



MAY 2016

MINOTTI SHOWROOM: PRESENTATION OF THE 2016 COLLECTION

Staging of the corporate showroom was revisited for the presentation of the 2016 Collection, art directed by Rodolfo Dordoni and launched at the Salone del Mobile, where it was a huge favorite.

A generous portion of the showroom features the new Freeman seating system, staged in several arrangements that emphasize its unique character and brilliant versatility; also showcased are the Reeves armchairs and sofas, the Winston armchair and Jacob, Aeron and Ritter coffee tables and many other complementary pieces. The outdoor area was updated to include the new Indiana and Virginia series, with structure in luxurious solid iroko.

The company showroom leverages a succession of settings that convey the brand's sophisticated lifestyle and effectively demonstrate how the latest innovations can blend seamlessly with elements from previous collections.