

PRESS REVIEW

best of 2023

AFRICA/AMERICA/ASIA/OCEANIA



Minotti

PRINTED EDITORIALS



Milano flair

Italian designer Rodolfo Dordoni has embellished a multitude of luxe pieces with his signature flourish.



MILANESE ARCHITECT AND DESIGN IDENTITY
Rodolfo Dordoni has amassed global recognition with his remarkable repertoire of product collections and discerning eye for timeless design. Since his appointment as art director for Minotti in 1998, Dordoni has upheld the design powerhouse's reputation as the definitive 'Made in Italy' brand. For over 20 years, the collaboration between the two names pays homage to the legacy of sophisticated Italian craftsmanship and sartorial innovation within the Minotti portfolio. Presenting myriad elegant furniture solutions, Minotti and Dordoni continue their evolution, year after year, establishing collaborative relationships with esteemed designers and architects across the globe to shape the brand's future. After a successful year that saw the release of the prestigious 2022 iterations of the Minotti Indoor Collection, including the 'Twiggy' [1] and 'Goodman' sofas [6] and the 'Gladstone' coffee table [5], and Outdoor Collection, with the 'Belt Cord' armchair [10], the industry eagerly awaits the next chapter in the story of Dordoni and Minotti.

IS THERE AN ARTIST WHO HAS BEEN AN ENDURING CREATIVE INFLUENCE? Russian avant-garde painter Kazimir Malevich [8] for his sense of balance and proportions.

CONTEMPORARY ARTIST WHO YOU MOST ADMIRE? English artist David Hockney [3].

WHAT ARE YOUR FASHION MUST-HAVES? My Birkenstocks [2].
FAVOURITE WATCH? Rolex [9] is the only one I have.

DO YOU COLLECT ANYTHING? Art, modern and contemporary.
BOOKS – WHAT ARE YOU READING NOW – BOTH FICTION AND ART/DESIGN? *Il silenzio è cosa viva* (Silence is a living thing) [7], a book by Italian poet Chandra Livia Candiani.

MUSIC – WHAT IS ON ROTATION IN THE OFFICE AND AT HOME? Blues, jazz, and classics.

BEST DOWNTIME PURSUIT? Downtime itself.

WHAT IS YOUR RESTAURANT OF CHOICE? Chez Nenesse in Le Marais, Paris, which is very simple and authentic.

WHAT IS YOUR PREFERRED TIPPLE? Campari spritz [4].

FILMS THAT HAVE INSPIRED YOU? *Gattaca* [11], American dystopian science-fiction thriller film made in 1997.

SHOPS AND ONLINE STORES YOU FREQUENT? Food markets.

MAGAZINES YOU READ REGULARLY? Ones that feature design and interior design.

TRAVEL – FAVOURITE REGULAR HAUNT AND WHERE IS ON YOUR MUST-SEE LIST? New York, in the first place – which is to be explored on foot.

WHAT PROJECTS ARE YOU CURRENTLY LOOKING FORWARD TO? The ones for Salone del Mobile 2024.

COULD YOU TELL US ABOUT ONE OF THESE PROJECTS? Impossible, sorry, top secret! minotti.com; dede.com

Luxury Space | Minotti



Minotti Pavilion 2023: *Space and Soul.*

Minotti 2023「空間與靈魂」展廳

A Grand Vision

Minotti's impressive Salone del Mobile architectural display combined elements from the brand's past, present, and future

Every spring, thousands flock to Milan to discover inspirational styles and spaces crafted by the darlings of the international design world at Salone del Mobile. At this year's edition, Minotti was the name on everyone's lips as the Italian brand unveiled a spectacular architectural exhibition to celebrate its 75th birthday.

"We wanted to recreate a journey through Minotti's values and history. [It's] the solid expression of a brand that looks to the future, [but is also] capable of renewing itself over time, while [remaining] anchored to its origins," co-CEO Roberto Minotti says.

According to him, the pavilion is "a creative cue to export the brand's true soul all over the world."

Established in 1948 by his father, Alberto Minotti, the furniture brand has grown from a small artisan workshop into a global name celebrated for its sophisticated and contemporary designs, each 100% Made in Italy. Alongside brother Renato, Roberto took over the company following Alberto's death in 1991. Upholding the Minotti heritage while taking the brand to new heights is a true family affair.

Occupying a vast 4,500 square metre area of the Fiera Milano complex, the Minotti Pavilion 2023—titled *Space and Soul*—was some seven months in the making. Spread over two floors connected by spiral staircases, the immersive scenic environment artfully blended the indoor with the outdoor, complete with an authentic boulevard and swathes of greenery.

Conveying the essence of timeless refinement and architectural expertise that Minotti is known for, the company's installation was infused with a plethora of signature brand codes, such as satin-finished steel detailing and Moka finishes. Bold? Yes. Ambitious? Certainly—but it's not every day that a brand turns 75.

Creating an aspirational impression of the Minotti lifestyle, the pavilion showcased star pieces from the new 2023 collection, including the Torii Nest Outdoor sofa and the Isole lava stone coffee tables.

"We never launch a collection thinking of the product as an end in itself," Roberto Minotti says. "Each element is contextualized and lives within an environment, in a harmonious dialogue with other designs and with the architecture of the space. It's a philosophy we have pursued since the very beginning and will continue to keep alive in the future."

As the brand's most important launch of the year, *Space and Soul* will feature in smaller displays throughout 2023 at various worldwide events. Still, does Roberto feel that the endeavour was a success?

"We presented ourselves with determination and courage," he says. "While space and time management were challenging aspects, we found a way to realize a pavilion that was spectacular and functional at the same time."



在今年的米蘭家具展上，意大利現代家具的領軍品牌之一Minotti恰逢自己的七十五歲生日，現場一座精心佈置的展廳，展現著品牌在近百年的歷史中所蘊藏的深厚工藝和文化積澱，以及以家居為載體傳遞出的永恆經典之美。

「我們希望再現一段穿越Minotti歷史和理念的旅程，充份展現品牌面向未來的進取精神，同時深深扎根於它生長的沃土，讓全世界都能領略到品牌的靈魂和創意源泉。」Minotti聯合首席執行官Roberto Minotti，是品牌創始人Alberto Minotti的兒子。自1948年創立，Minotti從一家小型家具工坊發展成如今在全球近二十個城市擁有展廳店面的國際知名品牌。品牌始終立足於意大利淵源遠流長的手工藝文化，至今依然堅持每件產品均為百分百意大利製造。

這座歷時七個月打造的展廳，面積足有四千五百平方米，接近半個足球場大。這處主題為「空間與靈魂」的展廳共有兩層，用大量真正的綠植和草地創造出一處真正的生活空間。到此的訪客好似來到了Minotti的「家」，可以自由地穿行於客廳、餐廳、臥室，甚至還有戶外的露臺，還可以沿螺旋樓梯來到樓上，一路感受那些線條簡約、比例精妙的家具為生活帶來的品質和舒適感。

品牌2023年的最新系列產品也在展廳中粉墨登場。例如：將簡潔圓潤曲線與草編相結合的Torii Nest戶外沙發，以火山岩和彩色玻璃為桌面的Isole咖啡桌，一如既往運用了Minotti高品質的加工工藝，從面料的縫製，到大理石、木材等各種天然材質的精細做工，以及高超的金屬配件的處理，讓Minotti的設計在簡約現代之中流露著精緻優雅，與中性含蓄的色調共同營造出充滿禪意的自在寧靜之感。

「我們推出一個新系列時，從來不是把它當成孤立的產品。」Roberto說：「每個元素都是情境化的，存在於一個環境中，與建築空間和其它設計元素進行著和諧的對話。這是我們一直追求的概念，未來也將繼續秉持這一點。」

作為Minotti七十五歲生日的特別獻禮，「空間與靈魂」展廳在米蘭家具展之後，將繼續在全球各地的活動中以較小的規模亮相。Roberto表示儘管過程中會面臨物流、安裝等各種挑戰，但他們對將Minotti創造的經典設計美學和高品質現代生活方式展示給全球的人們這個願景依然有著很高的熱情。「我們已經準備好將這座壯觀的展廳和經典的設計呈現給大家。」

恢弘願景

意大利家具品牌
Minotti送上精心
打造的「空間與
靈魂」展廳，以
此呈現品牌永恆
經典的設計和家
居理念



Top: Isole Outdoor Coffee Table. Bottom: Sendai Cord Outdoor. Opposite: Superblocks.

DÉCO DECOR



TOUT CONFORT ULTIMATE COMFORT

Dimensions généreuses, revêtements doux, rembourrages ultramoelleux et formes incurvées... Avec leurs nouvelles collections de canapés, les designers démontrent que le contemporain peut être confortable.

Generous dimensions, soft upholstery, ultra-plush padding, and gracefully curved forms... With their new sofa collections, these designers show how contemporary design can truly embrace coziness.

PAR / BY EMMANUELLE MOZAYAN-VERSCHAEVE

Chez Latitude Nord, les sièges modulaires Dylan de Minotti s'associent pour donner naissance à un système proposé en trois versions pour ainsi répondre aux besoins et aux goûts de tous. Des coussins moelleux posés sur une structure à peine perceptible forment un ensemble équilibré. Dylan de Minotti chez Latitude Nord, latitudenord.com

At Latitude Nord, Minotti's versatile Dylan modular seating system seamlessly combines to form three distinct configurations, each adeptly tailored to accommodate spaces with diverse functions, catering to a spectrum of tastes. Plush cushions on a barely perceptible frame form a balanced and inviting ensemble. Dylan by Minotti at Latitude Nord, latitudenord.com





漆艺沉吟

“漆器仿佛影子的孩子，幽暗之中，光在其上隐晦闪现，光也因此变得可贵，绵长，生生不息。”正如《阴翳礼赞》中所描绘而来的这般，当双手日复一日地摩挲漆器，留于双手中的生活痕迹沁入器皿，一言一语因此有了光泽，漆器的魅力源于岁月。当Minotti的2022年家居系列力邀全球五组设计师合作，从设计师的全球阵容再到设计语言，都共同呈现了一种包容乐观的世界图景——无论是受日本漆艺启发，重新刻画阴翳之美，还是一代北欧设计师遵循自然规律的精神，流动在设计史中的信仰也成为Minotti希望通过这个系列在当下传达的真意。其中，Louver咖啡桌由品牌多年拍档、意大利设计师Rodolfo Dordoni设计。桌面以纤维板制作，形如一只硕大的托盘，分别涂以卡其色、紫色、军绿色等不同漆色。值得一提的是，在施以漆艺之前，木材表面先被覆加一层水泥，这令表面层次宛若波浪，漆艺之美被更加酣畅地展现。咖啡桌共有三种尺寸，Rodolfo Dordoni悉心考量了桌腿高度与桌面的比例，不同尺寸分别适宜做边桌或茶几，色泽沉稳内敛，泛着微光，含蓄之中透着力量，也引人停留在生活的瞬间。建筑师出身的Rodolfo Dordoni已与Minotti合作20余载，在这场漫长的合作中，传统材料与工艺不断被深入研究，继而在当下生活中创造新的应用可能，精粹工艺承载了设计语言，形式在外，于内是诚实乐观对待生活的心。



Global Interiors 全球家装指南

Brazil

巴西

从左至右: **Minotti** Horizonte沙发 (Marcio Kogan/Studio MK27设计)

Wentz Onda桌 (Guilherme Wentz设计)

Riva Átomo桌 (Claudia Moreira Salles设计)

Ricino落地灯、壁灯, Estúdio Rain提供

壁灯 (Zanini de Zanine Caldas设计), R&Company提供

Bolotas扶手椅 (Campana Brothers设计),

Carpenters Workshop Gallery提供



对话 in Conversation with

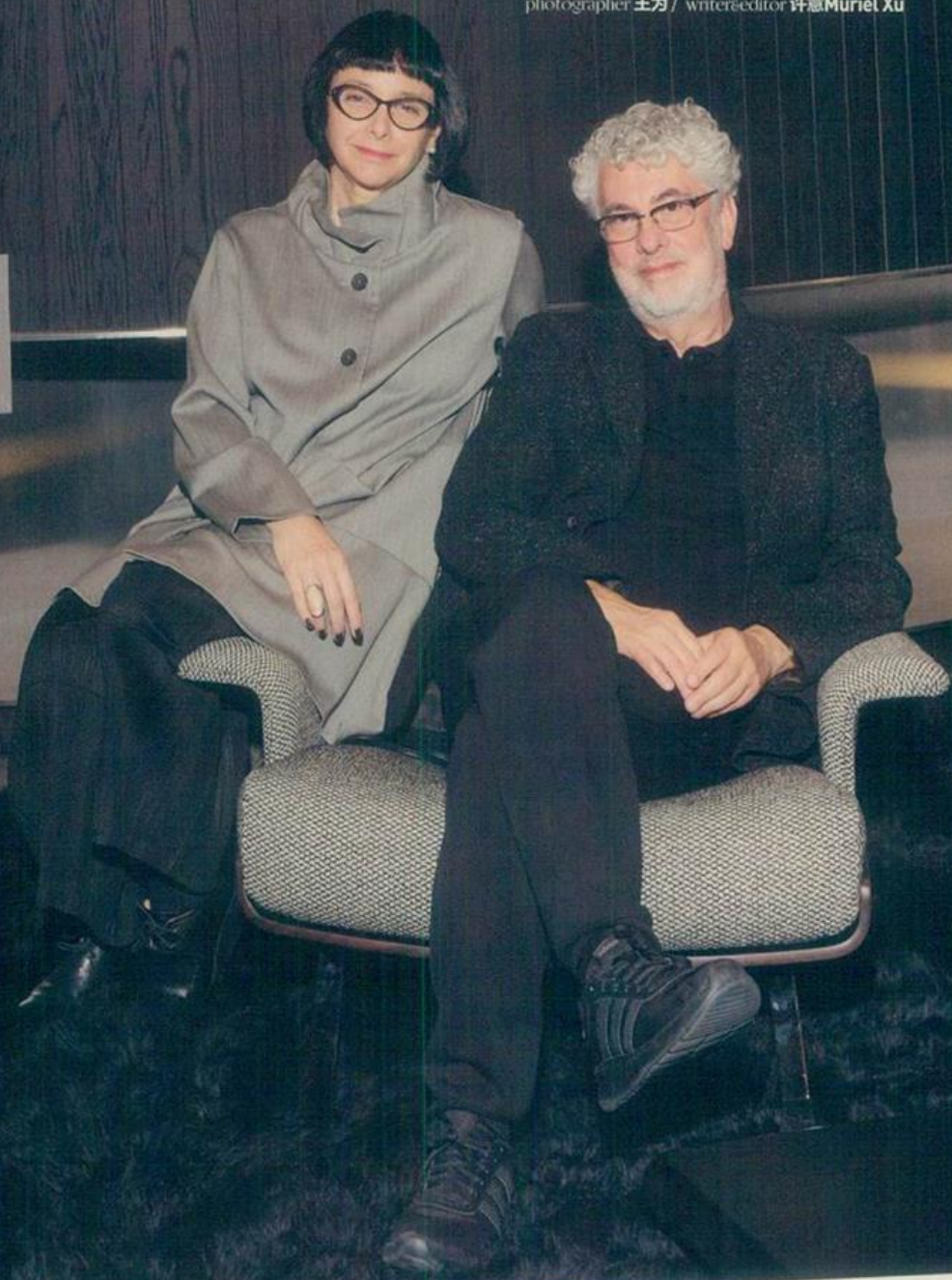
Statement to Living 居住要义

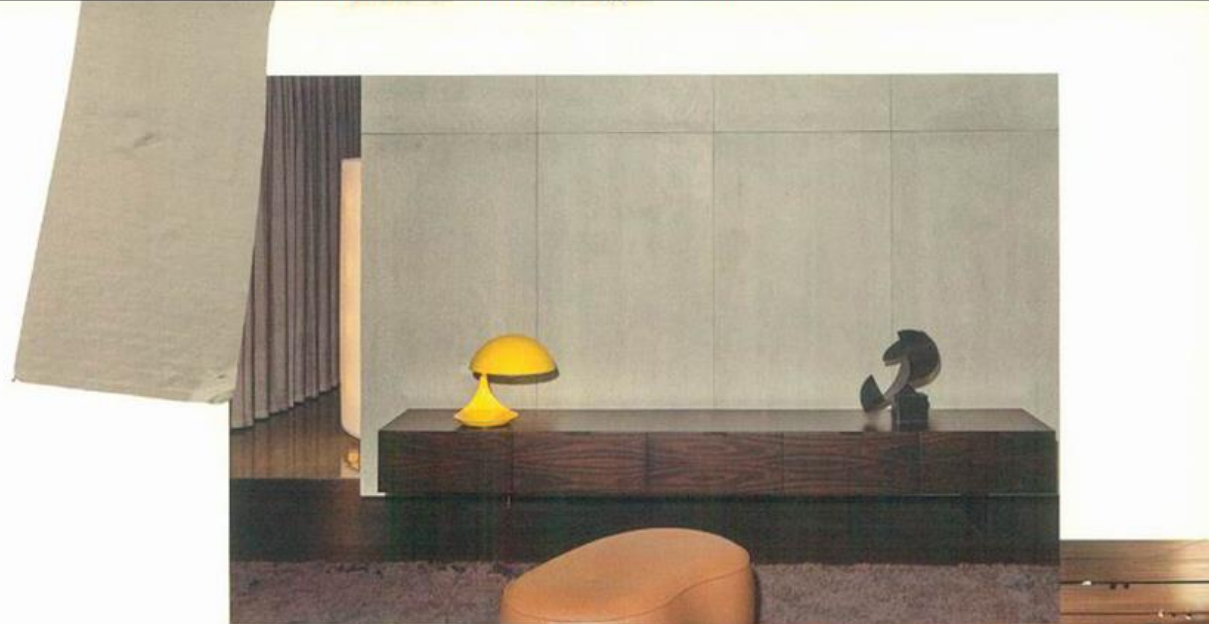
作为巴西现代主义建筑如今当之无愧的领军人物，MK27工作室的实践也从鲜明狭长的建筑单体延伸至家具设计。对他们来说，设计家具、空间与建筑没有区别。

狭长悬浮是实现“呼吸”的形式，材料肌理是感知的源点。正如他们今年为Minotti设计的新边柜。

photographer 王为 / writer&editor 许慧 Muriel Xu

Studio
MK27





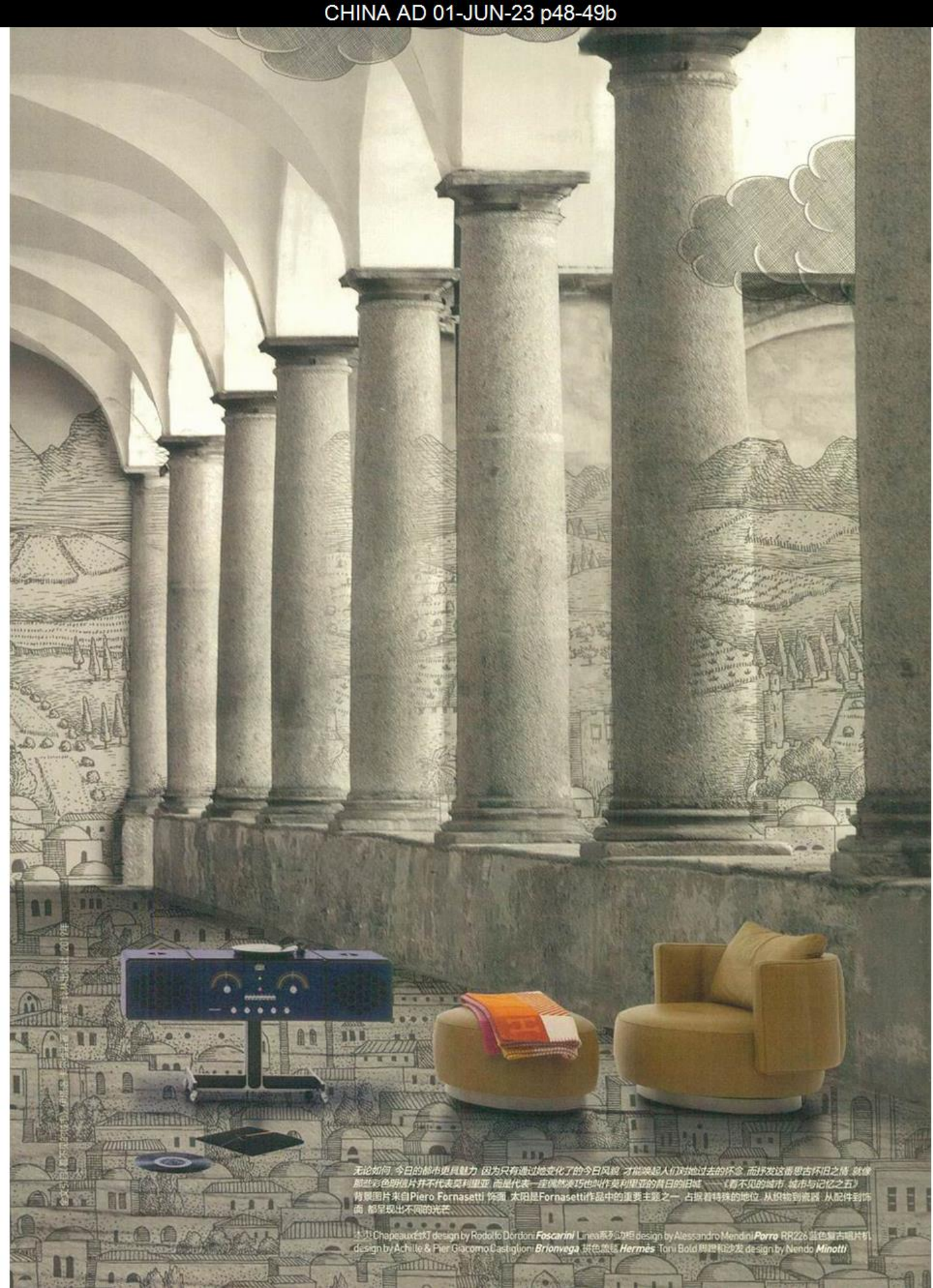
“上学时我很讨厌‘巴西现代主义’，”Marcio Kogan开口道，尽管如今由他创立的MK27工作室已成为巴西现代主义建筑当之无愧的继承者与领军人物。拿过250多个奖项，项目遍布全球，工作室也将在2025年设计大阪世博会的巴西展馆。尽管Oscar Niemeyer一代20世纪的巴西建筑师或也留下厚重包袱，MK27却建立自身独特的建筑语言，并在深刻影响世界。其建筑单体总是狭长，在水平上通阔延伸，在适应地貌与自然气候中呈现出一种悬浮的状态，并常应用方格木板、桉树枝、玻璃、石头等自然材料，以手工混合规格化制造。他们独特的建筑语言回应着日光与自然气候，这是对巴西现代主义的继承，手法又无疑是当代的。

