

# Minotti



## GENNAIO 2019 IMM COLOGNE 2019

Minotti took part in the 2019 edition of **IMM Cologne**, the first international exhibition of the year staged from 14 to 20 January in the German city, with a striking interpretation of the **2018 Collection**.

The large exhibition area, laid out on a surface area of approximately 600 sqm., presented the most distinctive pieces of the new collection in a harmonious, coordinated context, designed perfectly in tune with the mood of the collection. High impact architectural cuts and a sophisticated yet graphic and bright decorative code – also distinguished by textured and rationalist decorative elements – hosted the new designs and the various styles of the designers who contributed to the collection: **Rodolfo Dordoni**, **Christophe Delcourt**, **Nendo** and **Marcio Kogan**. An elegant aesthetic language, revealed by the choice and combination of fine materials, such as wood, stone, glass, fabrics and leathers sporting surprising textures and shades.

At the entrance, a courtyard with a covering of Piasentina stone – conceived as a true oasis of nature and evocative of an open-air space – provided the backdrop for the elegance, versatility and materials of the **Quadrado** modular system, by Marcio Kogan. Then, in pursuit of lightness and the sense of proportions, a great set of pieces designed by Nendo, presented in the Hospitality attitude. These were followed by a long themed layout starring the **Alexander** and **Granville** seating systems, the **Russell** and **Tape** sofas and chairs, the **Dan** table and the countless pieces of the new collection.

Two smaller areas were used to exhibit **Albert&Ile**, the special edition sofas and armchairs conceived for the anniversary, cleverly enhanced with a fine covering in blue velvet. An heartfelt tribute to the founder of the company, Alberto, and his wife Ileana, who is currently Honorary Chairman.

Beyond the exhibition venue, Minotti made an important appearance inside the historical **Pesch** furniture store. In the window along the Kaiser Wilhelm Ring, the 2018 Collection was represented by a display featuring the **Tape** armchairs with the **Oliver**, **Waves** and **Ring** small tables, and with a large video wall animated by a slideshow of images showing the products and designs of the collection. The space beside the entrance provided the perfect setting to the **Alexander** and **Russell** seats, accompanied by several smaller pieces and Minotti best sellers.