

# Minotti



LUGLIO 2022

## MINOTTI PAVILION: A NEW WAY OF BEING A BRAND

Architecture to be experienced, narrated and made your own.

The pavilion created by Minotti for the sixtieth anniversary of **Salone del Mobile.Milano** migrates to a virtual, universal and immersive location: a 'non-place', a city, anywhere in the world.

This is the story of the film "**Minotti Pavilion**", created to narrate a new way of being a brand.

The **film**, lasting 4 minutes and 40 seconds, expresses Minotti's ability to navigate between the virtual and the real, interpreting Minotti's philosophy today and making it even more tangible. Building the architecture of living, not just furnishing it.

Walking in an ideal place, we discover a building that integrates perfectly into the metropolitan setting: it is the trace of the maison in the world that becomes Architecture, much more than a sign of style or a piece of furniture.

From the reality to the dream and from the imagination to the design.

Minotti Pavilion is a building conceived to house concepts for sophisticated spaces, transforming the brand's vision into something tangible, by exploring new creative horizons.

The film invites you to explore a succession of architectures in which you can identify with, to transform them into enchanting scenarios capable of giving rise to new design ideas. Art, decoration, furnishing pieces, volumes and sophisticated settings are the protagonists of this harmony between shapes and objects, between colours and ways of living everyday life. The atmospheres are characterised by the furnishing pieces from the **2022 Collection**, flanked by some iconic pieces to underline once again how Minotti's coherent style makes it possible to create timeless environments.

The film also creates **six short videos**, lasting 30 seconds each, that capture atmospheres and invite you to discover the profound link between the furnishing pieces and the space that welcomes them.

The videos will travel the world to tell the story of this project and will be published on all Minotti digital channels, also via an important social media campaign, to reaffirm how the desire to have people experience the brand's lifestyle has no boundaries. From real to virtual, from digital to tangible.

An all-round tour in which the search for beauty in all its forms is the true ideal to aspire to.