“对我们来说，家具、空间与建筑之间没有区别。我父亲是一位建筑工程师，他在1950年代早期设计了我们的家，内饰以及家中的一切。我小时候就住在父亲自己设计的房子里。我们思考家具的方式与思考建筑是一样的，总是从结构出发——我们喜欢构造狭长的结构，营造一种类似于漂浮的感觉”。我们在Minotti的职位遇到Kogan及其共同工作最久的搭档Diana Radomysler。作为巴西现代主义的践行者，不论在建筑、室内还是家具领域，都能阅读到作品所具备的理性简约，结合粗犷质感及尊重自然的态度。

与Minotti的合作从2018年的Quadrado家具系统开始不断拓展，这一系列延续了MK27在其建筑项目中频繁使用的“muxarabi”雕窗方格结构，这种最初起源于阿拉伯地区的结构由葡萄牙人带至巴西，因有益避光而在巴西普及，也具有历史意义。今年，MK27为Minotti设计了一组Superblocks边柜，并拓展了去年推出的Horizonte沙发系统，带来一张床头板、床头柜都可模块化组合的床。“在我眼里，Minotti不是一个设计品牌，而是一个家具与空间品牌。”Kogan说MK27独特的建筑语言也与他曾经是导演有关，“狭长的取景器与宽画幅，我偏好这样的视角。”回到建筑中，这也成为人处在空间中的视线。执导过13部短片，然后在“努力拍摄人生第一部长片之后，我破产了”，Kogan平淡地说道。围于生计开始做设计之后，如今在其私宅项目中，他也保留了制作故事短片的习惯。“电影导演与设计非常相似，第一是创作都需要团队合作，第二是注重光线与比例，最后一个是讲故事(story telling)。在我所有项目里，我会设想一个角色，并在脑中想象他就住在里面，他可能不是房子的主人，可能是保姆、路人或是客人。有时我可能会在脑中移动部分区域或屋顶，让它更高或更低……在项目一开始，我就住在里面。”



巴西建筑工作室MK27的创始人Marcio Kogan(右)与设计总监Diana Radomysler(左)，创立于20世纪70年代后期，MK27如今已是巴西最具影响力的建筑工作室之一。本页上图由MK27工作室为Minotti设计的Superblocks边柜，下图Minotti今年迎来品牌成立75周年，在米兰国际家具展主展馆的展厅外被混凝土方格结构包围。这些方格结构曾在去年用于不同区域之间的分隔，步行其中一条种满绿植的小道将展厅分成东西两侧并贯穿展馆。局部有意营造出绿植花园。已与Minotti合作25年的Rodolfo Dordoni，从2018年开始合作的Nendo都带来全新的沙发、床或柜子，尽管合作的设计师在各自工作方法论上大放异彩，却都归入Minotti的整体世界中。



无论如何，今日的都市更具魅力，因为只有透过她变化了的今日风貌，才能唤起人们对她过去的怀念，而抒发这番思古怀旧之情。就像那些彩色明信片并不代表莫利里亚，而是代表一座偶然技巧也叫作莫利里亚的真日的旧城。《看不见的城市：城市与记忆之五》灵感图片来自Piero Fornasetti 饰面，太阳是Fornasetti作品中的重要主题之一，占据着特殊的地位，从织物到玻璃，从配件到饰面，都呈现出不同的光芒。

太阳 Chapeaux 灯 design by Rodolfo Dordoni **Foscarini** | Linea 系列边柜 design by Alessandro Mendini **Perro** RR226 蓝色复古唱片机 design by Achille & Pier Giacomo Castiglioni **Brnovega** 棕色藤椅 **Hermès** Toni Bold 脚凳和沙发 design by Nendo **Minotti**



Daiki
发布时间：2020
制造商：Minotti（意大利）
设计师：Marcio Kogan
（生于1952年，来自巴西圣保罗）

Kogan 接受过建筑师培训，但他最初是一名电影制片人。这种叙事敏感性塑造了他后来的设计作品。Daiki 扶手椅是对日本中世纪现代风格的细致诠释。

DECOR BUZZ

TALE OF TWO CULTURES A LEGACY OF EXCELLENCE

*Italian aesthetics meet Indian Heritage in Minotti's
Mumbai flagship located in the historic art district of the city*

TEXT BY **NAMRATA DEWANJEE**



Housed in the colonial-era Kitab Mahal, Minotti's Mumbai flagship brings alive a legacy of Italian craftsmanship in the Fort district of Mumbai

DECOR BUZZ



Colonial buildings steeped in history, a montage of arcades and an army of *kaali-peeli* cabs are mainstays of the Fort district in Mumbai. Well, that and a flair for the arts as evidenced by a host of galleries and the site of the famous Kala Ghoda festival being a stone's throw away. In this charged atmosphere, Minotti recently opened their first Mumbai flagship store in the century-old Kitab Mahal. But why here? The location of the 3,700 sq ft store designed in collaboration with Design Italiano on the famed DN Road could not be more fitting, given that the work of the Italian legacy brand goes beyond mere utility and can very well be considered an art of ergonomics. Minotti's story began in 1948 in an upholstery workshop, north of Milan. Over the decades, their timeless craftsmanship has transcended generations through the sublime blend of hand-finished elegance and technological precision.

Stepping through the arched doorway of the store, you are faced with distinctly modern aesthetics, a fitting foil against the Neo-Classical envelope. However, at the core of Minotti's contemporary collection lies a deep reverence for their Italian roots, stitched with sensitivity and emotion into their sartorial creations. Inside the vaulted interiors, Minotti unfurls a melange of their latest innovations like the Connery, Twiggy and Dylan seating systems, by late architect and designer Rodolfo Dordoni. The flagship is a celebration of contrasts between the past and the future, between Italian heritage craftsmanship and Mumbai's storied colonial precinct. ♦

Photography courtesy: Minnoti
Website: www.minottimumbai.com; www.minotti.com



FROM TOP Between the iron columns and a plethora of arches is a display of contemporary furniture by Minotti, a masterclass in sartorial perfection; Pictured here is the Torii Nest "Outdoor" Armchair, the Torii Bold Armchair and the Brady coffee table from the 2023 collection; Through a thoughtfully chosen material palette, the store invites its patrons to delve into the exquisite world of furniture by Minotti



Italian Legacy Redefined

Minotti, the celebrated Italian furniture brand launches its new store in Mumbai



Two views of the new Minotti flagship store in Mumbai's Fort district

Minotti, an illustrious Italian furniture brand, stands as a beacon of the 'Made in Italy' ethos since its inception in 1948 by Alberto Minotti. With a distinctive DNA, the company effortlessly intertwines artisan craftsmanship with industrial expertise, resulting in furniture collections celebrated for their timeless designs, exceptional materials, and meticulous detailing within both residential and hospitality sectors. Expanding its global footprint, Minotti recently unveiled its third mono-brand store in India, nestled in Mumbai's historic Fort district. Occupying a remarkable 3700 square feet within the iconic Kitab Mahal building, the interiors of this flagship store is conceived by Minotti Studio; a masterful alternation of colours and textural choices

WORDS SNEHA SHAH PHOTOS COURTESY MINOTTI

finished with concrete-effect ceramic flooring, wooden panelling and monochrome iron columns. Today, Minotti continues to flourish under the leadership of the second generation, Renato and Roberto Minotti, who talk about their vision.

What is your vision for Minotti, especially in India?

Our focus is on building a strong foundation which involves exceptional products synergizing with visionary architects, distribution channels, experiential stores, qualitative communication and services that connect with consumers on an educational level too.

What are the trends we will see in the coming year?

Trends merely stem from client-centric situations and feelings about what one could need, be it for a casual family gathering or simply watching a movie with a glass of whiskey and accordingly visualising forms or materials. Additionally, lifestyle preferences with regard to profession, travel, fashion, art and culture.

Who are you currently collaborating with?

We work with various designers across the globe for different products – French, Japanese, Italian, Scandinavian and even Marcio Kogan from Brazil. Though they all have their respective identities, in the end, it is a symphony of their creativity and our ethos and culture. ♦ minotti.com, @minotti_mumbai

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IN FOCUS / Personality

MASTER CRAFTERS

Multidisciplinary designer duo KYOKO INODA and NILS SVEJE share their passion for the trade and their journey in the design world through their company, INODA+SVEJE.

Words: ABDURRAHMAN KARIM



Sometimes, it takes two brains with impeccable creativity to create masterpieces, and designers Kyoko Inoda and Nils Sveje can attest to that. Inoda went to Milan to pursue education at ISAD, while Sveje studied at the Royal Danish Academy of Fine Arts. Fate brought them together, and with a great passion for furniture, they joined forces in 2000 to give birth to their brainchild INODA+SVEJE.

Initially serving as a consultant for product development and industrial design, the company has created high-end furniture pieces, embracing a sensitive and harmonious approach. INODA+SVEJE have also partnered with international manufacturers, including Minotti and Miyazaki Chair Factory—with whom they incepted the 2011 IF Product Design Award winner, the DC09 Dining Chair. In a conversation with Abdurrahman Karim, Kyoko Inoda and Nils Sveje talk about the story behind their company, collaborations, and their view on furniture design.

How did you first discover your passion for architecture and design, particularly furniture design?

We are both trained in industrial design and architecture. Since our early days together, our interest and strong points have been in product development technologies and processes. But quite early on, we found that only a few designers apply this in a modern way to the more classic product groups. The effect and satisfaction are much greater for us working with traditional products and materials in new ways, and furniture appears to be the top.

What is it about furniture design that appeals to you?

Everyone can relate to it, and there are infinite sources of references that also makes it more challenging and, thus, more interesting.

Moving on to your design company, INODA+SVEJE, can you share the story behind its inception with us?

Shortly after we met, we moved to Copenhagen, where we founded our company, initially as a consultancy for industrial design and product development, creating many products, especially medical devices. Over the years, our passion for furniture grew until, eventually, to our great pleasure, furniture is all we do now.

What is the vision you carry with INODA+SVEJE?

The objects around us, especially those we are in intimate contact with, can bring comfort and richness to our lives beyond their primary function. A chair is much more than the ergonomics of resting the body. When you sit down, your hands wander over the surfaces and put material and form into play beyond the way most people regard aesthetics, and we wish to tell that through experience.

How would you describe your approach to design?

Analytical. We can obtain the function of resting the body in many ways, but processing a natural material in a meaningful way is much more challenging. We design for that process by applying our values.

We looked at your creations and chairs has a special spot in your heart among the furniture pieces you crafted. Is it true, and if so, why?

Chairs are so common and diverse that we have more ideas than we could ever realise, but we also love to make other furniture. We have done design for medical, transportation and renewable energy, so furniture, and especially chairs, is more the result than a start for us.

You have collaborated on several projects with several manufacturers all over the world. Which projects do you find most memorable?

Miyazaki and Minotti. Miyazaki because he was the first to believe in our vision of mixing modern processes with traditional artisan production. Minotti, for the trust in our works for the high-end in the context of a

historical company with such an astonishing heritage.

One of your creations, the DC09 dining chair, designed in collaboration with Miyazaki Chair Factory, won the IF Product Design Award in 2011. What elements make the chair so unique?

The chair was designed specifically for the workshop where it is produced, with CNC machinery and traditional cabinet maker skills, both on a level that blew our minds when we saw it.

You established INODA+SVEJE Gallery in 2013. Can you tell us more about what the showroom offers customers and designers?

As much as we wish to understand all aspects of the material and manufacturing process, we also want to bring the user closer to the design process. The gallery is a great way to have contact and understand the thoughts of our end users, and we get to see all the beautiful homes to where our furniture goes.

What are your plans for the gallery?

We would love the gallery to be bigger to show more furniture but keep the same concept.

Last year, you collaborated with Minotti. What's the story behind it?

Minotti is our most important client. The relationship was born from open discussions regarding values in furniture design and how we can preserve them during development. We started with Yoko's creation in a process involving the Minotti family. Then, we introduced Lars and Sendai in the positive and creative momentum it created.

Can you tell us more about the concept and pieces of your collaborative collection with Minotti?

We can enrich our products with natural organic shapes. Minotti has several, but we explored remarkable upholstery for this collection: Yoko carries more of our combined experiences in woodworking and Sendai, more upholstery.

IN FOCUS / *Personality*



Sendai Armchair

Lars



Talking about design in general, from your point of view as a designer, what are the current trends in the design world?

We don't pay much attention to the flow of trends, but sustainability is one to keep in mind.

The word "good" definitely has various interpretations, but from your perspective, what constitutes a good design?

First of all, its function. Then comes factors such as the value it conveys, if the shape reflects the material and manufacturing process, and how well the material works in primary use and durability.

What would you say are your most vital attributes as a designer?

We have a lot of respect for our partners and clients. We also wish our products to be a natural evolution for our clients and an enriching addition to users' homes—more a healthy evolution than a revolution for everyone involved.

When working as a duo, differences arise in ideas and opinions during the designing process of furniture pieces. How do you handle these situations?

We believe that the objects around us, especially those in intimate contact, can bring comfort and richness to our lives beyond their primary function

We have created our process by which we first define our objective by words, so when sketching and developing technicalities, we already have a reference and goal in mind. In this way, the discussion is more about how to reach the goal rather than what the goal is to keep the conversation constructive. We share the idea that for anything to work for us, we need both of us to love it, so no one is interested in forcing anything.

Do you have any future collaborations or projects you could share with us?

We are very fond of the partners we currently work with, and these collaborations are evolving, so new products should come out of this.

What's next for INODA•SVEJE?

Tough question. We like where we are now, so maybe the answer is just a lot more of that. We draw a lot of inspiration from our travels, especially in Asia. Hopefully, we will keep finding remarkable artisanship and maybe new collaborations.

Lastly, what is your biggest hope for INODA•SVEJE?

Being of mixed cultures, the look of our furniture working across borders worldwide is of high value to us. ☺

RADAR



A PERFECT BLEND OF COMFORT AND STYLE

When rigorous architectural design meets unprecedented softness and comfort

The Horizonte seating system by Marcio Kogan / studio MK27 is a sight to behold. The sofa takes shape from a suspended base, a solid thin line covered in leather, fabric, or both. The system is perfectly consistent with Marcio Kogan's design philosophy, which embodies a rigorous shape raised seven centimetres off the ground, thanks to a recessed plinth in matt black varnished metal. This gives the sofa a special feeling of suspension and a platform on which the upholstered elements are located.

It features volumetric padded elements that rest on a suspended base, available in leather, fabric or both. The seat is designed with unprecedented softness, capable of maintaining a precise formal aesthetic, despite its welcoming sinkable effect. This is made possible by an innovative technology that uses pocketed springs inserted in variable-density polyurethane, which allow the memory of the shapes to be maintained and the seat to return to its original form, modelling itself to the profile of the user.

The base on which the upholstered volumes rest is made from a clever combination of materials, available entirely in leather or fabric or in an original mix of both to create an even more refined and prestigious look. The fabric version of the base is coupled with a zip, hidden by a creased seam, while the leather-covered base has a lapped covering. The production technique for the latter is refined and inspired by the world of haute couture, meaning that the strips of leather are sewn together by



folding back the edges.

The Horizonte seating system also includes sloping elements, built-in coffee tables, and side tables. The coffee and side tables reflect the same style, with floor support in polished Bronze varnished metal and tops in Dark Brown-stained Canaletto walnut or Liquorice coloured ash. The different sizes and heights of the coffee and side tables allow for a play of superimpositions enhancing the entire family's horizontality.

For some elements, the base under the upholstered components juts out from the seat cushion to accommodate a shelf, available in different sizes and configurations. This creates an overall narrative that could continue forever without interruption, allowing for various configurations.

The Horizonte seating system is not just a comfortable and functional piece of furniture but also an embodiment of sophistication and style. Its seemingly simple appearance gives rise to a sophisticated style code that can be used in various configurations.

The Horizonte system notably won Best Silhouette at the 2023 edition of the prestigious Wallpaper* Design Awards. Its innovative design and use of materials have garnered critical acclaim from the design community, cementing its position as a truly



unique and groundbreaking piece of furniture. With its elegant and sophisticated style, the Horizonte seating system will surely become a classic in furniture design.

In conclusion, the Horizonte seating system is an outstanding piece of furniture that combines comfort, functionality, and

style. Its unique design and innovative use of materials make it a standout piece that is sure to turn heads. With its sophisticated and elegant style, the Horizonte seating system is a must-have for anyone who appreciates good design and quality craftsmanship. Discover more at minotti.com.

170 SHOWCASE



Horizonte sofas

BEYOND BOUNDARIES

在香港這個多元文化集合之地，家居風格也不止一種可能。意大利奢華家具品牌 Minotti 亦是如此，品牌 2022 年系列正是最好的證明——不僅融合多國風格，更借鑑 1970 年代流行元素，在當代創造出經典而不單調的款式，展現東西方文化碰撞的無限色彩。



Minotti 的家居風格，絕不是單一視覺語言可以概括的。品牌創立至今始終堅持追求創新的精神，深刻體現在 2022 年系列之中——由來自世界各地的設計師共同打造，2022 系列見證了北歐情調與日式禪意的相輔相成，更致敬了 1970 年代風情。令來自不同國家、不同時代的設計元素匯聚於此，成為 Minotti 獨創一份的美感，經由香港高級傢俬店 Andante 帶來本地。

一張簡約舒適的梳化，足以優化起居室的整體氛圍，2022 系列中的 Horizonte 模塊化座椅系統就是不錯的選擇。巴西設計師 Marcio Kogan 帶領其工作室 studio mk27 設計，Horizonte 最大的特色便是宛如方形浮島的底座設計——亞光黑色漆面的金屬基座令梳化呈現出離地 7 厘米的懸浮效果，予人出其不意的美感。覆面選用皮革、織物或兩者組合，更配以寬大蓬鬆的軟墊。同系列的咖啡枱及邊桌也可自由搭配，為用家留足發揮空間。



Yoko armchair



Twigg armchairs

至於 1970 年代風格，則有意大利設計師 Rodolfo Dordoni 筆下的兩款設計——Twigg 與 Goodman 系列盡數體現。其中 Twigg 在原本扶手椅的基礎上，追加了躺椅、梳化及長凳的款式，組合出全新的座椅系統。系列產品的弧形基座營造動態美感，覆面有皮革、Nabuk 絨或織物的選擇，表面的精緻縫線設計更成點睛之筆。Goodman 系列延續了交叉縫線的設計，底座的銅色或亮光銻色的金屬支腳再度營造懸浮效果，體現簡約而不簡單的精緻美感。

Inoda+Sveje 由一對分別來自日本、丹麥的設計師組成。兩人截然不同的文化背景，在其設計語言中融會貫通，最終達到精妙的平衡。他們為 Minotti 設計的 Yoko 座椅選用木製材料，以靈動線條為扶手椅賦予生命：「坐在 Yoko 椅子上的人，遲早都會開始用手來探索它，獲得豐富的觸覺體驗。」正如設計師所說，無論是 Yoko 扶手椅，或是 Lars 梳化，都找不到任何尖銳的直角，完美詮釋自然美感。「Lars 梳化具有有機形狀，而非對稱形式。就像有人在擁抱我。」流暢的木製輪廓與毫無稜角的柔軟坐墊相映成趣，正體現了北歐與日式風格共通的極簡主義，也象徵着 Minotti 不被定義、在多元風格中尋求平衡感的匠人精神。



Lars sofa

LIVE IN HARMONY

任何事物都在不斷更迭翻新，包括傳統。恰逢 Minotti 成立 75 週年，品牌於今年米蘭國際家具展 (Salone del Mobile.Milano) 期間呈現足足 4500 平方米的詩意生活空間，並集合 2023 年最新系列家具，訴說品牌不斷追求新意、探索生活美學的旅程。

