

Minotti



OTTOBRE 2020

THE NEW ADVERTISING CAMPAIGN FOR THE 2020 COLLECTION TAKES ITS MARKS

The new advertising campaign that will turn the spotlight on some of the most distinctive proposals from the **2020 Collection** for the home is going on air starting from October. These will include the **Connery** and **Blazer** seating systems designed by **Rodolfo Dordoni**, the **Daiki** seats and the **Boteco** coffee tables by **Marcio Kogan / studio mk27**, the **Torii** and **Torii Nest** seats by **Nendo**, the **Fynn** armchairs by **GamFratesi** and the **Sunray** outdoor seating system, also by **Rodolfo Dordoni**.

The new campaign features a harmonious, exquisitely elegant architecture, expressing a new way of perceiving the space in the home, in an inspiring interplay of cross-references between interiors and exteriors. A fluid, creative dialogue between in and out, the concept behind the 2020 Collection mood, to recreate a suggestion for the ideal Minotti home.

The settings proposed by the new campaign outline the main features of the new style and aesthetic of the 2020 Collection, a project that reflects an area of contemporary modernist taste related to the company's sartorial craftsmanship and haute couture approach.

A collection with a strong international vocation, but a 100% Italian imprint, which harmoniously blends the diverse cultural backgrounds and creative inspirations of the individual designers to shape and give a voice to a veritable "Minotti project".

The advertising campaign will be launched in 37 countries in over 168 architecture, design, news, fashion and lifestyle publications, all carefully selected for their excellent reputation and prestige, in perfect tune with the presence of the new 2020 Collection in the network of flagship stores and authorised dealers worldwide.

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