

T H E C O L L E C T I O N



Minotti

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A STORY OF MADE IN ITALY EXCELLENCE IN CONTEMPORARY FURNITURE DESIGN SINCE 1948

Minotti is an **Italian company** internationally recognised in the field of contemporary design. Founded by Alberto Minotti in Meda, Italy in **1948**, the brand embodies the innate entrepreneurial spirit and deep aesthetic intuition of the eponymous family. The current CEOs of the second generation Renato and Roberto Minotti have been gradually joined by the third generation, with distinct backgrounds and roles: Alessio, Alessandro, Susanna and Leonardo Minotti. Together, they are at the forefront of the company's essential processes and values, guaranteeing the constant development of Minotti's heritage and identity.

The hallmark of Minotti, recognised as a **Historic Trademark of National Interest** in 2022, is its exquisite craftsmanship, expressed through indoor and outdoor upholstered pieces and furnishing accessories for residential, hospitality and yachting environments, which embody the values of sartorial elegance, aesthetic understatement and high quality. Minotti reveals itself as a pioneer of the 'lifestyle' concept in the industry: an innovative inspiration

for living that aims to contextualise projects and products in sophisticated architectural spaces, strongly representative of the brand's language.

Over the years, Minotti has engaged architects and designers all over the world - Christophe Delcourt, Nendo, Marcio Kogan / Studio MK27, GamFratesi, Inoda+Sveje, Hannes Peer and Giampiero Tagliaferri - to shape its vision, while preserving over time the precious design legacy of Rodolfo Dordoni, Art Director and Coordinator of all the collections from 1998 to 2023.

The characteristic Made in Italy quality and unique style of Minotti are distributed across 80 countries, through a **global network** of flagship stores and authorised dealers.

WATCH THE
CORPORATE VIDEO



The Collection of the brand reflects the **evolution of contemporary living** and interprets the open-air lifestyle through design proposals capable of bringing the same **comfort** and **timeless elegance** of indoor furniture to the outdoors.

INDOOR



The Minotti Collection makes versatility one of its distinguishing features: the **indoor and outdoor pieces of furniture** of the brand are designed to elegantly interpret **residential, hospitality, yachting** environments, and more.

RESIDENTIAL



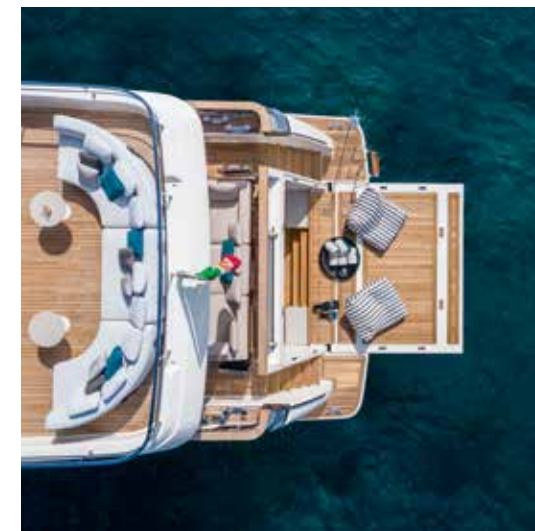
OUTDOOR



HOSPITALITY



YACHTING



EXPLORE MORE



A GLOBAL NETWORK WITH MORE THAN 60 FLAGSHIP STORES

Minotti boasts a global presence in **80 countries**, with a selected and extensive network of **more than 60 flagship stores**, along with **concept stores and over 300 authorised dealers** worldwide.

These showrooms express the essence of Minotti and showcase the variety of the collections in spaces that combine architecture, interior design and decoration, thus offering an authentic brand experience.

The network of flagship stores, in particular, is constantly expanding, with future openings in several **strategic locations** around the world, thanks to the collaboration with qualified **local partners**.