雙高空間中的懸空鐘台
與圓形壁爐相互呼應。

Sendai "Cord"
Outdoor Collection

一年一度的米蘭國際家具展正是設計界之盛會，而歷史悠久的意大利品牌 Minotti 當數今年的主角。今年恰逢成立 75 週年，品牌於展會期間用足足兩層、總面積達到 4500 平方米的空間打造 Minotti Pavilion 2023，不同展區被巧妙分割，引領觀眾踏上一個由 Minotti 風格掌舵的視覺旅程，將品牌歷史與未來願景一併呈現。

Minotti Pavilion 2023 的空間設計，亦體現出品牌在建築領域的造詣。展示場景分為兩層，位於地下中心的綠蔭大道為空間奠定基調，兩側肆意生長的地中海綠植將生機帶入室內，將空間巧妙劃分為四個互相連通的主題區域，從螺旋式階梯上到二樓，雙高空間中的懸空露台率先進入視線，與圓形壁爐互相呼應，營造兼顧美感與實用性的家居體驗，亦是 Minotti 品牌理念的最直接展現——不受傳統束縛，始終推陳出新，正是如此，Minotti 才能在 75 年的漫長時光中，始終帶來讓人耳目一新的設計。

位於 Minotti Pavilion 2023 展廳一層
中心的綠蔭大道為空間奠定基調。說別讓人耳目一新的
設計，Minotti 2023
年最新系列正是最
好的例子。



Raphael Armchair



說到讓人耳目一新的設計，Minotti 於此呈現的 2023 年最新系列正是最好的例子，這些產品也將於不久後透過香港及澳門唯一代理商 Andante 來到香港，為本地家庭提供靈感。當中包括出自意大利設計師 Rodolfo Dordoni 之手的全新 Dylan 模塊化座椅系統，其三種配置方案正滿足了不同家庭空間的需求。帶有懸掛式底座的版本，鋁製底座將梳化輕盈托起，為室內注入現代氣息；Dylan Small 版本則在相同基礎上將尺寸整體縮小，以融入更緊湊的家庭空間；Dylan Low 則降低梳化高度，令其更具經典美感。由意大利-丹麥設計二人組 GamFratesi 打造的 Raphael 系列，則詮釋了室內梳化的另一種可能。輕盈流暢的曲線為其賦予生機，不同型號的梳化、扶手椅更為用家提供多元選擇，成為家中經久不衰的美學符號。



Dylan Small Sofa



Dylan Sofa



Minotti擅於從不同國家文化中
汲取靈感，打造獨特款式。

Minotti 始於意大利，而不侷限於此，在世界各地尋找靈感。新系列中的 Torii Bold，正是日本設計師佐藤大在對 Torii 系列的延續。Torii 意為日本文化中的神道聖地「鳥居」，系列座椅的靠背處飾有豎紋縫綫圖案，將入座者溫柔環抱。底座別出心裁地飾以小圓盤，回應日本建築特色。另一個由日本 - 丹麥設計二人組操刀的 Sendai "Cord" 戶外系列座椅，則用天然亞麻色 (Ecrú)、酒紅色 (Burgundy) 或深啡色麻繩編織輪廓，跳脫造型足以與大型梳化形成對比。系列名稱中的 Sendai 正意指有「樹木之城」美稱的日本仙台市，打造將文化、自然與設計美感的和諧共處。

75 年後的今天，Minotti 的創新之路還在繼續，更透過本地唯一代理商 Andante 邀請香港用家共同見證：家居風格沒有時代、文化之區分，擁抱新意的同時，我們也會對生活和自己建立更深的認識，而這正是 Minotti 想要傳達的理念。



Torii Bold Armchair



Sendai "Cord"
Outdoor Armchair

224 SHOWCASE

Dylan Low
modular seating

CONTEMPORARY CLASSICS

過去的 75 年間，Minotti 不斷推出與時俱進的精良傢俬款式，展現意大利製作的多元魅力。隨着品牌的 2023 系列透過香港家具陳列室 Andante 抵達香港，新的一頁又將展開，為本地用家呈現一番宛如「穿越時空」的美學盛宴。



Brady dining table



Isole coffee tables

從俯瞰都市夜景的頂樓公寓，到隱匿於山林之間的渡假小屋，Minotti 對家居的想像延伸至各種各樣的生活場景——品牌早前發佈《The Grand Tour》短片，正是透過宛如時空穿梭的生活場景轉換，詮釋 2023 系列傢俬的多元魅力。如今香港用家也能透過本地家具陳列室 Andante 近距離欣賞這些最新款式，體會 Minotti 75 年如一日的超前視野。

Minotti 的獨特之處，正在於品牌與來自世界各地的設計師合作，令不同風格和諧相容，揉合成品牌獨一無二的視覺語言。2023 系列的 Dylan 座椅系列是由意大利設計師 Rodolfo Dordoni 一手打造，共有 Dylan、Dylan Small、Dylan Low 三種款式選擇。輪廓分明的外型將化繁為簡的哲學極致呈現，懸浮底座的設計更令觀感更加輕盈，為室內注入現代美感。由意大利和丹麥的設計二人組 GamFratesi 設計的 Raphael 梳化及座椅

則以全然不同的優雅曲線呈現，宛如水墨畫中延綿不斷的山峰。日本設計工作室 Nendo 今次帶來 Torii Bold Swivel 扶手椅，靈感來自傳統日本製造細節，柔軟椅背垂直於地面，將座位包裹其中。

除了風格各異的梳化，2023 系列亦推出創新版的 Brady 咖啡枱，並將原本 30 厘米的高度抬高至 43 厘米，並配搭帶有輪子的枱腳。此外，巴西設計師打造的 Superblocks 儲物櫃受到當地現代主義啟發，以兩塊拋光金屬刀片作為支撐，盡現建築美感。同樣出自 Rodolfo Dordoni 之手的 Pilotis Console 玄關桌也受雕塑派風格啟發，將不鏽鋼拋光的圓柱及空心半圓筒垂直拼接，為室內注入未來感。最後，品牌最經典的 Horizonte 系列今次推出睡床，延續系列一貫極簡風格，以嵌入式金屬腳與突出的實木面板製造出懸浮於地面的視覺效果，彰顯優雅生活情調。

走出室內，2023 系列亦包括兩款室外座椅系列。當中 Torii Nest Outdoor 室外座椅繼續展現簡約美學，背後的編織繩索靈感來自維也納草編，與鑄鋁製造的 Taiko 戶外茶几相映成趣，自然融入室外生機盎然的氛圍當中。另一款 Sendai Cord Outdoor 座椅則由來自日本和丹麥的設計二人組 Inoda+Sveje 完成，呈現出不同於前者的編織技巧，帶有咕啞的梳化亦為空間設計增添更多想像，配搭海上浮島般的 Isole 戶外咖啡枱，營造自由而浪漫的室外氛圍。

如你所見，Minotti 在創立 75 年後的今天，依然擁有源源不斷的創意，以一代又一代新系列回應當下的審美與風格，令生活在世界各地的人們都能在此找到自己的理想家居風格。



Pilotis Console table



水平で直線的な座面が特徴の「GOODMAN」はミノッティの新作シーティングシステム。新作のチェア「SENDAI」と組み合わせることで、空間にやわらぎが生まれる。

「ミノッテイ」の
タイムレスな空間

洗練とくつろぎの世界観

インテリア業界では、日本的な美に改めて注目が集まっているといわれます。簡素で、無駄のないシンプルなデザイン、空間のなかにあつて声高に主張することは決してないのに、空間全体に和みをもたらす存在。そんなことを理想とした新しいチェアのシリーズが「YOKO」「SENDAI」と名づけられてデビューしました。世界的なインテリアブランド「ミノッテイ」の洗練されたくつろぎの世界です。



「YOKO」そして「SENDAI」。 日本の感性が最新作に

1948年、優れた家具職人であったアルベルト・ミノッテイが、クラシックな家具工房を創業したことに始まるメイド・イン・イタリアの家具ブランド「ミノッテイ」。

70年以上の間、創業家一族のぶれない美意識が貫かれた職人気質のもの作りは、常に世界中から注目されてきました。2022年に開かれた家具見本市「ミラノサローネ国際家具見本市」では、500坪もの最大の展示スペースを確保し、新たなコレクションを発表。グローバルブランドとしてのゆるぎない存在感を感じさせました。

最新コレクションは、「YOKO」「SENDAI」と名付けられたチェアの数々。日本人女性の名でありながらグローバルな響きをもつ「YOKO」、それに宮城県、杜の都・仙台にオマージュを捧げた「SENDAI」は、ともに小ぶりなサイズ感や、軽さ、丸みを帯びたやさしいデザインなどが特徴。

これらのシリーズは、日本人の猪田基子さんとデンマーク出身のニルス・スバイエさんが主宰するデザインデュオ「Inoda+Sveje」を、ミノッテイとアートディレクターであるロドルフォ・ドルドーニが、史上5人目のデザイナーとして迎え入れたことで生まれました。東洋とスカンジナビアン文



〈上右〉コンパクトで軽やかな「SENDAI」シリーズのダイニングチェア。厚さ16ミリの薄い天板の「LINHA FINA」のテーブルと調和する。
〈上左〉「SENDAI」のスモールソファ。〈下〉日本と北欧の文化を融合させた「Inoda+Sveje」デザインの椅子「YOKO」。木部のディテールや小振りなサイズ感が新鮮。



化がミックスしたこれまでにない世界観のチェアやソファです。

一緒に組むデザイナーのことを「ファミリール」と称するほど、親密な関係を築くミノッティ。建築家でもあるドルドーニの水平ラインが美しい新作ソファ（P224参照）や、やはり建築家のマルシオ・コッガンがデザインした刺激的なバランス感覚のテーブル「LINHA」（P226参照）など、ひとつひとつはシャープで際立つ個性をもちながら、ひとつの空間に集められると不思議と調和するのが特徴です。

「YOKO」や「SENDAI」は、これまでの直線的でポリウム感のあるミノッティの家具のなかにあって、人をほっと和ませる雰囲気を感じます。声高に存在を主張することのない、もの静かなデザインなのに、なくてはならない存在。いま、インテリア業界は、簡素で無駄のない日本的な感覚に注目し、日本の美や安らぎを求めているのです。

ミノッティのいちばんの強みは、「トータルな空間で」インテリア提案をすること。家具を空間の一要素として捉えているため、ソファ、チェア、テーブルといった単体家具も住宅環境や好みに応じて、豊富な選択肢から選べます。張地のチョイスもたくさんの中から選べる、セミオーダーに近い豊富なスタイル。

東京・南青山エリアにあるショールーム「ミノッティアオヤマ」で、極上の世界観を体験してみてくださいか。



東京・南青山の
インテリアの聖地

ラグジュアリーな空間を楽しむ ミノッティアオヤマ

世界60カ国以上の国々に熱烈なファンをもち、展開されている「ミノッティ」。老舗ならではの伝統や卓越した職人技術により生み出される、高品質な家具をスタイルごとに堪能できるのが表参道駅か55分のこちらの旗艦店。

東京都港区南青山4-21-26
tel.03-6434-0142 11時～19時



プールサイドに広がるアウトドアリビング。サッシの繊細なデザインと取まりが内外をまたぐ空間の一体感を高めている。植物が趣いを演出。

KEYWORD — エンターテインメント

PRIVATE RESIDENCE
FOR ENTERTAINMENT

01

ゲストとエンターテインメントを堪能する 300坪の邸宅

AFU project 設計_森山善之+梅木寿人 建築設計事務所パケラッタ
家族構成_夫婦+子供2人 所在地_西日本

内外二つの広々としたリビングや圧巻のプール、カジノなど
建て主のさまざまな“夢”を一棟の住宅に華麗にまとめ上げたAFU project。
もちろんプライバシーも完璧に確保した豪邸中の豪邸です。

撮影:下村康典 取材・文:酒井 新
編集:野間ゆかり

The trend of luxury house

専門誌『モダンリビング』からピックアップ!



2



3



1



4

1 プールサイドに広がるアウトドアリビング。サッシの繊細なデザインと取まりが内外をまたぐ空間の一体感を高めています。随所に配された植物がリラックスした雰囲気を演出。2 大きな窓を配した開放的なリビング。家具はイタリアンブランドのミノッチェが中心。ベージュや白をベースに空間全体を明るく仕上げています。3 地下ならではのクローズドな空気感を存分に生かしたプライベートカジノ。大人のためのエンターテインメントスペースです。4 地下から1階へと上がる吹き抜けの階段は、視線を遮るために壁を立て、ミラーガラスを採用。5 キッチンにはミノッチェクチェネ。最高級天然石ならではの存在感が空間を引き締めています。設計/建築設計事務所パケラッタ 森山善之+梅木寿人

東西豪邸のデザイントレンドをチェック

さまざまな用途のスペースを上手く配置して
理想の邸宅が完成



オーナーのこだわりを随所にちりばめた300坪の邸宅

西日本・A氏邸

Case 4

思い描いたイメージを
全て実現した夢の豪邸

海外で暮らしながらグローバルに事業を展開していたAさん。生活の拠点を日本に戻すことになり、自宅を新築しました。

20〜30人規模でパーティをしたい、大きなアウトドアリビングが欲しい、プライベートカジノやトレーニングルームを設け、ガレージには少なくとも7台の愛車を停めたい。多くの要望を叶えるべく、人気の建築設計事務所におオーダー。

Aさんは打ち合わせを重ね、関西でも指折りの高級住宅地に土地を確保し、いよいよ設計が始まりました。広々としたプール付きのテラスを囲むように、建物はL字に配置され、プライバシーの保護やセキュリティもカバーしています。地下空間を活用して、プライベートカジノや7台収容可能な巨大ガレージも実現させました。

基本構想はもちろん、家具や内装の仕上げも建築事務所任せにせず、全てAさんが自ら選んだものなのだとか。建築事務所が、家具や内装の仕上げひとつひとつを3Dプリンターで再現し、ポリウムだけでなくデザインやテクスチャーの相性まで、誰でもひと目で分かるように進めました。こうして複製模型で修正やチェックを重ね、完成度を上げていったのだそう。

家の中でさまざまに楽しみたいというAさんの夢は、主体的に家づくりに関わることで、より自分らしくオリジナリティあふれる形で実現したのです。



2



3



4

1 サンプルのようなリビングルーム。外部からのプライバシーはしっかり守られているので、安心して寛ぐことができます。
 2 2層にわたる仕舞の本棚は、カール・ハンセンのもの。ポッチの照明、線の細いチェコティの椅子でエレガントな雰囲気に。
 3 中庭を望む一角。青の高い樹木の緑が視線を遮り、緑の素材に。手前と奥のチェアとサイドテーブルはミノッティのもの。4 1階のライブラリーから見たベッドルーム。ホテルのラウンジのように、ゆったりと過ごせる場所がたくさん用意されています。設計/建築設計事務所バケラッタ 森山善之+柯 文堅(コウエンチェン)



プライベートを確保しながら
開放感のある空間に

1

寛げるスペースを贅沢に配して

東日本・T氏邸

Case 5

リフレッシュできるのだそう。

移動するたびに気分が切り替わり、完成。自宅にいくつも居場所があり、にさまざまな雰囲気をもつ邸宅が完成。自宅にいくつも居場所があり、移動するたびに気分が切り替わり、リフレッシュできるのだそう。

そこで建築事務所が提案したのは、2層にわたってあらゆる生活機能が凝縮された空間。ベッドやソファ、キッチンとダイニングが配され、一角にはパウダー&バスルーム、クローゼットにジムまでを備えています。読書が趣味というTさん夫妻が所蔵した本を並べたライブラリーとゲストを招くミーティングエリアは、まるでホテルの共有スペースのよう。こうして場所ごとにさまざまな雰囲気をもつ邸宅が完成。自宅にいくつも居場所があり、移動するたびに気分が切り替わり、リフレッシュできるのだそう。

機能をスマートに集約した空間づくりが秀逸

夫婦ふたり暮らしのTさんが希望したのは、ホテルのスイートルームのような空間。一つの部屋にベッドがあつて、リラククスできるコナーが付随し、軽い食事もできて、浴室もクローゼットもある、そんなイメージだったのだとか。



《センダイ》のソファとアームチェアと、ドルドーニによる大理石のラウンジテーブル《オリバー》。毛足の長いラグはシブスキンの《ALPS》。

《ミノッティ》が日本と北欧のスタイルを取り入れた 2022年コレクションを発表。

大陸をまたぐ多様な文化を合わせた独創的な空間と、
伝統に裏づけられた物づくりのノウハウが、コレクションの主役となる。



Minotti AOYAMA

小物からアートまでが設置されたギャラリーのような空間で、イタリアを象徴するミノッティの世界観を堪能できる。●東京都港区南青山4-21-26 ☎03-6434-0142。11時～19時。水曜休。https://www.minotti.jp

Minotti

BRAND STORY

1948年、クラシックなオーダーメイド家具工房として創業した家具ブランド。70年代からモダン家具づくりに着手し、2代目のレナート&ロベルト兄弟が、世界60か国以上で展開する世界的企業に成長させた。

2022年コレクションは、コンテンポラリーなスタイルに日本らしい洗練と北欧らしいナチュラルなセンスを融合させたものとなっている。

今年は、新たなデザイナーとして、日本人とデンマーク人によるデザイナーデュオ《イノダ+スパイエ》が参加。杜の都・仙台にちなみ名づけられた、コンパクトなチェアシリーズ《センダイ》と、ソファ《ラーズ》、インドア・ア

ウトドア双方でアームチェア、オットマン、ダイニングチェアを展開する《ヨーコ》を発表した。ミノッティのモダンなスタイルに彼らの感性が見事に融合した。

ロドルフォ・ドルドーニはシーティングシステム《グッドマン》と幾何学形状を持つ《ツイグー》を、《マルシオ・コーガン/studio mk27》は、水平線を強調した《ホリゾンテ》を発表した。



HORLOGERIE

Interior

Minotti

都市生活に余白をもたらず アウトドアリビング

Text: Hiroyuki Horikawa

インテリアへの関心がかつてないほど高まっている。ファッションや時計が自身のアイデンティティを示すのと同じようにインテリアに自分の美意識を投影するということが当たり前になっているのだ。そこに人を招いておもてなしをしたり、美しい空間に身をおくことで英気を養うことに価値を見出す人が増えているからだ。

そんな中、世界的に注目を集めているのが、ミノッティだ。建築的な観点を持ち、家具一つ一つにこだわりながらも、美しく快適な空間作りに意識的なブランド。先日イタリアで開催された世界的なインテリアの祭典、ミラノサローネにおいては史上最大規模のスケールでブランドの圧倒的な存在感を示した。



「BELT CORD OUTDOOR(ベルトコードアウトドア)」はソファやアームチェア、ダイニングチェアなどのバリエーションが揃う。抜け感のあるコードシェルはエクリュとブラウンの2色から、脚はチークの他エクリュとブラウンのメタルから選べる。

家具を単体ではなく、コレクションとして発表するMinottiのスタイルはアウトドアでも買われている。例えばインドアとアウトドア共に展開するBELTシリーズ(上写真)は共通するデザインディテールを持ちながら、アウトドア用にはナチュラルな素材を採用、Minottiが先んじて掲げたアウトドアリビングを屋内の延長として捉え、同じ価値観でインテリアを揃えるという挑戦的な試みは今や世界的な潮流となっている。太陽の日差しと風の揺らぎを感じながら、心地よく過ごせる新しいリビングスタイル。自宅の中でも、まるでラグジュアリーなビーチリゾートや避暑地のような贅沢な時間が堪能できる特別な空間に身を置くことができるのだ。



Information Contact

Minotti AOYAMA

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TEL 03-6434-0142
営業時間 11:00~19:00

Minotti Pavilion 2023

Salone del Mobile Milan, Italy

ミノッティ・パヴィリオン2023
イタリア、ミラノ・サローネ





Minotti Pavilion 2023 is a work of exhibition architecture designed to showcase the furniture brand's soul and its 75-year journey while expressing its commitment to the future and its roots. Minotti Pavilion harmoniously blends public and private spaces, featuring 2 paths that divide the floor plan into 4 quadrants with large curved windows and areas of greenery. It offers visitors a transformative experience, immersing them in a boundary-breaking environment. Showcasing Minotti's constant evolution, Minotti Pavilion has organic shapes, 2 suspended truncated conical fireplaces, and iconic furnishing pieces from the 2023 collection by renowned designers such as Rodolfo Dordoni, studio Nendo, GamFratesi, Inoda+Sveje, and Marcio Kogan / studio mk27. The Minotti Pavilion 2023 embodies the brand's values of consistency, creativity, innovation, and the ability to evolve.

ミノッティ・パヴィリオン2023は、ブランドの魂と75年の歩みを紹介しながら、未来への献身とブランドのルーツを表現するためにデザインされた展示建築。パヴィリオンは、公私空間を調和させ、2つの通路が平面を大きな曲面窓と植栽のある4つの象限に分けている。来場者が境界を越えていくような環境において、変幻自在の体験ができるようデザインされた。有機的形狀、吊り下げ式の切頭円錐型暖炉、ロドルフォ・ドルドニ、nendo、ガムフラテシ、イノダ・スバイエ、マルシオ・コーガン/スタジオmk27といった著名デザイナーによる2023年コレクションの家具など、ブランドの常に進化していく姿を展示する。ミノッティ・パヴィリオン2023は、ブランドの価値観である一貫性、創造性、革新性、進化力を体現する。



Interview:
Roberto Minotti, Co-CEO, Minotti

インタビュー：
 ロベルト・ミノッティ（ミノッティ共同CEO）

a+u: Could you elaborate on the innovative features and design elements incorporated into the pavilion? How do these elements enhance the display of Minotti's furniture collection?

