direction of architect, **Rodolfo Dordoni**, developed the architectural project for the stand, which occupied a surface area of 2,000 m². Through sophisticated staging with a contemporary flair, consistent with the Minotti brand identity, the staging concept showcased a multi-faceted collection that embraced a design approach open to philosophies whose origins are steeped in very distinct cultural backgrounds.

Versatile in style and language, it maximized the unique features of individual projects and the stylistic signatures of four designers – **Nendo, Marcio Kogan, Christophe Delcourt and Rodolfo Dordoni** — offering decor solutions for international lifestyles, with a focus on modernity and elegance.

In addition to being a source of inspiration, the Book is also a valid work tool, thanks to the in-depth technical details about the products and materials that conclude the volume.