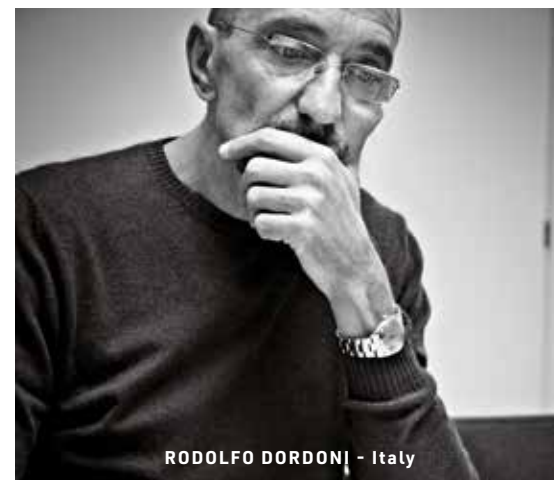
All of them, with passion and determination, support the exciting and challenging mission of the brand to spread the excellence of *Made in Italy* throughout the globe.



The Minotti Collection is a multifaceted project coordinated by Minotti Studio – the in-house creative department – featuring a wide-ranging furniture proposal by an **international team of architects and designers**.

Indeed, over the years, the brand has embarked on an unprecedented stylistic and multicultural exploration of its guiding principles to shape its vision, while always preserving the precious design legacy of **Rodolfo Dordoni**, Art Director and Coordinator of all the collections from 1998 to 2023. Inspired by global perspectives and refined by masterful craftsmanship, the collection transcends

mere design – it is a creative journey through different cultures where each piece reflects the brand's values, blending seamlessly with diverse influences: from the Brazilian modernism of **Marcio Kogan / Studio MK27** to the Japanese tradition of **Nendo**, from the Scandinavian philosophy of Italian-Danish duo **Gamfratesi** to the eclectic design of **Hannes Peer** and the Milanese and Californian aesthetic fusion of **Giampiero Tagliaferri**, up to the Japandi style of **Inoda+Sveje** and the French elegance of **Christophe Delcourt**. Every design tells its own story, yet it lives in harmony with the others, creating a unique symphony of style.



A photographic story featuring the timeless atmospheres created by Giampiero Tagliaferri together with the brand, which turn out to be the ideal settings for the modular seating systems **Yves** by Hannes Peer and **Supermoon** by Giampiero Tagliaferri, surrounded with sophisticated works of art and decorations. A renewed creativity that enhances the distinctive identity of the two protagonists from unexpected and different perspectives, in the wake of the constant evolution of the brand's visual language.

2024 ADVERTISING CAMPAIGN

YVES

HANNES PEER DESIGN

A contemporary atmosphere, reminiscent of early 20th century Italian architecture, sets the scene for the Yves modular seating system. A mix of rigorous geometries and sinuous shapes, embellished with unexpected and dynamic *couture*-inspired details that give rhythm to the volumes, shaping the design and becoming part of its architectural language.





YVES MODULAR SEATING SYSTEM AND OTTOMAN - YVES SOFÀ INCLINED OTTOMAN - EMMI ARMCHAIR - FILL COFFEE TABLES
TOKIE SIDE TABLE - DIBBETS RUG







YVES MODULAR SEATING SYSTEM AND OTTOMANS - YVES SOFA INCLINED ELEMENT WITH ARMREST
EMMI ARMCHAIR AND FOOTSTOOL - FILL COFFEE TABLES - ZOE BOOKCASES - DIBBETS RUG







SUPERMOON

GIAMPIERO TAGLIAFERRI DESIGN

Modernist-style settings with Seventies influences prove to be the ideal backdrop for the Supermoon modular seating system. A distinctive design, with armrests and backrests evoking a lunar phase, that blends comfort, elegance and style, and is capable of adding character to any living space thanks to its strong identity.





SUPERMOON MODULAR SEATING SYSTEM - PATTIE ARMCHAIR AND FOOTSTOOL - DIAGRAMMA COFFEE TABLE
ETHAN SIDE TABLE - ZOE BOOKCASES - ALPS RUGS