The architecture of the Minotti Pavilion welcomed the new 2023 collection in a spectacular yet functional and unprecedented way. The innovative features are linked to the proportions and perspectives offered by the structure, as well as the magnificent architecture that housed the products. We played with materials and signs typical of our architectural language to highlight Minotti's style: the perimeter walls made of small concrete blocks alternated with the internal ones in satin-finished steel, or with the essence with a Moka finish, the latter used sometimes as a continuous panel or as slats. In addition, the play of light, the presence of greenery, and the layout further enhanced the alternation of the settings, from indoors to outdoors. All this because we never interpret the launch of a collection thinking of the product as an end in itself: each element is contextualized and lives within an environment, in a harmonious dialogue with other designs and with the architecture of the space. It is a philosophy we have pursued since the very beginning and will continue to keep alive in the future.

a+u: Could you tell us about any collaborative efforts with designers, architects, or other professionals that were involved in bringing the Minotti Pavilion to life?

Minotti Studio's in-house team worked intensively to bring Minotti Pavilion 2023 to life, ensuring its perfect coherence from idea to realization. Furthermore, in recent years, the desire to involve new architects and designers has given an acceleration to the flow of creative energy that the company has always been promoting. The figures we work with are professionals with strong identities, interpreters of styles rooted in cultures of geographic areas that may be very distant from each other, yet always strongly linked by the Minotti vision: from the development of the entire collection to Minotti Pavilion 2023, each of them expresses their own voice in a common symphony, in full respect of the brand's DNA, with the intention of creating a homogeneous and consistent project.

a+u: Sustainability and environmentally conscious design have become increasingly important in the architectural industry. Was sustainability a factor in the design and construction of Minotti Pavilion?

Our personal and corporate consciousness is constantly leading us to deal with this issue, which is increasingly important in our time. Minotti has long since moved toward the sustainable path, which fully reflects the brand's values, always trying to use non-polluting materials that can be also reused over time. For example, the structure of Minotti Pavilion has been designed in steel, so that it can be modified and resist over time, and the materials are molded from year to year to follow the evolution of the architecture, which changes as needed. In addition, each element of Minotti Pavilion's architecture is then reused both for the creation of different environments and photo sets at our headquarters and for the renovation of our dealers' settings.

a+u: バヴィリオンに盛り込まれた革新的機能やデザイン要素について、詳しく教えてください。また、これら要素は、ミノッティの家具コレクション展示といかに関係を築き出すのでしょうか。

ミノッティ・バヴィリオンの建築は、壮大でありながら機能的で前例のない方法で、2023年のコレクションを迎えました。革新的特徴は、構造によってもたらされるプロポーションとパースペクティブ、そして製品を収める壮大な建築からなります。小さなコンクリート・ブロックからなる外周壁と、サテン仕上げのスティール製の内部壁、またはモカ仕上げの要素が交互に配置されています。後者は連続したパネルかスラットとして使われています。さらに、光の戯れ、緑、配置計画などが、屋内から屋外への設えの変化を一層際立たせます。私たちは、コレクションを発表する際、製品それ自体で終わらせるのではなく、各要素がコンテクストをもち、環境にあって、ほかのデザインや建築空間と調和し、対話をしながら存在することを理想とします。これは、私たちが当初から追求してきた哲学であり、これからも守り続けていくことです。

a+u: ミノッティ・バヴィリオンを実現するために行われた、デザイナーや建築家などとの協働について教えてください。

ミノッティ・スタジオの社内チームは、ミノッティ・バヴィリオン2023を実現するために集中して働き、アイデアから実現まで完璧な一貫性を追い求めました。さらに近年は、建築家やデザイナーを巻き込んでいきたいという思いから、会社が常に推進している創造的エネルギーの流れが加速しています。コレクションの展開からミノッティ・バヴィリオン2023まで、ブランドのDNAを一貫させ、室の揃ったプロジェクトをつくりだすことを意図して、共通のシンフォニーの中で各自が自らの声を表現しているのです。

a+u: 建築業界では、サステナビリティや環境に配慮したデザインの重要性が高まっています。ミノッティ・バヴィリオンの設計・施工において、サステナビリティは重要な要素だったのでしょうか？

私たち個人や企業としての意識は、常にこの問題への対処へと向かっており、この問題は現代においてますます重要になってきています。ミノッティは、ブランドの価値観を十分に反映したサステナブルな道を選んできており、環境汚染をしない素材を使用し、長期的再利用が可能となるよう常に心がけています。たとえば、バヴィリオン構造はスチールからなり、今後も転用と耐用が可能となるよう設計されています。また、素材はモジュールにされ、変化する建築の進化に必要なに応じて沿うように、年ごとに成形されます。さらにバヴィリオンの各要素は、その後、本社のオフィス環境や写真背景、販売店の設えに再利用されます。



(TORII BOLD) ソファ1,630,200円～。よりカジュアルな、左右非対称のバージョンもラインナップ。張り地はレザーと布から選べる。



TORII BOLD

卓越した縫製技術により美しく仕上げられている。柔らかなボリューム感で、物理的にだけでなく、見た目においても空間の中の快適さが増した。アームチェアは回転式もある。796,400円～。

MINOTTI

BRAND STORY

1948年、ミラノの北に位置する家具の町・メダで誕生した、モダンファニチャーブランド。75年にわたり、ファミリーカンパニーとして経営を続けてきたイタリアでも稀有な存在である。https://minotti.jp

nendoが手がけるミノッティの《TORII》がより有機的に。

「鳥居」のイメージを投影した《TORII》コレクションから、今の気分を反映した新たなシリーズがデビュー。

《TORII》は2020年、ミノッティが佐藤オオキ率いるデザインスタジオ (nendo) とコラボした人気シリーズだ。軽やかでコンパクトなサイズ感と、千本鳥居をイメージして垂直にはめ込んだパーツ、華奢な脚部が、エレガントかつ日本的と好評を博した。

ブランド創立75周年を迎えた2023年、同シリーズから《TORII BOLD》が誕生。基本的な構造とバックレストのキルティングやパイ

ピングなどの《TORII》らしいディテールはそのままに、シートにふくよかなボリュームを持たせた。ふっくら、コロんとした座面を金属ベースの軽やかさがまとめあげ、《TORII》のエレガンスは健在。日本の様式美に基づいたコンセプトの強さと、イタリアのクラフツマンシップの実力を見せつける。唯一無二の個性を放ちながら、あらゆるテイストのアートやオブジェと調和する懐の深さも魅力だ。



HORLOGERIE

Interior

Minotti

夜を過ごす場所は、
想像以上の空間になる。

Edit & Text Hiroyuki Horikawa

より質の高い睡眠は、仕事や様々なアクティビティにフィードバックされることが科学的に証明されている。人生の1/3はベッドで過ごすことを考慮すれば、もっと寝室にこだわるべきだろう。ではどんな点に？ その回答の一つとなるのが、ミノッティの新しい提案に表れている。ベッドルームは睡眠をとる場所というだけでなく、リビングの延長としての「ナイトエリア」という考えだ。就寝前の時間は非常にプライベートな時間でもある。読書や思索に耽る方も多くであろう。静かなる

アクティビティを行う場所として新しい空間が生まれるのだ。

そんなナイトエリアで共に時間を過ごすのが「Twiggy (ツイギー)」コレクション。ロドルフォ・ドルドーニがデザインを手掛けるインテリアは、洗練さとクラフツマンシップが随所に感じられる仕上がりとなっている。Twiggy ベッドはリビングで使用される Twiggy ソファシリーズと同様、1970年代の美学とモダンさが反映されたデザインだ。すなわち、リビングがそのままベッドルーム＝ナイトエリア

と呼応する空間デザインとなっている。高さの異なる2種類のヘッドボードは、全体がファブリックまたはレザーを選ぶことができる。ベッド全体は太めの糸を使用したステッチで彩られ、ミノッティらしい職人技術を感じさせる表情に。ベッド自体もマルチポケットスプリングにより、安定した寝心地を実現してくれるので、上質な休息を保証するという設計だ。

家族のため。そして自分のための「新しい城」がナイトエリアなのだ。大切な夜の時間を過ごす空間を見直すなら、この機会にぜひ。



ロドルフォ・ドルドーニがデザインした「Twiggy(ツイギー)」は、時代を超えた美しさを叶え、リビング空間に革命をもたらした。そのシリーズからナイトエリア用のコレクションが発表された。素材はレザーやファブリックがセレクトでき、洗練されたステッチで装飾されているのが特徴だ。ベースはアルミのセミポリッシュあるいはブラックコーヒーカーから選べる。



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ボリューム感のあるシートが印象的な「GOODMAN」は、シートユニットをパズルのピースのように組み合わせることができる新感覚のソファ。空間の用途やシーンに合わせて自由に形を変えられる。背もたれの有無や位置の変更で、両方向から座れたり、リビングとダイニングエリアを繋いで一体感を出すことが可能になる。

「ミノッテイ」から
集いの提案

くつろぎ、もてなすインテリア

日本人にとって、自宅は家族だけのプライベートな場とされてきました。最近ではその傾向に変化があり、広々としたリビングダイニング空間に大勢で食事ができるテーブルと、座り心地のいいソファを置いて、ゲストをもてなして楽しむ人が増えつつあるようです。

イタリアの高級家具メーカーとして75年前に創業された「ミノッテイ」は、家族や友人が集う空間を、アートのように美しく、居心地よく整えてくれます。

撮影：高嶋佳代（P.228-229）



「DYLAN」を背後から撮影。背もたれのない部分にはシートと高さを揃えた小卓をコーディネート。シャープな鏡面仕上げと布の質感が好相性。



丸テーブルを囲むような半円形・曲線デザインのソファ「DYLAN」。車座になって訪らうときのよう。座るゲストに親密感と連帯感が生まれるデザイン。部分的に背もたれがないことで背後の景色が抜けて見える。開放感を感じさせるデザインでもある。



ラグジュアリーな
空間を楽しむ
ミノッティ アオヤマ

世界80カ国以上の国々に展開され、熱烈なファンをもつ「ミノッティ」。老舗ならではの伝統や卓越した職人技術により生み出される高品質な家具が揃う。新作コレクションなどを堪能できるのが表参道駅から徒歩5分のこちらの旗艦店。

東京都港区南青山4-21-26
営業11時～19時 無休
tel.03-6434-0142

レキシブルに座れるのは、これまでの定番・L字形ソファにはなかった魅力。ゲストがリラックスしながら、思い思いの過ごし方ができる点でも選ばれることが多くなりました。また、背のデザインが半円の曲線を描くソファ「DYLAN」(写真P.230)にも人気が集まります。まさに車座になるときのように、背の視線が合わせやすくなることで連帯感が生まれ、語らいや交流が深まるデザインです。「ミノッティ」の進化する世界観を味わいに、東京・南青山のショールームに足を運んでみませんか。



家族もゲストも リラックスできる 究極の空間作り

いまから75年前、優れた家具職人であるアルベルト・ミノッティによって、イタリア・ミラノ近郊の町、メダで誕生した「ミノッティ」。卓越した「メイド・イン・イタリア」ブランドとして知られるようになった現在も、たゆまぬ品質への追求と、イタリアの精緻な職人技によって、タイムレスな魅力を持つ製品を生み出しています。

そうした「ミノッティ」の強みは、空間全体のトータルなスタイリングと空間演出です。家具だけでなく、床、壁、ラグやアート、調度品も含めて、ひとつの空間に天然木、天然石、ガラス、直線や曲線、柔らかさや硬さなど、さまざまな要素を偏ることなく調和させるセンスに定評があります。

それゆえ最近では、マンションの購入時や、家を新築する際に「すべてお任せ」で空間演出を依頼されることが増えたといいまます。そこには、リビング空間を家族とだけ過ごすプライベートな場所としてだけでなく、時にゲストをもてなすことができる、デザインされた空間にした「い」そんな意識の変化があるようです。「ゲストにとって開放的で居心地よい空間に」というリクエストに応える、ミノッティのいち推しのソファとして、部分的に背もたれがなく、両方向から座ることのできる「GOODMAN」(※写真P228)に注目が集まります。部屋の中央に置いてもダイニング部とリビングスペースを区切ることなく、繋げながらフ

「トリー ボールド」のソファ(奥)は幅212cmと247cmの2サイズ、アームチェア(右)は幅94cm、88cm、82cmの3サイズを展開。チェアは固定式と回転式の座面が選べる。オットマンのデザインは円形(中右)、角度付き(手前)、ストレートの3タイプ。コーヒーテーブルは同じくネンドの「ウェッジ」。以上ミノッティ

MINOTTI

豊かな表情で魅せる シーティングの進化論

日本古来の建築的モチーフに着想を得た脚部を持つミノッティの「トリー」に個性豊かな仲間が加わった。柔らかいボリューム感をまとう進化を遂げた新作の魅力に迫る。



アルミ製の細い脚部の構造に、日本の鳥居のイメージをリフレインする、チェアとテーブルで構成されたコレクション「トリー」。デザインを手がけたネンドの佐藤オオキが「神社の参道にずらりと並んだ千本鳥居がモチーフ」と明かす。日本の建築的要素を取り入れたコンパクトなシリーズだ。ミノッティの重厚な雰囲気の家具の中にあって、ひと際軽やかな存在感を放っている。

新たなフォルムを彩る クラフトマンシップの技

「トリー」に新たに「トリー ボールド」と冠されたラインアップが登場した。キルティングやバイビングといった職人の技を感じさせるディテールはそのままに、厚みを増した豊かなシートはプロンズカラーの脚部に収まり、新しいエレガンスを体現。今年のミラノサローネでの発表時には、付加された柔らかなボリューム感に好意的な反応を示す来場者が続出した。物理的な包容力だけでなく、見た目の心地よさといった点からも「トリー ボールド」が高く評価されていることが明らかだった。

デザイナーの佐藤オオキが「製品開発の過程で参加するたびに、自分がミノッティファミリーの一員であることを実感する」と語る。創業者一族およびクリエイティブディレクターのロドルフォ・ドルドニーとの徹底した意見交換。その熱いセッションを経て誕生した「トリー ボールド」の進化の証しをぜひ体感してほしい。

Photo MINOTTI



미노티, 수상에 빛나는 암체어

시간이 지나도 변함없는 타임리스 디자인을 추구하는 이탈리아 가구 브랜드 미노티 (www.minotti.com)가 아키프로덕츠 디자인 어워즈 2022 Archiproducts Design Awards 2022에서 수상했다. 수상의 주인공은 로돌포 도르도니 Rodolfo Dordoni가 디자인해 밀라노 디자인 페어에서 선보인 트위기 Twiggy. 미노티의 장인 정신과 현대 기술의 조화로움으로 탄생한 트위기는 단일 암체어로 시작해 거실에 자유롭게 조합할 수 있는 모듈식 시스템으로, 가죽·누벅·패브릭 소재 등 소재 마음에 세련된 스티치 장식이 특징이다.



디올 뷰티, 화려한 봄날을 기다리며

아직 공기는 차갑지만, 마음만큼은 다가올 봄날이 기다려지는 때. 꽃 내음 가득한 향기로 대리 만족을 해보기를. 디올 뷰티(080-342-9500)는 꽃을 향한 크리스찬 디올의 열정에 경의를 표하는 향수 미스 디올 라인 **미스 디올 블루밍 부케 오드 두왓**을 새롭게 출시한다. 산뜻하고 부드러운 스파클링 플로럴 노트가 유쾌한 즐거움을 자아내고, 다채로운 색상의 실로 섬세하게 짠 쿠튀르 보로 장식한 보틀이 감각적이고 우아한 쿠튀르 감성을 전해준다. 이제 막 피어난 꽃들의 풍성한 부케가 마치 수천 송이의 꽃으로 수놓은 드레스를 입은 듯 아름답다.



펜디, 기념비적 바게트!

"이것은 가방이 아니에요, 바게트죠." 미국 드라마 <섹스 앤 더 시티>에서 이렇게 말한 배우 세라 제시카 파커의 반응이 궁금해지는 소식. 펜디(02-2056-9092)는 바게트 백 탄생 25주년을 기념해 디자이너 **마크 제이콥스와 캡슐 컬렉션**을 출시한다. 지난해 9월 뉴욕 바게트 컬렉션 런웨이에서 처음 공개한 이번 컬렉션은 디자이너 마크 제이콥스가 자신의 브랜드와 동일한 폰트체의 새로운 FENDI 로고를 컬렉션 전반에 사용한 과감한 매력이 특징. 펜디의 우아한 아이코닉 백이 유쾌한 감성을 지닌 특별함으로 소장 가치가 높아졌다.

이탈리아 가구의 새로운 비전 ② 미노티

미노티 공동 대표 레나토 & 로베르토 미노티

브랜드 고유의 언어

혁신을 위한 끊임없는 연구는 이탈리아 디자인의 뿌리 깊은 전통이자 올해 창립 75주년을 맞은 미노티의 핵심 철학이다. 미노티는 이번 밀라노 가구 박람회에서도 하나의 도시를 연상시키는 웅장한 파빌리온을 통해 더욱 포괄적인 브랜드 비전을 드러냈다.

에디터 한예준

MINOTTI



미노티(Minotti)는 직관이 뛰어난 알베르토 미노티가 1948년 조그만 공방으로 문을 열었고, 형제지간인 레나토 미노티(Renato Minotti)와 로베르토 미노티(Roberto Minotti)는 아버지를 이어 1991년부터 브랜드를 운영해왔다. 1998년부터 아트 디렉터인 로돌포 도르도니(Rodolfo Dordoni)와 창의적인 비전을 공유하며, 전통과 혁신이 가장 이상적으로 조화를 이룬 미노티의 언어를 구축했다.

이탈리아는 가족 경영 비즈니스가 활성화되어 있는 것 같다. 미노티가 가족 경영 회사이기에 소비자가 얻을 수 있는 혜택은 무엇인가?
가족 회사의 개념은 이탈리아인들에게 일반적이었지만, 최근 들어서는 이곳도 달라졌다. 특히 가구 산업 분야에서 우리처럼 여전히 대대로 가족이 경영하는 경우는 많지 않다. 우리는 하나의 목표를 공유하는 참된 가족 팀으로서 열정과 헌신을 가지고 함께 일하며, 그 과정에서 브랜드 고유의 정신을 구축했다. 덕분에 회사 스케일, 시장 내의 안전한 입지, 제품의 높은 품질 및 스타일의 일관성을 유지할 수 있다.

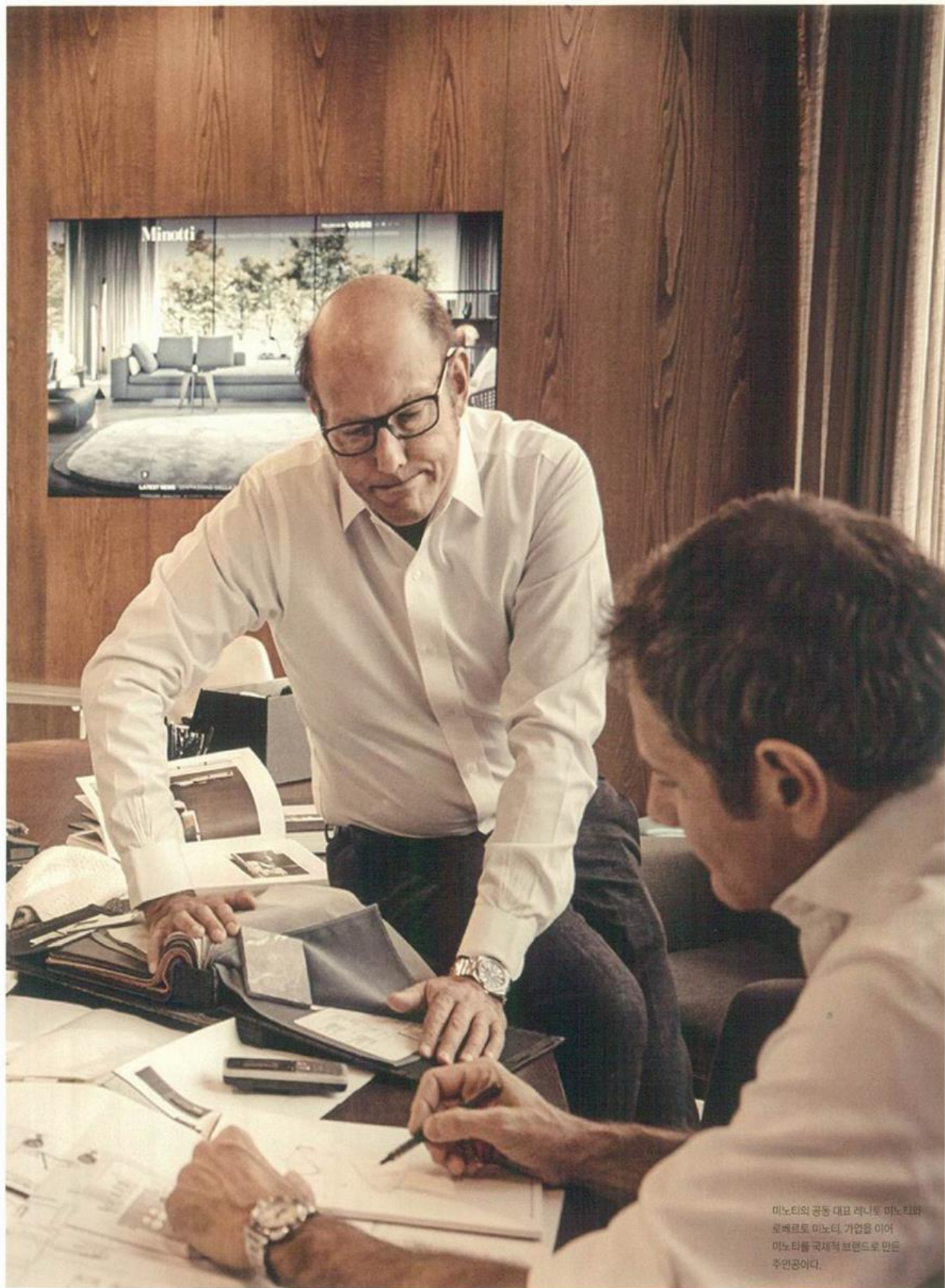
미노티의 문화를 소개할 때 사용한 '유니크함'이라는 단어가 시선을 끌었다. 미노티가 추구하는 유니크함이란 무엇인가?

