



SEPTEMBER 2021

## THE 2021 COLLECTION ON STAGE DURING MILAN DESIGN WEEK

During the **Milan Design Week**, Minotti launched the **2021 Collection** in the **Concept Store by Misura Arredamenti**, located in the heart of the city and completely renovated for the occasion. Curated by **Minotti Studio** with the art direction by **Rodolfo Dordoni**, this restyling project interpreted the showroom interiors with a combination of patterns, colours and materials evoking a contemporary mood in line with the stylistic themes and architectural mood characterizing the collection.

The windows on via Larga faithfully interpreted Minotti's lifestyle, through a series of indoor and outdoor solutions gathering the creative identity and cultural matrix of the different designers under a true Minotti's project.

Amongst the main protagonists, the **Roger** modular system and **Belt** seating family by **Rodolfo Dordoni**, as well as several furnishing elements from the **Brasilia** and **Superquadra** families by **Marcio Kogan / studio mk27**, accompanied by a wide selection of accessories. Enlivening the space devoted to the Outdoor, **GamFratesi's Patio** modular system and **Lido Cord Outdoor** armchair, together with the **Tori Nest Outdoor** armchair by **nendo**.

Minotti's participation to the **Milan Design Week** represented a unique opportunity for unveiling the new Indoor and Outdoor projects of the **2021 Collection** to the public.

The **Minotti Concept Store by Misura Arredamenti** looks forward to welcome you and show you the new products from the **2021 Collection**.

### MINOTTI CONCEPT STORE

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