

Minotti



APRIL 2020

THE 2020 COLLECTION

The new 2020 Collection was born from a clear entrepreneurial vision that led the company to carry out a precise product strategy, assigning a punctual product briefing to its consolidated international team of designers composed of Rodolfo Dordoni, Nendo, Marcio Kogan / studio mk27, Christophe Delcourt and GamFratesi.

Thanks to a careful design management process, conducted by the company in close collaboration with Rodolfo Dordoni, the different cultural backgrounds merge and contribute to give shape and voice to the "Minotti project", which gathers the creative stimuli of the designers and is an exceptional example of the contemporary modernist style. A project with a clear design imprint, which marks a real goal in the sophisticated quality of the sartorial manufacturing, demonstrating the evolution of a way of thinking that has reached its maturity, in a perfect combination of aesthetics, design and couture.

Rodolfo Dordoni, art director and designer, signs two seating systems with a strong personality, where the architectural appeal of the lines and volumes is tempered by the tailoring approach in the upholstery, as well as complements with a sculptural trait. Nendo interprets with lightness and refinement the theme of the seats with a large family of sofas and armchairs – extremely versatile for use in the Hospitality sector, as well as residential – with contained proportions and sophisticated details, as well as small tables and consoles. Marcio Kogan brings his pure architectural mark indoors, combined with the constant search for elegance in proportions and details, to characterise tables, sideboards and seats. Christophe Delcourt reinterprets through his passion for decorative solutions a cult project, updating its construction details and finishes. Finally, the GamFratesi duo offers a perfect synthesis between Scandinavian culture and Italian tradition in a contemporary dialogue between in and out, which sees as the protagonist a surprising mix of materials masterfully crafted to draw impeccable seats.

The 2020 Collection reveals a natural esprit couture, a silent elegance, never shouted, with a strong international vocation, though entirely Italian in its imprinting, to characterise indoor and outdoor spaces in residential and Hospitality contexts.