미노티의 정신은 특정 언어를 기반으로 한다. 그것은 정확한 스타일과 전 세계에 걸쳐 명확하고 알아볼 수 있는 이미지이며, 우리는 이를 위해 수년간 열심히 일했다. 우리를 유니크하게 만드는 것은 정확하게는 우리의 스타일이고 제품을 선보이는 능력뿐만 아니라 모든 수준에서 컨템퍼러리한 거주 환경과 습관들을 해석하는 방식이다.

개인적 관점에서 무엇이 미노티다움이라고 생각하는지 궁금하다. 우리의 정신은 전통과 혁신이 하나로 융합된 '메이드 인 이탈리아'의 우수함과 긴밀하게 연결되어 있다. 이탈리아의 뛰어난 수공예적 노하우는 타의 추종을 불허한다. 이것이 우리에게 생활의 변화를 만족시키는 훌륭한 제품을 만들기 위한 기술, 재료, 스타일에 대한 연구를 지속하게끔 한다.

- 1 미노티는 전통 테일러링의 가치를 존중해 브랜드 고유의 스타일을 창조한다.
- 2 변화하는 삶의 방식에 따라 자유롭게 구성할 수 있는 소파 시스템 '트위기(Twiggy)', 로돌포 도르도니의 디자인으로 우아함과 관습에 얽매이지 않는 자유로운 정신이 공존한다.





미노티의 공동 대표 레나토 미노티와
클라우디오 미노티. 가업을 이어
미노티를 국제적 브랜드로 만든
주인공이다.

미노티의 이탈리아 가구 시장과 세계 시장에서의 입지가 궁금하다.

미노티의 고객은 누구인가?

우리는 수년에 걸쳐 다양한 국가에서 고르게 성장하며 광범위한 네트워크를 구축했다. 현재 80개국 이상에서 견고한 판매 네트워크를 유지하고 있다. 전 세계 최고라 할 수 있는 미노티의 고객은 원하는 것이 분명하고 독점적이면서도 우수한 제품을 찾는다. 그들의 취향은 점점 더 까다롭고 세련되어지는데, 우리는 창조적인 다재다능함을 앞세워 100% 이탈리아에서 제작한 컬렉션으로 그 요구를 만족시킨다. 우리의 고객은 세련된 취향과 아름다움을 사랑하는, 지식이 풍부하고 전 세계를 여행하는 이들이다.

건축가이자 디자이너인 로돌포 도르도니가 미노티의 아트 디렉터로 함께하고 있다. 그와 공유하는 비전은 무엇인가?

우리는 언제나 첫 번째 우리의 브랜드를 알아볼 수 있게 하려고 노력해왔다. 컬렉션의 콘셉트를 제품 그 자체에 대한 것이라 생각하지 않고, 미노티의 디자인 경험을 전달하는 환경 내 맥락을 형성하는 것으로 여긴다. 매해 발표하는 새로운 컬렉션은 미노티의 디자인 철학과 일치하는 동시에 동시대 생활 환경의 끊임없는 변화에 답하는 것이기도 하다. 따라서 해를 거듭하면서 컬렉션은 우리의 DNA와 스타일적 특징을 유지한 채 진화한다. 바로 이것이 로돌포 도르도니와의 역사적 협업이 시작된 이래 오늘날까지 지난 25년간 추구해온 철학이다. 덕분에 이제 전 세계에서 미노티 스타일을 알아볼 수 있게 되었다. 로돌포는 창조적 열정과 제품을 타임리스한 클래식으로 완성하는 철저함 사이에서 가장 이상적인 조화를 찾는다.

미노티의 가구 디자인에서 특히 관심이 가는 것은 조그만 사각 형태의 스티치라든지 필트 같은 의상에 사용하는 디테일(Sartorial Details)이다. 이런 디테일이 여러 가구에서 반복적으로 등장한다. 마치 오토 쿠튀르 의상의 디테일을 연상시키기도 하면서 매우 유니크해 보였다. 당신의 브랜드에 이런 디테일이 중요한 이유라도 있는가?

우리의 목표는 혁신과 기술이 결합한 미노티 스타일과 함께 전통 테일러링의 가치를 혼합해 퀄리티 높은 제품을 창조하는 것이다.

그 정교한 디테일은 재료와 기술에 대한 조심스러운 연구에 높은 수준의 노하우를 더해 획득한다.

넌도, 감프라테시 등 여러 다른 나라 문화권의 디자이너와 함께 미노티의 DNA를 새롭게 해석하는 협업을 시작했다. 이런 프로젝트에서 디자이너를 선정하는 기준은 무엇인가?

새로운 건축가 및 디자이너와의 협업은 회사에 창조적인 에너지의 흐름을 불어넣고 확실한 결실을 가져다준다. 그동안 여러 지역적인 문화권을 고려하며 미노티의 비전과 강한 연결감을 느낄 수 있는 캐릭터의 몇몇 디자이너와 협업해왔다. 각 디자이너는 브랜드의 아이덴티티를 존중하며 하나의 교향곡 안에서 그만의 고유의 목소리를 표현한다.

미노티의 가구가 당신들의 집에도 있을 것이라 믿는다. 각자 가장 좋아하는 아이템이 무엇이며, 왜인지 묻고 싶다.

물론 우리는 미노티의 가구를 집에 들었다. (레나토 미노티) 나는 '시모어(Seymour)' 소파에 강한 애착을 가지고 있다. 그 소파를 '레즐리(Leslie)' 암체어와 짝을 이뤄 사용한다. 내가 이 조합을 특히 좋아하는 이유는 부드럽고 친근한 볼륨들이 우아하게 연속되는 모습이 미노티의 아이덴티티를 이상적으로 표현하기 때문이다. 이상적인 디자인이면서도 동시에 매력적이고 포용적인 형태감이 편안하고 보호받는 듯한 분위기를 이룬다. (로베르토 미노티) '재거(Jagger)' 소파는 미노티에서 몇 년 전에 출시한 것으로 내가 굉장히 좋아하는 아이템이다. 더 이상 컬렉션으로 이어지지 않지만 여전히 컨템퍼러리하며, 스타일과 퀄리티 면에서 타임리스한 아이콘이다.

미노티의 아트 디렉터 로돌포 도르도니가 디자인한 신제품, '딜란(Dylan)' 모들 소파 시스템 바닥에서 살짝 떠 있는 형태가 가볍고 모던한 인상을 준다.





달린 소파는 정제된 형태와 선을 통해 연속적이고 다면적인 캐릭터를 표현해낸다. 스케일과 스타일을 조금씩 달리해 달린, 달린 스몰(Dylan Small), 달린 로(Dylan Low) 세 가지 버전으로 선보인다.

여러 나라 브랜드와의 경쟁이 치열한 21세기에도 왜 여전히
가구업계에서 이탈리아 브랜드가 우세한지 설명할 수 있는가?

이탈리아는 아트, 건축, 디자인, 식문화, 패션에 이르기까지 다양한 분야에서 예상치 못한 아름다움을 보여주는 독특한 나라다. 아름다움에 대한 자연스러운 성향을 어디에서나 발견할 수 있고, 덕분에 우리는 전통 장인 정신과 결합한 창의성이 삶의 중심인 나라에서 살고 일하는 특권을 누린다. 이탈리아에서 만든 모든 제품은 세계 그 어디에서도 찾을 수 없는 에너지와 카리스마를 지니고 있다.

최근 밀라노 가구 박람회에서 브랜드 부스를 하나의 도시처럼 연출해
웅장한 파빌리온 형식으로 선보였다.

그것은 올해 75주년을 맞은 우리 브랜드의 영혼에 새로운 생명을 불어넣고 그간의 여정을 기념하기 위한 야심 찬 프로젝트였다. 브랜드에 대해 성찰하는 시간을 갖고자 평소보다 더 넓은 공간을 할애하기로 마음먹었다. 결과적으로 7개월 넘게 작업해 인도어와 아웃도어 및 호텔 등을 위한 새로운 컬렉션을 모두 포괄하는 4500m²의 화려하고 견고한 건축물을 탄생시켰다. 이는 올해 75주년을 기념하며 열 다양한 브랜드 이벤트의 시작이다. 마케팅 및 커뮤니케이션 활동을 통해 전 세계 네트워크와 교류할 것이다.

이번 6월 서울에도 미노티의 새로운 플래그십 스토어가 오픈한다.

한국 시장은 미노티에 어떤 의미인가?

한국 시장은 언제나 우리에게 핵심적인 곳이다. 서울은 가장 높은 이탈리아 퀄리티의 독특한 제품을 찾고 미노티 스타일을 사랑하는 세련된 고객들이 있는 국제 도시다. 바로 이것이 우리가 디옴(Di'ome)과 파트너십으로 이 플래그십 스토어를 오픈하는 것을 매우 자랑스럽게 여기는 이유다. 디옴과 우리는 같은 스타일과 미감을 공유하고 있다. 새 플래그십 스토어는 서울이라는 도시에 원가 아름다운 것을 제공하고 커가는 그 시장과 보다 가까워질 수 있는 기회를 만들어줄 것이다.

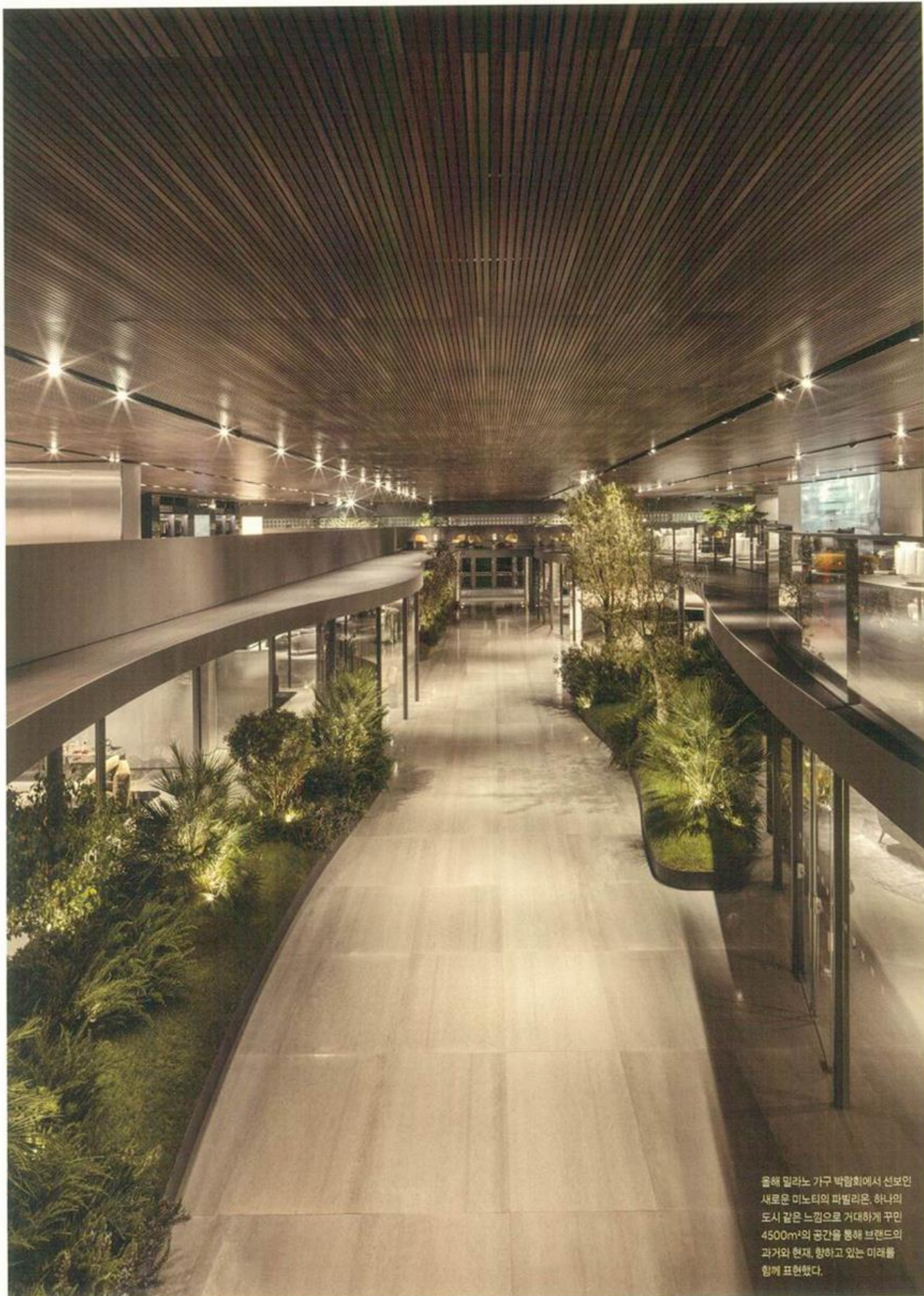


- 1 미노티의 아트 디렉터로 활동하는 건축가이자 디자이너 로돌포 도르도니 여러 문화권의 디자이너와 협력해 브랜드의 새로운 비전을 만들어가는 한편 미노티의 아이코닉한 컬렉션을 디자인해왔다.
- 2 밀라노의 북쪽 롬바르디아 지역 메다(Meda)에 자리 잡은 미노티의 헤드쿼터.



Minotti x Di'ome

이번 6월 미노티는 디옴과 파트너십으로 브랜드의 새로운 플래그십 스토어 '미노티 서울'을 전격 오픈한다. 국내에서 미노티를 소개하는 디옴은 1990년에 설립된 하이엔드 라이프스타일 전문 기업이다. 미노티 외에도 가구 브랜드 폴리폼(PoliForm), 도어 브랜드 루알디(Luaidi) 등 이탈리아 브랜드를 소개하고 있다.



올해 밀라노 가구 박람회에서 선보인 새로운 미노티의 파빌리온, 하나의 도시 같은 느낌으로 거대하게 꾸민 4500m²의 공간을 통해 브랜드의 과거와 현재, 향하고 있는 미래를 함께 표현했다.

생활의 건축을 짓다

MINOTTI 미노티



출신 이탈리아

제조 이탈리아

탄생 1948년

창립자 알베르토 미노티(Alberto Minotti)

주요 제품 달런, 브래디

대표 디자이너 로돌포 도르도니(Rodolfo Dordani)

홈페이지 www.minotti.com

문의 미노티 서울 플래그십 스토어 by디움

(02-3446-1999)

‘공간과 영혼(space and soul)’, 미노티는 올해 밀라노 가구 박람회 전시 초대장에 이 간결한 두 단어로 모든 것을 표현했다. 흔히 크기와 유용성의 척도로 가늠되는 가구가 어떻게 시대를 초월한 우아함을 담을 수 있는지, 어떻게 공간의 영혼을 창조하는 건축적 시나리오의 주인공 역할을 할 수 있는지 증명해내고자 했다. 미노티의 올해 모토인 ‘과거를 소중히 여기고, 현재를 최대한 살며, 미래를 상상하는 중요성’을 반영한 결과다. 미노티는 1948년 설립한 이래 창립 75주년을 맞은 현재까지 창립자 알베르토 미노티 이후 3세대에 이르는 경영을 이어오며 ‘메이드 인 이탈리아’를 상징하는 브랜드로 자리매김했다. 고전적 목재 가구와 전통적 소파로 부흥했으나, 이에 멈

추지 않고 쿠튀리에에서 파생한 제조 기술을 활용해 날렵하고도 세련된 최고급 가구를 생산한다. 특히 1998년부터 모든 회사 컬렉션의 아트 디렉터 및 코디네이터의 전략적 역할을 맡은 건축가 로돌포 도르도니의 창의적 비전과 시너지를 발휘하고 있다. 그의 진두지휘 아래 올해도 마르시우 코강(Marcio Kogan/스튜디오 MK27, 낸도 Nendo, 감프라테시 GamFratesi, 이노다 스베에 Inoda+Sveje) 등 전 세계 디자이너들의 비전을 종합해 실내용 가구와 아웃도어 가구 컬렉션을 선보였다. 미노티는 “이번 컬렉션은 ‘웰빙을 제공한다’는 의미 그대로 만지고, 경험하고, 찬사받으며 무엇보다 고객이 만족하도록 디자인한 제품을 제공하는 것이 목표”라고 밝혔다.

1 크리에이티브 디렉터 로돌포 도르도니가 디자인한 모듈형 좌석 시스템 달런Dylan. 정제된 디자인의 각 부분을 시트와 등받이 쿠션으로 결합할 수 있다. 2 대리석 상판과 원통형 금속 지지대가 조화로운 브래디Brady 다이닝 테이블. 3 감프라테시가 디자인한 라파엘Raphael 컬렉션 중 암체어. 아늑한 비율과 유기적 형태에서 나타나는 리인이 부드럽다.



미노티 서울 플래그십 스토어 오픈

블랙 앤 화이트를 시그니처로 타임리스 디자인을 선보여온 이탈리아의 대표적 하이엔드 브랜드 '미노티(Minotti)', 오직 '메이드 인 이탈리아'를 고집하는 이 브랜드는 올해로 창립 75주년을 맞았다. 이를 기념하는 주요 이벤트에는 '미노티 서울 플래그십 스토어'의 오픈도 포함된다.

에디터 한예준

미노티에 한국 시장은 매우 중요하다. 이번 '미노티 서울 플래그십 스토어'의 오픈식을 기념해 미노티 패밀리 주요 멤버가 거의 모두 방한했다는 점이 이를 입증한다. 미노티의 3대 패밀리로 이번에 함께 한국을 찾은 수진나 미노티는 "한국 고객들은 요구가 많고 까다롭다. 우리 미노티는 그 요구에 대응할 준비가 되어 있는 브랜드다"라며 한국 시장에 대한 포부를 드러냈다. 이번 미노티 서울 플래그십 스토어는 오랜 준비 끝에 소개하는 만큼 이탈리아 현지와 다르지 않게 브랜드 특유의 감각과 문화를 유감없이 드러낸다. 총 3개 층에 걸쳐 넉넉하게 구성된 소름은 약 1000㎡ 규모다. 1층에는 브랜드의 베스트셀링 가구들이 전시되고, 2층에는 이번 미노티 서울 오픈을 기념해 전 세계 최초로 공개하는 2023년의 특별한 신제품이 준비되어 있다. 20년 넘게 미노티의 디자인 수장으로 일해온 아트디렉터 로돌포 도르도니(Rodolfo Dordoni)가 디자인한 '딜런(Dylan)'이다. '메이드 인 이탈리아'를 고집하는 미노티의 제품은 정교한 디테일을 통해 테일러링의 가치를 담아내는데 이 소파에서도 그 요소를 확인할 수 있다. 활용도 높은 모듈 소파 시스템이며, 바닥에서 살짝 떠 있는 형태가 가볍고 모던한 인상을 준다. 아웃도어 컬렉션이 있는 지하 층에서는 낸도, 캄프라테시 등 다양한 문화권의 디자이너들과 협업해 발표한 최신 컬렉션도 볼 수 있다. 각 디자이너 고유의 목소리를 존중하는 동시에 하나의 교향곡으로서 브랜드의 유니크한 비전을 완성한다. 스타일과 퀄리티 면에서 타임리스하고, 언제나 컨템퍼러리한 아이콘적 디자인. 그것이 바로 미노티다.

문의 02-3446-1999, www.minottiseoul.com



- 1 서울 강남구에 오픈한 '미노티 서울 플래그십 스토어', 다음과 파트너십으로 소개하는 이 공간은 이탈리아 본사의 뜨거운 관심 속에 완성되었다.
- 2 전 세계에서 최초로 국내에 소개한 2023년 신제품 '딜런(Dylan)', 아트디렉터 로돌포 도르도니가 직접 디자인한 모듈형 소파 시스템이다.
- 3 브랜드 고유의 문화를 느낄 수 있도록 다양한 컬렉션과 공간 구성이 마련되어 있다.
- 4 로베르토 미노티(Roberto Minotti)도 미노티 서울 플래그십 스토어의 오픈을 기념해 방한했다. 1991년부터 형 레니토 미노티와 공동 대표로 브랜드를 이끌고 있다.





