



MAY 2019

## SALONE DEL MOBILE.MILANO. THE NEW 2019 COLLECTION ON STAGE

For Minotti, the year 2019 brings a new stylistic language, a new decorative code. This new vision of interior design mixes different styles, by working with designers from different cultural backgrounds, who harmoniously become part of the "Minotti project", all coordinated by **Rodolfo Dordoni** with **Minotti Studio**.

This new vision was strongly reflected in an amazing architectural design created especially for **Salone del Mobile.Milano**. This striking new style created a dynamic, engaging exhibition space spanning 2.000 square metres, over two levels. This was achieved by using organic, fluid forms and curved lines to create beautifully shaped sculptural surfaces, producing a three-dimensional effect.

The space was divided into two areas, with a stunning large circular opening in the mirrored ceiling that created a surprising effect in the reception area in the centre of the stand.

The layout and compositions were designed to give the idea of a large open living plan where to relax, chat, or dine, as well as some beautiful outdoor spaces, all created in the Minotti lifestyle, to suggest the idea

of a home that hosts nature within it.

The elegant colour palette, using the new fabrics and leathers created for the **2019 Collection** completed the picture.

Three new seating systems are the protagonist of the 2019 Indoor Collection.

**Daniels**, by **Christophe Delcourt**, is comparable to a landscape design project where carefully plotted combinations of elements create a new domestic scenery, redesigning the living areas in which regular curves and ellipses interrupt the linearity of the layouts.

Innovative and truly original, it is at its most striking when paired with the **Amber** low units.

**West**, designed by **Rodolfo Dordoni**, is characterized by a faceting effect that livens up and interrupts the cubism that sets the configuration of the seating system. Elements with ergonomic backrests in saddle hide and creative modules such as the chaise-longue, available in pentagonal or hexagonal forms, break up the compositional layout, creating a stylistic point of interest.

New collaboration of 2019, the **GamFratesi** studio has worked on single seats characterized by the use of saddle hide: considering the **Angie** armchair, a saddle hide element designs a wing that embraces the armchair, sustaining the frame like a sculptural bustier, characterised inside by the inviting softness of the seat and backrest.

The family of products includes an armchair and a dining chair.

The **Lawson** seating system, by **Rodolfo Dordoni**, explores different types of seats with the fluid line of its shapes and the equilibrium of its soft volumes. The design features a look based on the juxtaposition of materials: on one side there is leather, which follows the curve of the enveloping backrest, becoming then an armrest and, on the other side, there is the fabric of the cushions, with its haute couture feel.

Lawson is ideal for residential interiors, but also reveals a strong vocation for the Hospitality sector, thanks to its versatile modularity.

**Shelley** armchair, designed by **GamFratesi**, stands out for its elegant formal cubist shape. Its linear geometry, enhanced by the presence of saddle hide and its accurate processing technique, plays on the harmonious contrasts between a structured external shell and a soft, inviting interior, also in the lounge armchair version.

**Wedge** is the family of dining and low tables designed by **Nendo**, characterized by a strong graphic style. The bulky look, created by the solid sculptural masses of the semi-circular legs, contrasts with the lightweight feet, which culminate in an oblique chisel tip shape.

For the Outdoor Collection, **Marcio Kogan / studio mk27** extends the **Quadrado** project, presented in 2018, with three new elements – the armchair, the double daybed and the dining table - creating an evocative dialogue with the surrounding nature. Designed with the same rationalistic approach that pervades the architectures of the Brazilian designer, the Quadrado new pieces sport minimal square shapes, recalling the classic teak duckboard element.

A central oval island with greeneries, has housed some pieces of outdoor furniture designed by **Nendo**. With its compact forms, **Tape Cord Outdoor**, the outdoor version of the Tape family presented in 2018, offers a variety of stylish yet discreet seats and small tables for creating original solutions, also for small outdoor urban spaces.

The backrests of the seating elements feature a finish created with wicker-effect cords.

On the upper floor, with access through two important helicoidal staircases, a selection of new products has given shape to Minotti's Hospitality vision, in a succession of conversation and relaxation areas with an intimate and elegant atmosphere.

All the new products of the 2019 Collection are now visible on the website.

In addition to a large photogallery, complete technical data sheets and design suggestions are available, for both Home and Hospitality contexts.