

Minotti



NOVEMBER 2022

MINOTTI IN DOWNTOWN DESIGN DUBAI 2022

Minotti took part in **Downtown Design Dubai**, held from 9 to 12 November 2022, in collaboration with **Aati**, exclusive Minotti partner in the United Arab Emirates.

The new **2022 Indoor Collection**, capable of merging the distinctive aesthetic elegance of the brand with its contemporary vision of the living environment, was presented in a display space that became the physical expression of the living experience according to Minotti.

The setting, inspired by the mood and architectural aesthetic of the **Minotti Pavilion** presented at **Salone del Mobile.Milano 2022** proposed an engaging journey of discovery featuring the new furnishing pieces.

The space has been designed to create vibes of sophistication: the black striped oak floor has been suggested in dialogue with walls in black polished spruce, and perforated prism walls with a concrete or formwork effect.

The ideal space to host the new furnishing proposals.

The undisputed protagonist of the space was the new **Goodman** seating system by **Rodolfo Dordoni**, featuring Nakano fabric in the Ottanio colour.

Soft and compact, its clear 70s imprint is combined with technological innovation, joining the system of pocket springs to the layer of polyurethane foam with differing densities for a consistently soft, cosy feel. Instead, the exceptional quality of the sartorial details and the brand's artisan savoir-faire are visible in the matelassé stitching.

The mood was enriched with the **Sendai** seats by the creative Japanese-Danish duo **Inoda+Sveje**, in the Nuvola-coloured Aspen leather fixed and swivel versions, and by the **Twiggy** Small and Large seats in Cognac-coloured Nabuk. The choice for the dining room was the **Oliver** table surrounded by the **Leslie** seats.

New creative horizons, related also by a large videowall projecting the "**Minotti Pavilion**" digital project and the "**Waterrock Boutique Hotel & Villas**" Hospitality 2022 project, helped visitors understand the company's constant pursuit of beauty and harmony of shapes, colours and volumes, as well as the concept of an elegant, timeless lifestyle in continuous evolution.

DOWNTOWN DESIGN DUBAI

9 - 12 November 2022

Dubai Design District (D3), Waterfront - Dubai

Stand C14

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