미노띠 서울 플래그십 스토어 오픈을 기념해 최초로 공개한 일련 소파. 지하 1층과 지상 2층의 3개 층 쇼룸에서 하이엔드 라이프스타일 마스터피스의 명성을 경험할 수 있다.

미노띠의 환대

'에이드 인 이탈리아'를 상징하는 하이엔드 가구 브랜드 미노띠Minotti가 지난 6월 미노띠 서울 플래그십 스토어를 오픈했다. 소피와 암체어로 시작한 75년의 여정은 시대를 초월해 "어떤 삶을 살고 싶은가?"라는 동시대적 질문을 펼친다.
글 이지현 편집장 | 문의 미노띠 서울 플래그십 스토어(02-3446-1999)



지난 6월 15일 오픈한 미노띠 서울 플래그십 스토어.

미노띠는 1948년 알베르토 미노띠Alberto Minotti가 창립했다. 브랜드명에서 알 수 있듯 가족 경영 체제를 유지하며 '에이드 인 이탈리아'를 고수한다. 현재는 2대인 레나토 미노띠Renato Minotti와 로베르토 미노띠Roberto Minotti가 공동대표로 브랜드를 이끌고 있으며, 3대인 알레시오Alessio와 알렉산드로Alessandro, 수산나Susanna, 레오나르도Leonardo 또한 미노띠를 위해 일한다. 매해 밀라노 가구 박람회에서 초대형 파빌리언으로 '생활의 건축을 짓는다'는 브랜드 모토를 강조하는 미노띠는 서울 플래그십 스토어를 오픈하며 타임리스 디자인의 위상을 높였다. 쇼룸은 지하 1층과 지상 2층 총 3개 층 약 1000㎡(3백여 평) 규모로 리빙룸, 다이닝룸, 침실을 비롯해 아웃도어까지 미노띠 대표 제품의 특징점을 살린 안테리아가 눈에 띈다. 특히 2층 예민 전시장에서는 미노띠 서울 플래그십 스토어를 통해 전 세계 최초로 공개하는 2023년 미노띠 신제품 일련Dylan을 만날 수 있다. 일련은 1998년부터 미노띠의 크리에이티브 디렉터를 맡고 있는 로돌포 도르도니Rodolfo Dordoni가 디자인한 모듈형 좌석 시스템으로, 모든 디테일에 장인 정신과 페리티지 및 브랜드의 비전을 담아 가구를 넘어 생활공간을 해석하고 경험하는 균형감을 제공한다. 플래그십 스토어 오픈을 위해 한국을 찾은 미노띠 공동대표 로베르토 미노띠는 "75주년을 맞이한 2023년 신제품을 한국 시장에서 가장 먼저 선보이게 되어 기쁘게 생각한다"며 소회를 밝히기도. 새로운 시작을 연 미노띠 서울 플래그십 스토어에서도 75년을 관통하는 미노띠 코드, 즉 연속성을 바탕으로 한 혁신을 담은 미노띠 제품을 통해 생활공간을 완성하는 작품으로서 가구를 만날 수 있길 기대한다. 미노띠는 전 세계 64개국에 진출해 인 개의 플래그십 스토어를 운영하며, 프로페셔널 딜러 네트워크를 통해 세계적 명성과 입지를 구축하고 있다. 미노띠라는 클래식 아래 여러 국가의 문화를 함께 녹여내는 전략으로 비전을 펼치는 미노띠의 영업총괄이사 알렉산드로 미노띠에게 3대까지 이어온 성공 비결을 물었다.

행복이 가득한 집

로돌포 도르도니가 디자인한 달린 소파를 서울에서 최초로 공개한
다니 반갑다.

달린은 형태와 선, 스타일 등 미노피 작업 방식 특유의 일관성과
지속성을 담은 제품이라 의미가 크다. 기본형부터 깊이를 낮게 설
계한 스몰, 다리가 짧은 로까지 총 세 가지 버전으로, 시트와 등받
이 쿠션으로 연결해 사용할 수 있다. 미노피의 모든 제품이 그렇지
만 공간과 용도와 취향에 맞춰 유연하게 사용할 수 있다. 마치 침
대 매트리스처럼 편안하고, 오래 앉아 있어도 바로 복원되는, 꺼지
지 않는 쿠셔닝도 큰 장점이다.

소파 테이블도 식탁도 아닌, 낮은 원형 테이블이 눈에 띈다.

리빙 테이블이랄까, 일반 식탁보다 10cm 정도 낮은 원형 테이블
은 눈이 맞는 의자에 앉았을 때 소파와는 또 다른 안정감을 느낄
수 있다. 친구들과 둘러앉아 차를 마시기도 좋고, 회의용 테이블
로 사용하면 딱딱하지 않은 친근한 분위기를 유도할 수 있다. 워크
스타일, 라이프스타일 모두 하나로 규정지을 수 없는 시대 아닌가.
식탁, 소파 테이블, 책상으로 용도를 구분하기보다는 다용도로 활
용할 수 있는 테이블이 지금 시대에는 더 필요한 아이템이라고 생
각한다. 3층의 4m 길이 테이블 역시 식탁은 물론, 사무실 책상이
나 회의용 테이블로도 활용할 수 있다. 다리 라인이나 테이블 톤
모두 굳어지지 않는 디자인이기 때문.

**다른 이탈리아 하이엔드 브랜드와 달리 키친 컬렉션을 전개하지
않는다. 특별한 이유가 있나?**

이탈리아에는 '내가 신을 수 있는 신발을 신어라'라는 속담이 있
다. 속 잘할 수 있는 것에 집중하라는 의미다. 키친은 시스템이 중
요하다. 소재와 하드웨어 구성, 마감 처리 방식까지 업홀스터리 가
구와 공정이 완전히 다르다. 75년 전 창업했을 때 두 아이템인 '소
파' '입체어'에 집중하며 완벽에 가까운 제품을 만드는 것이 변하지
않는 우리의 비전이다.

**미노피는 로돌포 도르도니 외에도 감프라테시, 낸도 등 라이징 스타
타와도 지속적으로 협업하는 브랜드다. 캐릭터가 강한 유명 디자
이너와 함께 일하며 브랜드의 고유한 아이덴티티를 유지하는 비결
이 궁금하다.**

우리는 가족 기업이다. 아버지는 비즈니스 전략을, 삼촌은 디자인
과 스튜디오에서 창의적 비전을, 나와 쌍둥이 형은 서클라이어를
맡고 있는데, 우리는 각자의 분야에서 무척 긴밀하게 소통한다. 디
자이너와도 마찬가지로. 콤팩트한 어떤 가구가 필요하다고 했을
때 각자 브리핑을 하고, 수정 보완한 디자인이 나오면 오로지 메이
드 인 이탈리아로 제조한다. 목재, 폴, 패브릭, 나사 하나까지 모든
공정을 컨트롤하면서 미노피의 아이덴티티를 잊지 않는다.

**최근 리빙 트렌드에서 가장 눈에 띄는 것은 아웃도어 라이프스타
일이다. 정원-옥상-테라스가 키워드로 급부상한 지금, 미노피 아웃
도어 라인의 전개 방향과 계획이 궁금하다.**

맞다. 서울 플러그인 스토어 지하에도 아웃도어 제품을 최대한 많
이 전시했다. 사실 인도어와 아웃도어의 경계가 사라진 요즘에는
아웃도어 제품이 꼭 밖에 있으라는 법은 없지 않은가? 미노피의
아웃도어 라인은 12년 전에 론칭했고, 현재 전체 가구 중 차지하
는 비율은 20% 정도 된다. 인도어 가구는 실질적으로 보수적인
가이드라인을 많이 적용하는 데 비해 아웃도어 제품은 보다 혁신
적인 다양한 시도를 할 수 있어 즐겁다. 티크·알루미늄·코르크 등



다양한 소재를 믹스 매치하고, 컬러 베리어이션도 다채롭다. 테이블
에 캔들을 넣는 홈을 파거나, 쿠션을 올려놓으면 데이베드로 변신
하는 소파 테이블 아이디어도 재밌다.

**프로페셔널한 딜러를 선정하는 것 또한 글로벌 브랜드가 지녀야 할
중요한 역량이다. 새 파트너와 어떤 비전을 공유하는가?**

과거를 존중하며 현재를 충실히 살고, 미래를 즐겁게 상상하는 것.
우리 미노피가 가장 중요하게 생각하는 모토다. 한국 파트너 디움
역시 이런 비전을 공유했고, '투자'의 언어가 아니라 '좋은 생활을
제안한다'는 메시지를 함께 전할 수 있어 기쁘다.

- 1 미노피의 모듈 소파는 어떤 공간에도 조화를 이룰 수 있도록 소재 선택은 물론, 좌판과 등받이 높이까지 다채롭게 구성한다.
- 2 현대적 기술력과 숙련된 장인의 섬세한 감성, 노후가 완벽한 균형을 이룬, 미노피 컬렉션, 4m 길이 테이블은 식탁은 물론 회의용 테이블로도 활용할 수 있다.
- 3 4명 이상을 담당하는 3대 알렉산드로 미노피와 공동대표를 맡고 있는 로베르토 미노피

INTERVIEW



미노띠의 멈추지 않는 여정

장인 정신, 섬세한 디테일, 뛰어난 소재. 어느 하나 흠 잡을 데 없는 이탈리아 디자인의 정수 미노띠가 서울 플래그십 스토어 오픈이라는 새로운 이정표를 세웠다. 그곳에서 만난 미노띠의 과거와 현재 그리고 미래 속으로 초대한다.

이탈리아 디자인의 명성은 오랜 역사와 높은 품질을 기반으로 전 세계 수많은 디자인 애호가들의 마음을 사로잡아왔다. 미노띠(Minotti)는 이러한 이탈리아 디자인 유산의 증거이자 혁신을 상징하는 브랜드 중 하나다. 1948년 알베르토 미노띠로부터 탄생한 이후 3대에 걸쳐 소재와 마감, 품질, 편안함까지 가구의 기본 개념에 충실한 라인업을 소개해왔다. 미노띠가 오랜 세월 동안 고품질의 가구를 선보일 수 있었던 이유는 현대적인 기술력과 숙련된 장인의 노하우, 그리고 소재에 대한 열정과 연구가 있었기 때문이다. 최근에는 다양한 건축가 및 디자이너들과 협업을 통해 시대의 변화에 발맞추는 시도를 꾀하고 있다. 국내에서는 꽤 오래전부터 편집숍 형태로 소개해오다 지난 6월 파트너사 디옴과 손을 잡고 논현동에 플래그십 스토어를 오픈했다. 총 3개의 층으로 이루어진 쇼룸에서는 럭셔리 디자인을 미노띠만의 방식으로 재해석한 모습을 엿볼 수 있다. 단순히 전시된 가구를 관람하는 것뿐만 아니라 브랜드의 정체성과 수공예적 노하우를 직접 보고 경험할 수 있다. 플래그십 스토어 오픈을 기념하기 위해 내한한 알레시오 Alessio와 알레산드로 미노띠(Alessandro Minotti) 쌍둥이 형제를 만나 더 많은 이야기를 나눴다. 3대에 걸쳐 브랜드를 운영하고 있는 그들이 직접 둘러보는 브랜드의 철학부터 서울에서 최초 공개되는 '딜런Dylan', 그리고 미래 가구 시장 트렌드까지. 서울에 펼쳐진 미노띠의 세계 속으로.

창립 75주년과 함께 서울에 미노띠의 플래그십 스토어가 오픈했다. 한국 시장에 대한 기대가 분명 있을 것 같다. (알레시오) 서울에 플래그십 스토어를 오픈한 것에 대해 매우 자랑스

럽게 생각한다. 특히 도심 한가운데에 3층으로 이루어진 멋진 공간에서 미노띠를 선보일 수 있도록 도와준 디옴에게도 고맙다. 건축물은 물론이고 이를 구성하고 있는 레이아웃, 자재들이 모두 견고하고 흥미롭다. 올해는 미노띠가 창립 75주년을 맞이함과 동시에 25년 이상 미노띠를 소개해온 한국 시장에서 새 출발하는 중요하고 특별한 해이다. 한국은 다양한 연령대의 고객이 존재하는 유연한 시장이다. 기존 고객과 함께 새로운 젊은 고객들을 만나길 기대하고 있다.

전 세계적으로 명성과 입지를 구축하고 있는데, 각각의 문화적 선호도와 시장 수요를 충족시키기 위해 어떻게 조율하고 있나? (알레시오) 각 나라에 스토어를 오픈할 때마다 미노띠의 DNA는 유지한 채 그 나라의 전통과 전형을 살린다. (알레산드로) 전 세계 50개 이상의 스토어는 미노띠 스타일을 전달하는 자산이다. 각 컬렉션이 지닌 분위기를 극대화해 브랜드를

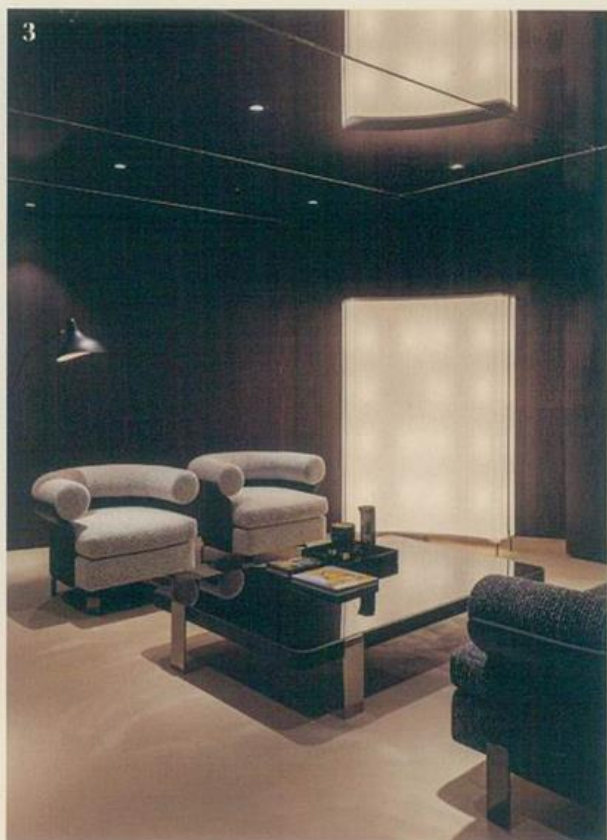
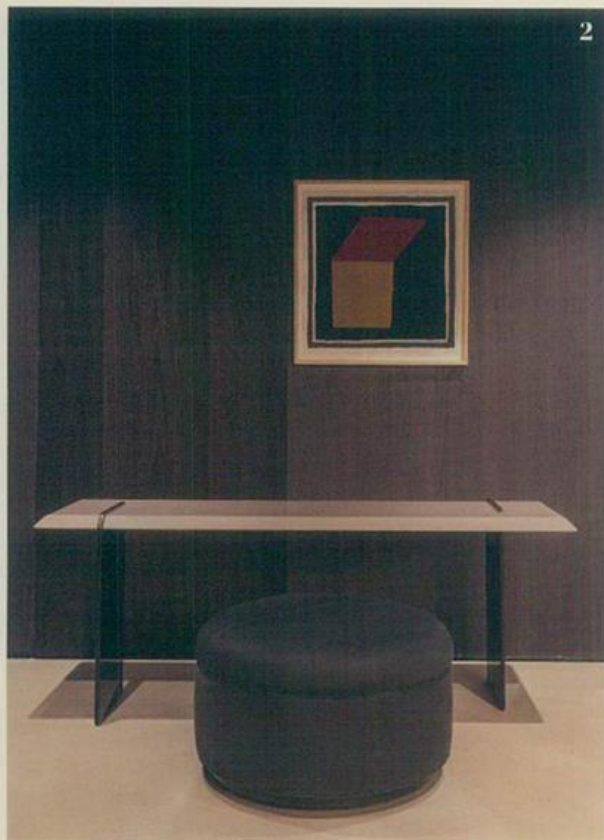


갑프라테시가 디자인한 '라파엘Raphael' 암체어.





- 1 미노피의 대표 제품인 '코네라' 소파는 단순한 라인에 정교한 디테일을 자랑한다. 모듈 형태로 등받이와 신발을 조율할 수 있어 다재다능하다.
 2 보트의 바닥에 있는 강철 구조물에서 모티프를 얻은 '킵Keef' 커피 테이블과 전통적인 모로코의 오토만에서 영감을 얻은 '터렛Tuffet' 오토만.
 3 서울 플래그십 스토어의 지하로 내려오자마자 마주하는 라운지 공간에는 '블랑쉬Blanche' 조명용 배경 삼아 '마티아Mattia' 라운지 암체어와 커피 테이블이 놓여 있다. 낮은 천고의 답답함을 해결하기 위해 천장에 설치한 거울과 현대 어우러져 장엄함 속에 우아함이 느껴진다.





세계 최초로 서울 플래그십 스토어에서 공개된 '딜런' 소파.

경험할 수 있는 곳이기도 하다. 스토어마다 제품을 보여주는 스토리텔링에 차별점이 있다. 현지 시장을 분석해 창의적인 방식과 콘셉트로 풀어내며 미노띠를 표현하려 노력한다.

'하이엔드 가구'라고 하면 흔히 좋은 품질의 값비싼 제품을 말하곤 한다. 미노띠가 정의하는 하이엔드 가구의 의미는 무엇인가? (알레시오) 미노띠의 하이엔드는 '메이드 인 이탈리아'의 가치라고 생각한다. 우리는 이 가치를 정말 중요하게 생각해 제품과 미노띠 스튜디오 및 회사 내부 모두에 투영하고 있다. 수공예적 노하우가 녹아 있는 스티칭 같은 작은 디테일 요소까지 모든 부분을 고품질로 제작한다. (알레산드로) 각자 살고 있는 공간이 다르며, 취향 역시 그렇다. 미노띠는 레지던스, 호텔, 주거 공간 등을 위한 인테리어 프로젝트를 진행할 때 현지의 해석과 소비자의 기호에 맞춰 소재를 개발하고 맞춤형 가구를 제작한다. 고품질과 맞춤 제작이 가능한 점이 하이엔드 가구 브랜드를 완성한다고 생각한다.

전 세계 가구 시장에서 '메이드 인 이탈리아'가 인정받을 수 있었던 이유와 많은 이를 매료시킨 요소는 무엇이라고 생각하는가? 또한 미노띠를 통해 표현된 이탈리아의 가치와 문화는 어떤 부분이 있는가? (알레산드로) 미노띠는 이탈리아에서 탄생했으며, 75년이 지난 지금도 이곳에 있다. 사람들이 '메이드 인 이탈리아'를 선호하는 이유는 고품질의 수작업에 있다. 모든 과정이 사람의 손을 거치며, 손끝에서 가치가 전달된다. 미노띠의 모든 소재 공급 및 개발을 이탈리아 공급사들과 협력하고 있다. 이것이 높은 가치와 품질을 확실하게 보여주는 가장 중요한 방법이라고 생각한다.

시간이 지나도 변함없는 타임리스 디자인을 추구한다. 미노띠의 디자인 철학과 미학에 대해 더 설명해달라. (알레산드로) 건축적인 요소를 중시한다. 따라서 다양한 건축가들과 협업을 하고, 함께 연구하며 디자인에 반영한다. 미노띠의 첫 제품이 오늘날에도 클래식하고 미래에도 여전히 클래식할 수 있는 이유다. 다양한 환경과 문화에 유연하게 적용될 수 있도록 디자인하고, 개성을 부여한 소재를 개발해왔다.

로돌포 도르도니의 지휘 아래 마르시오 코간, 감프라테시, 넨도 등 유명 디자이너와 진행하는 협업은 미노띠의 DNA와 서로 어떻게 상호작용한다고 볼 수 있나? (알레시오) 미노띠 패밀리라고 부르는 디자이너들은 모든 프로젝트에 깊숙이 관여하고 있다. 각 디자이너들은 미노띠의 DNA에 그들의 문화와 배경을 결합하며, 제품에는 이 모든 것이 혼재되어 있다. 한 예로 브라질 건축가 마르시오 코간은 정사각형을 좋아해서 우리는 그를 '스퀘어 맨'이라 불렀다. 그의 관점을 존중하며 미노띠의 소재와 기술을 접목시킨 사각형 플랫폼으로 구성된 모듈식 시스템 '쿼드라두Quadrado' 컬렉션을 출시했다. 쿼드라두는 브라질어로 정사각형을 의미한다. 이처럼 미노띠의 가치와 디자이너들의 개성을 제품에 집중하고 있다.

2023 뉴 컬렉션은 75주년을 맞아 가족 기업 미노띠의 여정을 요약했다고 했다. 이에 대해 더 자세히 설명해달라. (알레산드로) 이번 2023년 밀라노 디자인 위크를 통해 파빌리언에서 새로운 컬렉션을 선보였다. 그중 신제품 '딜런Dylan'은 과거에는 시도하지 않았던 새로운 좌석 시스템을 적용시켰다. 바닥에서 높이 떠 있는 받침대가 특징으로 소파에 앉으면 마치 공중에 둥둥 떠 있는 느낌이 든다. 서울 플래그십 스토어 2층에서 이 제품을 자세히 볼 수 있다.

