



LUGLIO 2022

## COMPANY SHOWROOM: ON STAGE THE 2022 COLLECTION

The company showroom, designed in 2012, celebrates its 10th anniversary this year and renews its display space with the presentation of the **2022 Collection**, further enhancing the brand identity, the most effective and authentic expression of the inimitable Minotti style. Designed by studio Dordoni Architetti and developed on a 1,000 sqm area inside the HQ in Meda, it continues to offer a unique, immersive and exclusive experience, capable of harmoniously combining indoor and outdoor spaces.

As Rodolfo Dordoni himself, explains: "it is a sophisticated setting designed to propose different furnishing pieces, gathered in collections that have related the style and evolution of a coherent and continuous strategy."

When stepping inside, you feel as if you are in a real house. Here, the materials such as the concrete on the walls and floor, the Piasentina stone floor, the warm wood panelling in Tobacco-coloured wood and the large windows frame the ideal environment for showing off the new indoor and outdoor designs, alongside the iconic pieces, the most distinctive seating systems and the many furnishing accessories of the latest collections.

It is in this atmosphere that the geometric and enveloping rigour of the **Twiggy** seating system meets the refined **Gladstone** coffee table, both by **Rodolfo Dordoni**, furnishing the area at the entrance of the showroom, in direct dialogue with the **Patio** outdoor seating system designed by **GamFratesi**.

The graphic character of the compact volumes of **Goodman**, the new family of cosy modular seating designed by **Rodolfo Dordoni** and distinguished by elegant matelassé stitching, is suitable both for a more formal use and for extreme relaxation. Its "L-shaped" configuration defines a large and comfortable living area, completed by the geometric **Solid** small tables in Moka lacquered ash or Mirror steel, arranged to mark out the corner, or in the middle of the space. The relaxation area is completed by a small conversation space composed of **Sendai** armchairs and sofa with a Liquorice-coloured lacquered ash frame, designed by the Japanese-Danish duo **Inoda+Sveje**.

The area furnished with the upholstered volumes of the **Horizonte** system are inspired by linearity. Conceived by **Marcio Kogan / studio mk27** as a floating island with square lines, they define the relaxation space in which the designer's **Daiki** bergère and the **Yoko** armchairs by **Inoda+Sveje**, upholstered in amber-coloured Aspen leather, provide an interesting contrast. The adjacent space hosts a refined lounge/dining area with the **Oliver Lounge** table and the **Sendai** family of seats by **Inoda+Sveje** that combine soft and comfortable lines with a timeless elegance, capable of creating an

atmosphere suspended between relaxation, conversation and long dinners.

The volumes, sophisticated upholstery and sartorial tailoring of the **Roger Bed**, designed by **Rodolfo Dordoni**, distinguish the night area, complemented by the conversation space with the elegant wavy lines of the sofa and lounge little armchair from the **Sendai** family by **Inoda+Sveje**.

The showroom terrace, in addition to embodying the fluid and creative dialogue between in and out, permanently hosts a selection of the most distinctive pieces in the **Lifescape Collection**, conveying a sense of quality, comfort and a sophisticated elegance that blends in perfectly with the style of the interiors.

The protagonists of the setting include the **Quadrado** seating system by **Marcio Kogan / studio mk27** alongside the **Yoko Cord Outdoor** armchairs by **Inoda+Sveje** and the dining area organised with the **Quadrado** table and **Lido Cord Outdoor** dining dining little armchairs by **GamFratesi**.

With their cross-cutting style and aesthetics, always united by the highest quality of design, the furnishing pieces of the 2022 Collection fit perfectly into the company's exhibition space alongside with Minotti's timeless best-sellers and iconic furnishing pieces.