



JANUARY 2021

## ENDLESS MOMENTS OF PLEASURE CHAPTER #2

Following the success of the first edition of the digital series "Endless Moments of Pleasure" starring the Daniels, West, Lawrence and Freeman seating systems, the second chapter is about to be released: three videos, each about 2 minutes long, will go **on air on 27th, 28th and 29th January 2021** on all the Minotti digital channels. The focus will be on the **2020 Collection**, now illustrated during a brand-new storytelling experience.

### **Three short films, three stories, three glimpses of everyday life.**

A story with an introspective dimension designed to capture the moods and translate the deep emotions that come to life in the domestic universe, defining it as a place that identifies the life and mirrors the personality of those who live there. An ideal of the home, in its ultimate indoor and outdoor expression, proposing **a cosmopolitan vision of living** in the most authentic Minotti style.

Two dimensions intertwine to characterise the story: **a visual dimension**, which embraces the architecture, the furniture and the protagonists who live in their own private space, a space that expresses their personality with maximum effect, and **a sound dimension** which, through their flow of thoughts and the background music, invites the viewer to discover the deep bond between the protagonists and the space they live in.

The refined style of the environments, the sophisticated elegance of the furniture with its indubitable personality, the exquisite materials and couture-style details express a high design quality that reiterates the intense dialogue between in and out, underlining **a coherent style**, which also belongs to those who live in the house.

An invitation to discover the **Connery**, **Blazer**, **Sunray** and **Florida** seating systems by Rodolfo Dordoni, in perfect dialogue with the **Daiki** armchairs, the **Linha** table and the **Boteco** storage unit - designed by Marcio Kogan / studio mk27 -, and the **Fynn** and **Torii** armchairs, by GamFratesi and Nendo respectively, together with the other furnishing accessories of the 2020 Collection.