서울과 특히 잘 어울리는 미노띠 컬렉션이 있다면? (알레산드로) 한국은 패션, 영화, 음악 등 다방면에서 수준이 높고 젊은 에너지가 느껴진다. '트윙기Twiggy' 소파는 젊은 세대와 잘 어울리는 제품이다. 또 모듈식으로 공간에 따라 다양한 구성이 가능해 대도시 주거 형태에 적합하다. 무엇보다 색상과 패턴, 가죽 선택에 따라 강한 정체성을 부여할 수 있는 제품이라 자신만의 개성을 드러내기에도 좋다. (알레시오) '코네리Connery' 소파는 미노띠의 베스트셀러 제품 중 하나다. 건축적인 면모를 지닌 제품으로 정교한 스티칭 디테일이 절묘한 미학을 자랑한다.

FREELANCE EDITOR 권아름 PHOTOGRAPHER 이우경

ZOOM IN 이탈리아 디자인의 정수
**미노띠 서울 플래그십
 스토어**

현대적인 기술력과 숙련된 장인의 섬세한 노하우가 완벽한 균형을 이루는 브랜드 미노띠. 메이드 인 이탈리아의 품격을 온전히 만끽할 수 있는 미노띠 서울 플래그십 스토어가 문을 열었다.

에디터 김소연 포토그래퍼 오희원(인물)



시대를 초월한 가치를 담다

이탈리아를 대표하는 하이엔드 가구 브랜드 미노띠(Minotti)가 미노띠 서울 플래그십 스토어를 오픈했다. 이번 플래그십 스토어는 1990년부터 럭셔리 하이엔드 가구와 토털 리빙 솔루션을 제공해온 주디움과 미노띠의 독점적인 협업을 기념하는 공간으로 기획했다. 미노띠의 자체적인 크리에이티브 부서인 미노띠 스튜디오가 세심하게 디자인했는데, 브랜드가 추구하는 타임리스 디자인을 테마로 브랜드의 헤리티지와 아이덴티티를 응축해냈다. 총 4개 층에 걸친 약 992㎡(300평) 규모의 넓은 공간으로, 각 층은 미노띠의 최고급 가구와 현대미술작품이 어우러져 있어 다채로운 디자인 솔루션을 얻기에 제격. 특히 갤러리와 협업해 박서보, 이우환, 솔 르윗(Sol LeWitt), 호안 미로(Joan Miro) 등 유명 작가와 신인 작가의 작품을 전시하고 있어 공간의 미감을 풍부하게 느낄 수 있다. 미노띠의 베스트셀링 제품을 만나볼 수 있는 1층, 아웃도어 컬렉션을 선보이는 지하 1층, 벽난로와 높은 천고가 돋보이는 홈 시어터 공간으로 연출한 2층, VIP 라운지와 미팅룸을 겸한 3층까지 몰입감 있는 공간을 구성했다.





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3

다채로운 삶을 아우르는 가구

미노띠는 서울 플래그십 스토어 오픈을 기념해 2023년 신제품 '딜런(Dylan)'을 최초로 공개했다. 딜런은 미노띠의 크리에이티브 디렉터 로돌포 도르도니(Rodolfo Dordoni)가 디자인한 모듈형 좌석 시스템으로, 가구를 넘어 생활 공간을 해석하고 경험하는 균형감을 선사한다. 정제된 간결한 디자인이 돋보이며, 각 파트를 원하는 대로 결합해 다채로운 공간과 라이프스타일을 포용하도록 했다. 아울러 높이 또한 3가지 옵션을 마련했는데, 시트와 등받이 쿠션으로 연결해 자유롭게 연출할 수 있다. 문의 02-3446-1999, www.minottiseoul.com

- 1 브랜드의 대표적인 제품과 그 매력을 극대화할 수 있는 인테리어로 완성도 높은 공간을 연출한 미노띠 서울 플래그십 스토어.
- 2 미노띠는 전 세계 64개국에 진출해 50개의 플래그십 스토어를 운영하며 하이엔드 라이프스타일 브랜드로 인정받고 있다. 최근 서울 플래그십 스토어를 오픈했다.
- 3 올해 창립 75주년을 맞이한 미노띠는 신제품인 딜런을 전 세계 최초로 한국에서 공개했다.
- 4 조각적인 아름다움이 돋보이는 모듈식 소파 시스템 '트위거(Twigg)'와 무중력을 우아하게 표현한 '웨지(Wedge)' 테이블로 꾸민 공간.



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- 1 편안하고 개성 있는 파티오(Patio) 소파와 커피 테이블로 풍성한 아웃도어를 연출했다.
- 2 건축적인 매력을 비롯해 섬세한 소재, 세련된 디테일을 갖춘 '코너리(Connerly)' 소파와 '보테코(Boteco)' 테이블.





미노띠 서울 플래그십 스토어는 다양한 작품과 미노띠 가구가 어우러져 있어 방문객들에게 다채로운 디자인적 영감을 선사한다. 이우환 작가의 'Correspondance'.



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INTERVIEW

미노띠 서울 최수영 대표

미노띠만의 정체성을 표현한다면?

미노띠 코드(Minotti Code), 이는 현대적인 감각을 가미한 클래식한 우아함으로 설명할 수 있다. 브랜드는 깔끔한 라인, 다양한 소재의 조화 그리고 편안함에 집중한다. 단순히 아름다운 디자인뿐만 아니라 현대 사회에서 요구하는 기능성까지 완벽하게 반영하는 것도 특징이다.

여러 이탈리아 브랜드 가운데 미노띠의 차별성은 무엇인가?

'메이드 인 이탈리아'를 고집하며 위해 지금까지 가족경영 체제로 운영하고 있어 기업의 DNA가 흐트러짐 없다는 것. 더불어 다른 이탈리아 브랜드와 구분되는 가장 큰 특징은 장인 정신과 혁신의 조화다. 타 브랜드들이 전통에 더 중점을 둘 때, 미노띠는 전통적인 장인 기술과 첨단 기술을 완벽하게 조화시켜 현대적이면서도 고품질의 가구를 만들어낸다.

올해 창립 75주년을 맞은 미노띠는 어떻게 발전했는가?

가족 소유의 작은 회사에서 글로벌 명품 브랜드로 성장해왔다. 이 기간에 이탈리아 디자인의 가치를 유지하면서 현대 트렌드에 발맞추어 진화했다. 한국을 비롯한 국제 시장에서 강력한 입지를 구축하며 디자인과 품질에서 우수성을 인정받은 것이다.

배경과 디자인 언어가 제각각인 디자이너들과 협업하면서도 브랜드가 지키고자 하는 방향성은 무엇인가?

미노띠의 방향성은 여전히 이탈리아 디자인의 뿌리에 근거하고 있다. 다양한 협업은 다른 문화적 관점과 창의적인 아이디어를 제품에 통합시키는 데 기여하며, 동시에 각 제품이 브랜드의 품질, 기능성 및 아름다움을 잘 반영하도록 한다. 이로써 이탈리아 유산을 존중하면서도 글로벌한 다양성과 매력을 강조한다.

미노띠의 주된 고객은 어떤 라이프스타일을 지향하는 이들인가?

가치를 중요하게 생각하며 단지 화려하기만 한 디자인에만 매료되지 않고 디테일과 제품 하나하나의 가치를 중시하는 이들. 아울러 집이라는 단어의 의미를 소중하게 생각하는 이들에게 시향 받는다고 생각한다. 이들은 자신의 생활 공간을 미적으로 향상시키는 것을 가치 있게 여기며, 하이엔드 가구에 투자한다. 미노띠의 가구는 현대적이면서도 시대를 초월하는 미학을 원하는 이들에게 적합하며, 주거 공간뿐만 아니라 상업 공간에도 사용할 수 있다.

미노띠 서울 플래그십 스토어를 계획하면서 가장 신경 쓴 부분은 무엇인가?

브랜드의 디자인 철학과 품질, 장인 정신을 강조하는 몰입형 경험을 만드는 것. 플래그십 스토어는 미노띠 컬렉션의 본질을 완벽하게 반영하도록 세심하게 디자인했으며, 고객들이 제품을 자신의 공간에 어떻게 연출할지 상상할 수 있도록 했다. 또한 레이아웃, 실내 디자인, 예술 작품, 조명, 소품 등을 더해 미노띠의 매력을 두드러지게 표현하고, 브랜드의 가치와 미적 감각을 완벽하게 반영하도록 구성했다.

플래그십 스토어에서 주목해야 할 만한 미노띠의 제품이 있다면?

2023년 새로운 컬렉션인 달런을 소개하고 싶다. 달런은 '달런', '달런 로우', '달런 스몰'로 구성되어 다양한 실내 환경과 디자인 취향에 완벽하게 어울릴 수 있는 다재다능한 모델이다. 달런은 미노띠의 핵심 철학인 '모던 클래식'을 반영하는 모델답게 클래식한 디자인 언어와 현대적인 스타일을 아름답게 결합해 타임리스 디자인의 미학을 표현한다. 깔끔하고 간결한 라인이 현대적이며, 동시에 전통적인 스티치와 등받이의 곡선 디테일은 편안함을 높이면서도 클래식하고 매력적인 외관을 연출해준다.

ZOOM IN

프리미엄 디자인으로 공간을 완성하는

코웨이 노블 공기청정기2

인테리어에 관심 있는 사람이라면, 큰 가구뿐만 아니라 작은 소품까지도 디자인과 소재 등을 꼼꼼히 따져보고 고른다. 미묘한 디테일의 차이가 인테리어 공간과 분위기에 큰 차이를 줄 수 있기 때문이다. 그래서 가전을 고를 때 더욱 심혈을 기울일 수밖에 없다. 여기 공간의 분위기를 고급스럽게 연출 가능한 공기청정기가 있다. 바로 코웨이 노블 공기청정기2. 직선의 미학을 통해 심플하면서도 모던한 디자인으로 공간에 안정감을 가져다줄 뿐만 아니라 강력한 청정 성능으로 숲속에 있는 것과 같이, 실내 공기를 깨끗하게 관리한다. 또한 자연을 모티브로 한 다섯 가지 컬러는 다양한 인테리어 분위기에 맞춰 선택할 수 있으며, 공간의 예술적 오브제가 되기에 충분하다.

에디터 김원정 포토그래퍼 박재현 스타일리스트 배지현 어시스턴트 한연지 장소 협조 미노피 서울 플래그십 스토어



청명한 하늘처럼 공기까지 깨끗하게

이번 노블 공기청정기2에서 새롭게 선보이는 거든 그레이는 하늘 속의 작은 정원처럼 산뜻함을 더하면서 초록빛이 살짝 감도는 컬러로 거실을 편안하고 차분한 분위기로 만들어준다. 더욱 새로워진 노블 공기청정기2는 시원한 컬러만큼 업그레이드된 기능으로 집에서도 상쾌하고 깨끗한 공기를 누릴 수 있게 해준다. 코웨이만의 혁신적인 4D 입체청정 필터 시스템으로 실내 공기를 4면으로 빠르게 흡입해 넓은 공간에서도 강력한 청정력을 발휘해 빠른 시간 안에 공기의 질을 바꿔준다. 공기 중의 극초미세 먼지를 99.999% 제거함은 물론 세균 및 곰팡이, 부유 바이러스까지 99.9% 감소시키는 등 365일 강력하게 청정한다.

심세한 소재, 세련된 디테일, 정교한 디자인의 조화가 완벽하게 어우러진 화이트 컬러의 소파는 디자이너 로돌포 도르도니의 코넬리 소파, 미노피 서울 플래그십 스토어, 골드 컬러의 캔들 홀더는 오도 코펜하겐의 인터캐넥트 캔들 홀더 브라스, 이노메파, 커피잔과 푸션은 스타일리스트 소장품.



갤러리처럼 분위기 있게

강렬한 핑크 컬러의 그림이 돋보이는 다이닝 공간은 마치 우아한 갤러리에 온 듯 착각하게 한다. 브라운 톤의 우드 벽과 임페리얼 브라운 컬러의 노블 공기청정기²는 고급스러움과 따스함으로 공간의 전체적인 분위기를 완성한다. 나무를 담은 기품 있는 임페리얼 브라운은 하나의 작품으로 인테리어에 감각적인 역할을 수행한다. 또한 다이닝 공간에 고기나 생선과 같은 요리 후 발생하기 쉬운 미세 먼지는 물론 냄새까지 강력하게 케어해 쾌적한 공간에서 식사를 즐길 수 있다. 이뿐만 아니라 생활 환경에 맞춰 최대 2개까지 선택 가능한 더블 에어메칭필터로, 집마다 서로 다른 공기 질 고민에 맞춘 공기 청정이 가능하다.

전체적인 디자인에서 우아함이 돋보이는 화이트 마블 대리석의 식탁은 디자이너 로돌포 도르도니의 올리버 다이닝 테이블, 미노미 서울 플레그십 스토어, 화이트 소품은 펠리빙의 파운틴 센터피스, 에잇업리스, 핵과 오브제는 스타일리스트 소장품.



5





EDITOR'S LETTER

FOR ANDY WARHOL, pop art superstar, film auteur and social doyen, the idea of art is found in his particular method where he restages everyday items to become the centre of attention. This he did, and to great success, with Campbell Soup tins, Coca-Cola bottles and Brillo boxes—transforming modern art with his witty deftness and artistic vision. In his words: “You need to let the little things that would ordinarily bore you suddenly thrill you.”

In this issue dedicated to art, design and all their attendant creative expressions, we take a look at how personalities have shaped their world to be one less ordinary. Our cover story features the art collection of Tan Sri Chua Ma Yu, whose fascination with Warhol and many other contemporary artists has resulted in a consummate collection of top names and works. For him, building an art collection also comes with a hard-earned understanding of knowing the market, ensuring that the collection that one builds becomes more valuable through the march of time. Read the story and view the artworks on page 30 to discover how he maintains his collection in optimal condition with the help of the foremost experts in art conservation and display in the region.

In another location of Kuala Lumpur, art is transposed into design through the twin energies and creative vision of an apartment unit owner, Aidan, and Matthew Lim, a narrator of spaces and principal of Matthew Lim Associates. Their creation of a Versace apartment (there's really no

other way to describe it) represents the fruition of six years' of effort (page 40). The resulting space incorporates an impressive breadth of elements and details sourced from the Italian fashion house, supported by an immense level of flair that realises the unabashed maximalist attitude of Versace.

Further abroad and through the halls of the recent Salone del Mobile Milano—the world's biggest design event—the 2023 collection of Minotti is revealed to you through the singular pieces that combine Italian style, high-touch and high-performing materials and an architectural beauty that comes from 75 years of *savoir-faire* (page 66).

Across this issue, we also invite you to fix your gaze upon various other living spaces, the likes of Sylvia Gallotti's private residence Casa Mia a Milano (page 48), and a 4,800sqm family property on a plateau in Cebu (page 60). All of this happens in a world that is rapidly shaped by present-day trends of sustainability and multiculturalism, with the results invariably reflecting a distinct and clear operation of human expressions.

Enjoy the issue.

Kenneth Tan
EDITORIAL DIRECTOR

Legendary

Minotti's latest collection features timeless pieces such as lava stone coffee tables, which recall small islands in the sea, as well as an elegant sideboard that doubles as a sculptural furnishing piece.

Words: Alicia Corbett

Elegance

The soft curves of Dylan's back- and arm-rests create a fulfilling sense of cosiness. Pictured here is the Low version (facing page).

MINOTTI DOESN'T MERELY arrive at Salone del Mobile Milano yearly to add its take to the Mecca of Design; it is one of the brands that shines the brightest at this exhibition of furniture, design installations and objects. Founded in 1948 by Alberto Minotti, the Italian company is currently helmed by its second- and third-generation heirs.

The legendary furniture brand prides itself on its Italian craftsmanship that melds technology and tradition, as the skills of talented artisans are employed to finish a product created by cutting-edge production methods. Last year, the company's intrinsic 'made in Italy' ethos was cemented with its inclusion in the Special Register of Historic Trademarks of National Interest, established by the Italian Ministry of Economic Development.

Over the years, the principles of aesthetic understatement, timeless elegance, continuity in the sign of tradition and artisan *savoir-faire* with great attention to sartorial details have come to define Minotti's DNA. Those who choose to endorse the Minotti lifestyle opt to add class to their residential and hospitality settings as well as professional environments.

For its 75th anniversary, the brand debuted its new indoor and outdoor collection that strikes the perfect balance between classicism, contemporaneity and innovative designs that include new exclusive textiles and leathers.

Rhythmic triplicate

Our curation of recommended purchases from the collection includes the Dylan trinity of sofas by Rodolfo Dodorni, who coordinated the entire collection with the Minotti family. Dodorni is the company's art director and its longest collaborator, sharing a 25-year history together. The common thread linking the three different types of Dylan sofas is represented by the seat and backrest cushions that are punctuated by soft, couture-inspired stitching.

Dylan features a complex and sophisticated construction system where the leather or fabric strips are sewn together by means of webbing and punctuated by stitching. This creates a rhythm to the seat cushioning and adds a further couture note to the design. The titular version has a suspended base raised 13.5cm from the ground by thin extruded aluminium blades in bronze or pewter, which exude a contemporary and airy feel while simultaneously offering



PHOTOGRAPHY: MINOTTI.

THE CREATIVE EXPRESSIONS ISSUE



high-quality comfort. The Small version has a more compact seat depth to suit smaller domestic environments or hospitality locations. Meanwhile, the Low version is raised 7.5cm off the ground and is a more classic and traditional interpretation that will discreetly define any space.

Exemplary elegance

Dodorni also designed the Sally armchair, which stands out with its geometric vigour that was inspired by the timeless aesthetics of modernist architecture. This bold piece is one we can easily see in interiors around the world, with the upholstered seat base featuring a tapered shape that discreetly delineates the perimeter of the chair. Proposed in a swivel version, its base consists of a metal cylinder available with a bronze or polished chrome finish. Its cylindrical ottoman is available in the same finishes and is also presented in a version with castors that transforms it into a transportable piece suitable for multiple uses in the living room.

Conventional sideboards are given an elegant and refined makeover with Kenneth, also by Dodorni. Available in licorice ash or moka glossy lacquered, its distinct geometric silhouette is a decorative yet functional storage space that is covered with

a thin layer of Nero Marquina marble or stone grey matte lacquer. Fused with slender black coffee legs, this essential and sculptural furnishing piece is available in two volumes of differing storage spaces.

Inoda+Sveje unveiled the latest addition to the Sendai family of furnishing pieces with a comfortable swivel armchair with armrests and a footstool. The slender and harmonious solid wood shafts, which embody the other pieces, are reiterated here with a renewed, generous size of the upholstered volume. A time of total relaxation awaits as you recline on its frame resting on a 360-degree swivel base with a return mechanism.

Open-air opulence

Minotti's outdoor range serves to meld seamlessly with its indoor pieces, taking

This and facing pages: the Sally armchair stands out for its surprisingly well-balanced proportions and the sartorial elegance of the stitching on the back- and arm-rests.



THE CREATIVE EXPRESSIONS ISSUE




This and facing pages: the compact proportions of the Torii Nest Outdoor seats lend themselves to a range of environments, from residential to commercial.

shape from a harmonious interplay of sinuous and straight lines that accentuates a wide range of seating and accessories.

Designed for indoor environments in 2020 by Japanese design firm Nendo, the collection migrates to open-air living spaces with Torii Nest Outdoor. Characterised by the iconic woven cord backrest with a design inspired by Vienna straw but with a wider mesh, the seats vary in size and type, from the two-seater sofa with a curved silhouette to the round chaise longue. The seats play with

round-edged volumes, thin profiles and the apparent formal simplicity of an extremely intricate design that is linked to Japanese tradition. The overall effect is both contemporary and romantic, a piece where you could imagine yourself lounging with a partner while whispering sweet nothings into their ear.

A playful yet distinguished character imbues Isole, an exceptional family of lava stone coffee tables with irregular shapes which recall small islands in the sea. Gordon Guillaumier was inspired by a contemporary 1950s aesthetic and utilised a combination of lava material and glass in four shades, which colour the surface of the tops three-dimensionally.

Available in four sizes that inspire lively mix-and-match effects, the coffee tables stand on pewter-coloured tubular steel legs. 





El Minotti Pavilion 2023 es el escenario ideal para acoger a los protagonistas de la colección 2023: el polifacético sistema modular de asientos Dylan de Rodolfo Dordoni, en sus tres versiones concebidas para diferentes ámbitos del gusto; la familia de asientos Torii Bold, creada de la raíz del diseño de la icónica Torii firmada por el estudio Nendo; las líneas sinuosas de la colección Raphael de Gianfranceschi, y el refinado racionalismo de los contenedores Superblocks de Marcio Kogan / estudio m27, entre muchos otros. Las piezas de mobiliario diseñadas para uso interior, junto con las piezas más distintivas de las últimas colecciones, dialogan en perfecta armonía con los nuevos diseños concebidos para espacios al aire libre firmados por Inoda+Sveja, Nendo, Gordon Guillaumier y Rodolfo Dordoni, en un verdadero viaje de descubrimiento de los valores de la marca.

