



SEPTEMBER 2018

"ALEXANDER" AND "GRANVILLE" ADVERTISING CAMPAIGN LAUNCH

September launch date for the **Alexander** and **Granville** adv campaigns, the two seating systems from the **2018 Collection** designed respectively by **Rodolfo Dordoni** and **Christophe Delcourt**, and introduced in April at the Salone del Mobile.Milan

The adv campaign will appear in **40 countries** in **160** architecture, design, news, fashion and lifestyle publications, all carefully selected from among the most authoritative and prestigious periodicals, perfectly attuned to the brand's target audience

Staging for the new campaign features a modern, graphic and incisive mood that blends Japanese-style backgrounds with more materially-textured and rationalistic decorative elements. All expressed in an extraordinarily refreshing, more contemporary style, devoid of ornamental excess. An aesthetic language that finds its core interpretation in the juxtaposition of beautifully textured, unexpectedly hue-intessential materials like wood, stone, glass, fabrics and leather

A key player in the new ad campaign is the **Alexander** seating system, inspired by contemporary, rationalist concepts expressed through dynamic compositions and sophisticated tailoring details. Exquisite regular elements alternate with curved pieces to create intimate, enveloping settings while modules with high and low backs multiply the system's versatility

The image of Alexander alternates with that of **Granville**, expression of a youthful, contemporary spirit, distinguished by the original, fluid curves designed by the seat back. Modules that differ in shape and size offer space to relax with seating options that range from the more traditional to very versatile

Mass and **Tape** armchairs, along with the **Lou** sideboard, **Bender**, **Damier**, **Milton**, **Oliver**, **Rays**, **Ring** and **Shields** coffee and side tables, as well as numerous accessories, complete the two settings, visually arranging a stimulating dialog with the surrounding space, ensuring perfect harmony of shapes, patterns and colors

A common denominator to both systems is their amazing versatility and full compositional freedom. To discover these qualities, along with the latest innovations and most noteworthy products of the entire collection, at Minotti monobrand stores and authorized dealers

