



LUGLIO 2020

THE 2020 COLLECTION GOES ON STAGE AT THE COMPANY SHOWROOM AND THE NEW SUPERSET

Today, the designs that characterise the **2020 Collection** are the protagonists of the display areas inside the HQ in Meda. A striking presentation which, this year, livens up an extended, renewed space: adjacent to the company showroom created in 2012, spanning a surface area of 1,000 sqm, the new **SuperSet** is born, a supplementary space of 600 sqm, completely dedicated to the new indoor and outdoor projects of the 2020 Collection. A strategic choice to contextualise the new collection in a year when the unrivalled stage of the Salone del Mobile.Milano was missing.

The new collection, coordinated by Rodolfo Dordoni with Minotti Studio, proposes a perfect combination of fine aesthetics, design and *couture*. A highly distinctive project that reflects a contemporary modernist taste related to the company's sartorial expertise, of the type found in *haute couture*, used to create high quality furnishings that are increasingly elegant and exclusive.

A collection with a strong international vocation, though entirely Italian in its imprint, blending the styles and voices of esteemed designers with diverse cultural backgrounds - **Rodolfo Dordoni**, **Nendo**, **Marcio Kogan / studio mk27**, **GamFratesi** and **Christophe Delcourt** - to form a veritable "Minotti project".

Once inside the company showroom, the visitor is welcomed by a series of settings with a magnetic charm, and invited to discover the designs of the 2020 Collection, where the new modular seating systems **Blazer** and **Connery** stand out, cleverly matched with the new **Fynn**, **Daiki** and **Torii** armchairs, as well as new coffee tables and complements.

The area in front of the entrance hosts a composition of **Blazer**, designed by Rodolfo Dordoni, with the rigorous geometry of its volumes, and its precise, meticulous sartorial craftsmanship, matched with the **Fynn** coffee table and armchairs, designed by GamFratesi.

The adjacent area proposes **Connery** by Dordoni: an extremely versatile contemporary seating system, both in terms of its modularity and in the choice and combination of materials available. Opposite, the **Torii** armchairs by Nendo, the **Boteco** coffee table and sideboard by Marcio Kogan / studio mk27 and a pair of **Daiki** armchairs, also designed by the Brazilian architect. The corner near the window is the ideal location for the elegant **Linha Dining** table by Kogan, with Grigio Orobico marble top of 4 metres in length and bases in aluminium with Golden Brown finish, accompanied by the **Torii** dining little armchairs.

The adjoining area, instead, hosts a second composition of **Blazer** in a peculiar L-shaped configuration, together with the **Daiki** armchairs, and two lounge areas centred around the **Mattia** seats, by Rodolfo Dordoni. In the opposite area two **Torii** configurations with related armchairs are showcased and nearby stand out the **Fynn Saddle-Hide** armchairs.

A striking catwalk links the showroom to the **SuperSet**, the new exhibition space that is a full reflection of the architecture and style of the 2020 Collection. Fine materials, such as Iranian travertine and solid oak, matched with walls featuring naturally split stone and Corten lacquered surfaces, alternate with Moka oak floorings, creating the perfect setting for the new designs.

An exhibition space that responds to the idea of a large living area, hosting a series of indoor environments in a continuous dialogue with outdoor spaces.

Four relaxation areas featuring the **Blazer** and **Connery** seating systems – the latter both in the L-shaped configuration and in the version with round chaise-longue – and the **Torii** sofas, alternate with two dining areas, where the **Linha Dining** tables stand out, featuring a round top in palisander Santos and a rectangular top in Grigio Orobico marble.

Two spaces dedicated to the outdoors host the **Sunray** seating system, the **Daiki Outdoor** seats, the **Fynn Outdoor** seats and dining table and the **Terrace** table, designed by Rodolfo Dordoni.

Finally, the company has designed a space of approximately 60 sqm to be considered from an omnichannel communication perspective. It has all the characteristics of a **television studio** (director's station, mega 5x3 metre video-wall, 80-inch monitor and desk with integrated touchscreens), and will host a selection of the 2020 Collection seats, starting with the **Mattia** armchairs. A space designed both for

training and teaching purposes for the trade, such as webinars, video-trainings and live streamings, and also for meetings and conversations with customers, architects, designers and the press.

The company showroom and the new **SuperSet** integrate perfectly to offer a striking presentation, designed in harmony with the mood of the 2020 Collection, which is a testimony to the company's excellent manufacturing expertise and outlines a new ideal of contemporary living.

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