

Minotti



DICEMBRE 2018

MINOTTI @ SALONE DEL MOBILE.MILANO SHANGHAI 2018

This year, the company again made a showing at the **Salone del Mobile.Milano Shanghai 2018**, held November 22nd-24th at the Shanghai Exhibition Center, with an approx. 180 sqm. exhibit space. Center stage was the 2018 Collection, coordinated entirely by **Rodolfo Dordoni** and launched this year during Milan's Design Week. The display featured a splendid sequence of settings inspired by the most distinctive pieces from the new collection designed by **Christophe Delcourt**, **Nendo** and **Rodolfo Dordoni** himself.

Arranged into five distinguished areas imbued with a modern, graphic vibe, the staging interpreted the stylistic signatures of the designers who contributed to the collection, offering an authentic expression of the Minotti lifestyle. Among the core products displayed, Alexander and Granville, the Russell family, the Dan table paired with Lance chairs, the Prince "Cord" and Tape armchairs, all matched with a brilliant selection of complementary pieces and accessories. An element crucial to the entire concept is the Ile armchair, the special edition reinterpreted this year for the company's 70th anniversary and a tribute to the founder's wife, Ileana, currently the company's Honorary Chairman.

The Tape sofa and armchair, paired with Aeron and Ring coffee/side tables, were also featured in the "Elle Decoration Home Gallery", a striking "integration" installation by **Elle Decoration China** at the trade show.

This highly strategic event brought the Minotti excellences and "way of living" closer to China, a constantly growing market that is drawn more than ever to the glamour of Italian design. The show also shortens the distance between two cultures, both rich in history and experiences, that share the desire to narrate a story of quality, originality and creativity.