

Minotti



SEPTEMBER 2026

THE NEW ADVERTISING CAMPAIGN

The essence of design, brought into focus.

This vision lies at the heart of the new advertising campaign, launching in **September** across leading international architecture, design, lifestyle and fashion publications in more than 50 countries. A new concept redefines Minotti's visual language, bringing the furnishings to the forefront and celebrating the expressive power of their forms, material sophistication and design excellence.

The campaign marks a new phase in the brand's storytelling, placing the product itself at the centre of the narrative. Unexpected perspectives and close-up compositions alternate to reveal, on the one hand, the sculptural volumes and, on the other, the bespoke detailing, showcasing the refined craftsmanship that has always distinguished Minotti.

Architecture retains a subtle presence, suggested through surfaces and fragments of space that create distinctive atmospheres without ever prevailing. The result is a sequence of highly evocative images by French photographer Matthieu Lavanchy, whose distinctive sensitivity to light and materiality captures profiles and textures with remarkable emotional intensity.

Embodying this evolution are some of the **2026 Collection's** signature pieces, including the **Orion**, **Softcase** and **Ruffle** modular seating systems, alongside the **Doheny** bookcase and the **Atlas** living system, together offering a broader and more comprehensive interpretation of the collection.

A campaign that opens a new chapter in Minotti's communication, reaffirming design as the heart of a more authentic and contemporary brand narrative.