Legado y visión

Minotti celebra su 75 aniversario con un impresionante pabellón dentro de la Feria de Milán 2023 y presenta una colección muy completa de piezas para interiores y exteriores.

Por Natalia Márquez. Fotos cortesía Minotti





Un tronco de cono suspendido se destaca en el espacio de doble altura rozando la parte superior del brasero. Es la chimenea, una presencia arquitectónica icónica visible tanto en las áreas de estar como un elemento indefectible en el lenguaje de la marca, que da carácter al entorno. Las formas orgánicas de la planta baja también se repiten en el primer nivel, accesible a través de dos escaleras de caracol, mirando hacia el entorno verde y la vista abierta hasta donde alcanza la vista en el mundo de Minotti. Desde cada esquina se perciben los ambientes relacionando la constante evolución de la empresa. El espacio público y el privado se funden en una instalación que ocupa una superficie de 4.500 m² distribuidos en dos niveles y que integra armónicamente en ella los pasillos de la exposición, dos recorridos que cortan la planta del Pabellón, a la vez que lo hacen visible a través de las grandes ventanas curvas.



El Pabellón Minotti es un espacio que invita a los visitantes a sumergirse en un mundo de coherencia y creatividad, de innovación y capacidad de evolucionar todo, incluso las tradiciones.

CON UNA ARQUITECTURA expositiva diseñada para dar vida al alma de la marca y ensalzar su largo recorrido, el Minotti Pavilion 2023 celebra el 75º aniversario de la empresa. Se trata de un lugar escenográfico de características únicas e inesperadas que expresa a 360 grados la historia de una firma que mira hacia el futuro, que es capaz de renovarse con el tiempo y permanece anclada en sus orígenes.

La estructura favorece mostrar la experiencia de la empresa también en el campo de la arquitectura: una señal creativa para que los socios comerciales de Minotti exporten la verdadera alma de la marca a todo el mundo.

El espacio público y el privado se combinan en una instalación que ocupa una superficie de 4,500 metros cuadrados en dos niveles e incorpora armoniosamente en su interior los pasillos del recinto ferial: dos recorridos que cortan la planta del Pavilion en cuatro cuadrantes, al tiempo que lo hacen visible a través de los grandes ventanales curvos.

El pasillo central se interpreta como un verdadero bulevar animado por amplias zonas verdes que evocan el Mediterráneo: un recorrido capaz no solo de sumergir al visitante en un espacio más allá de los límites, sino también

de dar vida a una nueva forma de interpretar el área de exposición.

Las formas orgánicas de la planta baja se retoman también en el primer nivel —accesible a través de dos escaleras helicoidales—, que ofrece vistas a la vegetación y a la amplitud del mundo de Minotti. Desde todos los rincones del espacio expositivo se perciben los ambientes que se suceden y que relatan la evolución constante y coherente de la empresa.

Un tronco de cono suspendido destaca en el espacio de doble altura. Ahí se encuentra la chimenea, una presencia arquitectónica icónica visible en ambas zonas de estar e ineludible en el lenguaje de la marca, que imprime carácter al entorno. El Minotti Pavilion 2023 traduce la historia de la firma en la arquitectura con la que se presenta y se representa a sí misma: un espacio que invita a los visitantes a sumergirse en un mundo de coherencia y creatividad, de innovación y capacidad de evolucionar incluso en las tradiciones. /



Cada año, Minotti estrena una colección completamente nueva que incluye sistemas de asientos, sillones, mesas, sillas y piezas complementarias. Cada nueva colección está inspirada en un estado de ánimo, plasmado por la atmósfera transmitida a través de la contextualización de los productos en ambientes arquitectónicos sofisticados, en la creación de fondos únicos, en la búsqueda de combinaciones originales de materiales y colores, y en el estilo. Cada detalle contribuye a la creación de una experiencia de marca que deja una huella imborrable en la mente.





M U N D O
E X T E R I O R

En una de las zonas más exclusivas de la CIUDAD DE MÉXICO, y rodeado del exuberante verdor de un bosque que nos recibe con sus diversos tonos, aromas y sensaciones, este proyecto de FRANCISCO DE LA VEGA y CAMBURO redefine las fronteras ENTRE EL INTERIOR Y EL EXTERIOR. Las distintas áreas se articulan de manera limpia y orgánica para VIVIR EL LUJO AL AIRE LIBRE.

Proyecto arquitectónico + Interiorismo + egiptología La Vega Arquitectura. Mobiliario Hajj Designless
Paisajismo Fernanda Rionda. Por Cristián Galera Capstick. Fotos Jaime Navarro. Retrato Giusel Díaz



PÁGINA ANTERIOR • ESTAS PÁGINAS La tranquila e íntima zona del porche alberga la icónica forma orgánica del sistema de asientos Florida, acompañada por los sillones Halley Outdoor. Al lado hay una zona de comedor privada con una mesa redonda, donde se intercalan colores neutros con toques de azul aportados por el suave tapizado de los sillones de comedor Aston Cord Outdoor, todos ellos diseñados por Rodolfo Dordoni.

El rincón calentado por la pared de madera perforada está dedicado a aquellos que desean regalarse un momento tranquilo de meditación. Es un filtro entre el exterior y el interior amueblado con el sillón Rivera de Rodolfo Dordoni, que ofrece una visión contemporánea de la elegancia retro. Todo el mobiliario es de Minotti.

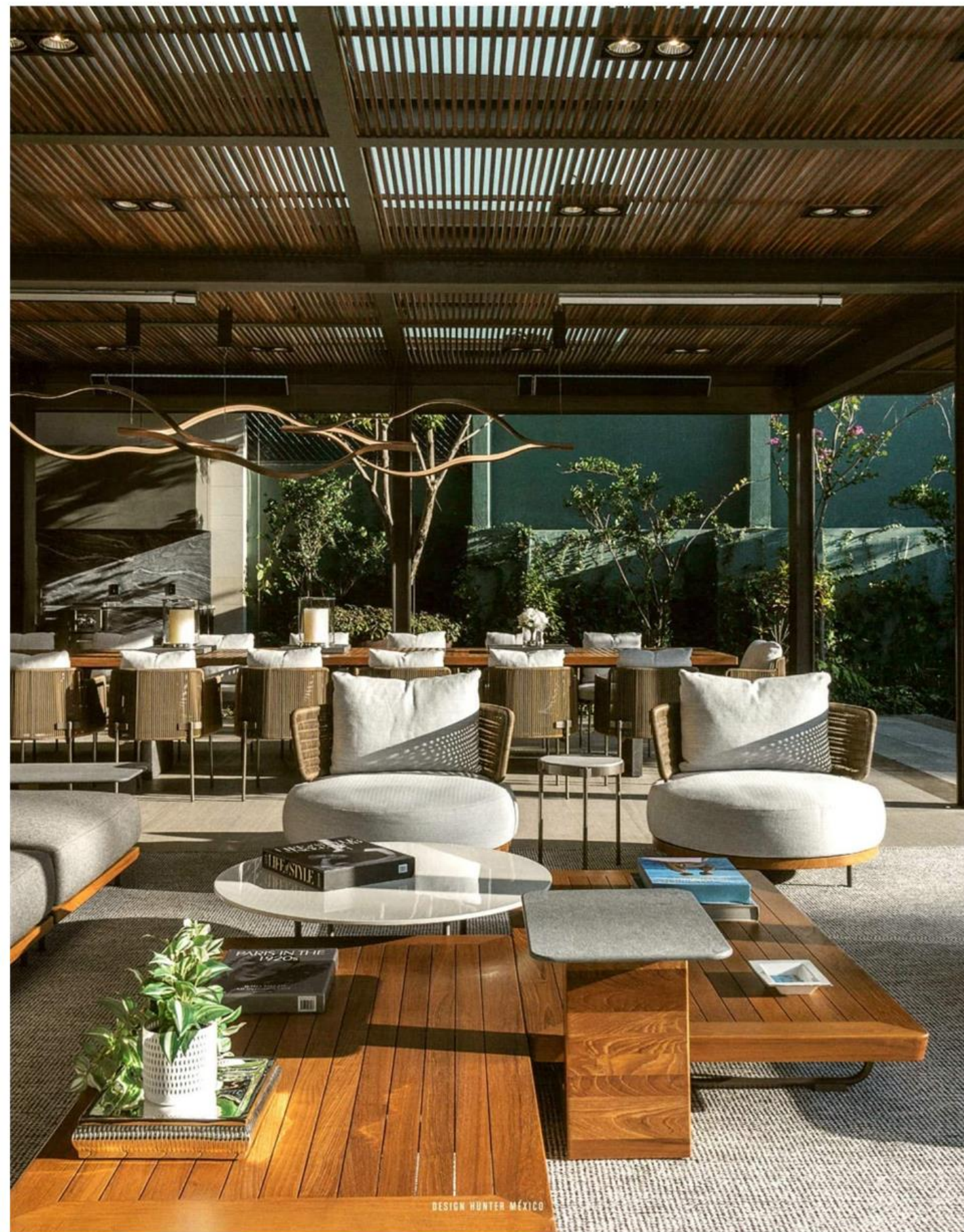




“Para nosotros la arquitectura no es solo nuestra profesión sino UN ESTILO DE VIDA, UNA FORMA DE VER EL MUNDO. Buscamos en cada proyecto aportar espacios que contribuyan a MEJORAR NUESTRO ENTORNO y la calidad de vida de los usuarios. ESPACIOS CON GRAN DISEÑO, SIMETRÍA y FUNCIONALIDAD que reflejen los gustos de nuestros clientes y resuelvan sus necesidades”.

—Francisco De La Vega Aramburo

La residencia contempla diferentes zonas de estar al aire libre, todas caracterizadas por piezas de gran diseño y un estilo inigualable. Desde el confort más íntimo hasta el que se puede experimentar y compartir con los huéspedes, el espacio que rodea la villa continúa a través de una sala de relajación con vistas a la piscina cubierta y equipada con la tumbona Halley Outdoor, hasta la zona que alberga una cocina al aire libre. Aquí, el snack bar está acompañado por los taburetes Tape Cord Outdoor de Nendo que, junto con las mesas Cuadrado de Marcio Kogan / Studio mk27 y los sillones de comedor Tape Cord Outdoor, crean una zona de comedor agradable. El sistema de asientos modulares Cuadrado completa armoniosamente el conjunto creando una isla de gran confort con vista directa al césped.

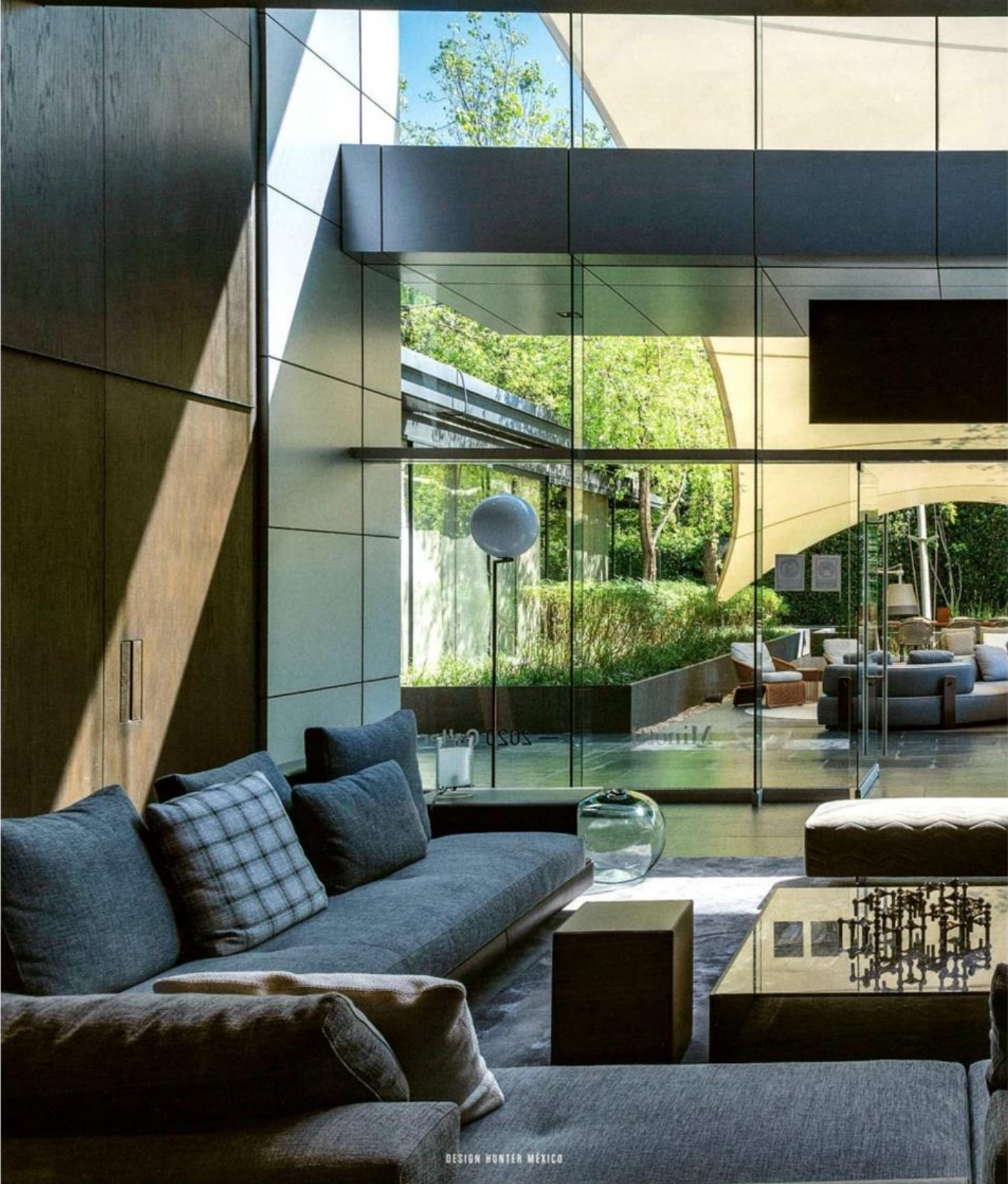




PÁGINA ANTERIOR • ESTA PÁGINA ARRIBA Las zonas de estar al aire libre se han acondicionado con calefacción, iluminación y un sistema de cierre perimetral que permite gozar cada lugar durante todo el año. En cuanto al mobiliario, destacan las piezas de Marcio Kogan / Studio mk27, Nendo y Rodolfo Dordoni para Minotti. Sobre la mesa, lámparas de suspensión Tape; sobre la barra, lámparas superb-all, ambos diseños de Massimo Castagna para Henge.

ESTA PÁGINA ABAJO Las barreras entre interior y exterior no solo se desvanecen en las terrazas y zonas de estar al aire libre, sino también en los vestuarios y baños del área. Aquí, materiales como el ébano de macassar, ónix, mármoles pulidos y opacos se organizan para crear una atmósfera elegante, minimalista y totalmente acogedora.

DHMX | DISEÑO



H A J J
DESIGNLESS

LE G A D O

D E
D I S E Ñ O

H A J J CHEBARO creó una marca visionaria en México. Su estilo personal y de trabajo fueron fundamentales para expandir su propuesta y convertir su negocio en EL MÁS IMPORTANTE IMPORTADOR DE MOBILIARIO ITALIANO DE ALTA GAMA. El diseño contemporáneo en nuestro país no se entendería sin la presencia de H A J J CHEBARO (q.e.p.d.). Sus hijos han tomado el timón de H A J J DESIGNLESS y continúan con el legado y los valores heredados.

Por David Solís. Fotos Jaime Navarro



inotti



AD interiorismo

El nuevo lujo

Materialidad, volúmenes y altas dosis de arte: la propuesta de Sofía Aspe que redefine la sofisticación contemporánea.

DISEÑO INTERIOR **SOFÍA ASPE INTERIORISMO** • CONSTRUCCIÓN **ADOLFO BARÓN DE IBEROASSETS**
FOTOGRAFÍA **CÉSAR BÉJAR** • PALABRAS **GABRIELA ESTRADA**



En la sala, se encuentra una mesa de centro de Molteni sobre un tapete diseñado por Vivienne Westwood para The Rug Company, junto con otomanes y mesa lateral de Minotti. En el librero, destaca un díptico de Troika London.



طاولات Isole من Minotti تجسد أبعاد الرؤى الإبداعية

يلازم التطور عالم Minotti، فبروتها الإبداعية المستمرة تواصل مسيرتها في خدمة المساحات والفن وفي إضافة أبعاد جمالية إلى كل تصاميمها. وتاماً مثل الجزر الصغيرة في البحر، تبرز طاولات Isole المنخفضة من Minotti، والمصنوعة من حجر الألفا أو ما يعرف بالحمام البركانية. تتميز هذه الطاولات بأشكالها غير المنتظمة، وهي تتوافر بأربعة أحجام مختلفة، وتزين سطحها أربعة ألوان بطريقة ثلاثية الأبعاد حتى تكاد تبدو كبقعة متوسعة في الوسط، فتحيط بها من جهة الجوانب الخارجية تأثيرات الحجر الطبيعي. تقوم هذه الطاولات على قواعد فولاذية أنبوبية باللون الفضي - الرمادي.

PERSON TO KNOW

RODOLFO DORDONI

Architect and Designer

In the world of design, few names are as synonymous with innovation, elegance and an unwavering commitment to their craft as that of Rodolfo Dordoni. The rationalist architect and mastermind Italian designer was credited with being a genius in his field, and over his lifetime, he left an indelible mark on the landscape of design globally. Born in the vibrant city of Milan in 1954, Dordoni's career began with his deep-rooted passion for architecture, and evolved into a lifelong relationship with furniture design. His passing in August this year has left an undeniable void, but his legacy endures through his timeless pieces and the profound impact he had on Italian design. Here we celebrate the life work of one of the world's greatest designers.

by **Margie Riddiford**



Suitcase armchair
for Minotti.
Available locally
from ECC
(ecc.co.nz)



Rodolfo Dordoni's career took its most pivotal turn when, in 1979 after graduating from the renowned Politecnico di Milano, he joined forces with Giulio Cappellini, a widely respected figure in the design world. This collaboration set the stage for Dordoni's enduring impact on the industry. Over the years, he lent his creative genius to some of Italy's most iconic design brands, including Cappellini, Kettal, Cassina, Roda, Artemide, Molteni&C and, of course, Minotti.

In fact, it was his artistic direction at Minotti that truly defined his legacy. In 1998, after forming a firm friendship with the Minotti brothers Renato and Roberto, Dordoni took the helm as the artistic director of the renowned Italian furniture company. Under his guidance, Minotti blossomed into an international powerhouse, known for its exquisite craftsmanship and timeless pieces. Dordoni's remarkable vision, passion and dedication not only shaped the brand's identity but also established a distinctive stylistic language that resonated across the globe.

Beyond his role at Minotti, Dordoni's influence was multi-faceted and far-reaching. He co-founded his eponymous architecture firm Dordoni Architeti

alongside Luca Zaniboni and Alessandro Acerbi in 2005. Together, they ventured into architectural planning and interior design, crafting spaces that seamlessly merged functionality with aesthetics. Dordoni's designs were marked by a rationalist approach, emphasising clean lines, impeccable proportions, and enduring elegance. His creations, from architectural marvels to indoor and outdoor furniture, reflected his commitment to discreet sophistication that transcended trends. His iconic 'Suitcase' chair for Minotti, inspired by the world of fashion and luggage, first exemplified his penchant for merging form and function, something he continued as a signature throughout his career.

Dordoni's passing in August 2023 left a void in the design world, but his legacy endures through his timeless pieces and the profound impact he had on Italian design. More than merely a designer Dordoni was a true artist who found the perfect balance between creative passion and unwavering dedication, leaving behind a body of work that continues to inspire and captivate design enthusiasts worldwide. His genius will undoubtedly be remembered and cherished for generations to come.

Cesar coffee table for Minotti. Available locally from ECC (ecc.co.nz)



Guest dining chair for Poliform. Available locally from Studio Italia (studioitalia.co.nz)



Ray suspension and floor lamp for Flos. Available locally from ECC (ecc.co.nz)

Suitcase Line for Minotti (1997)

The Suitcase chair, an iconic piece of design that was originally conceived by Rodolfo Dordoni in 1997, underwent a contemporary revamp in Minotti's 2019 Suitcase Line. Still maintaining the linear precision of the original, the new iteration saw the chrome feet removed, allowing it to sit gracefully on the floor. Four sleek aluminium strips were introduced to adorn the corners, offering a tantalising glimpse of the luxurious upholstery beneath. Available in various fabrics and leathers, the Pony Look version, featuring calfskin with a ponyskin print, adds an extra layer of sophistication. New colour options, including Oil Green, Burgundy, Ash Grey and Sage, breathe fresh life into this iconic piece, that still carries the timeless air of the original.

Guest Dining Chair for Poliform (2001)

Embodying softness and simplicity, Rodolfo Dordoni's Guest seat redefined elegance in living and dining spaces. This chair, reminiscent of a throne, boasts a flexible moulded polyurethane structure with a robust metal frame, ensuring both comfort and longevity. Its non-removable fabric or leather upholstery combines comfort with the durability required for frequent use while

its most unique feature is a set of discreetly concealed swivel wheels, which facilitate effortless manoeuvring. Dordoni's Guest chair embodies a harmonious blend of aesthetics and practicality, inviting you to relax in style

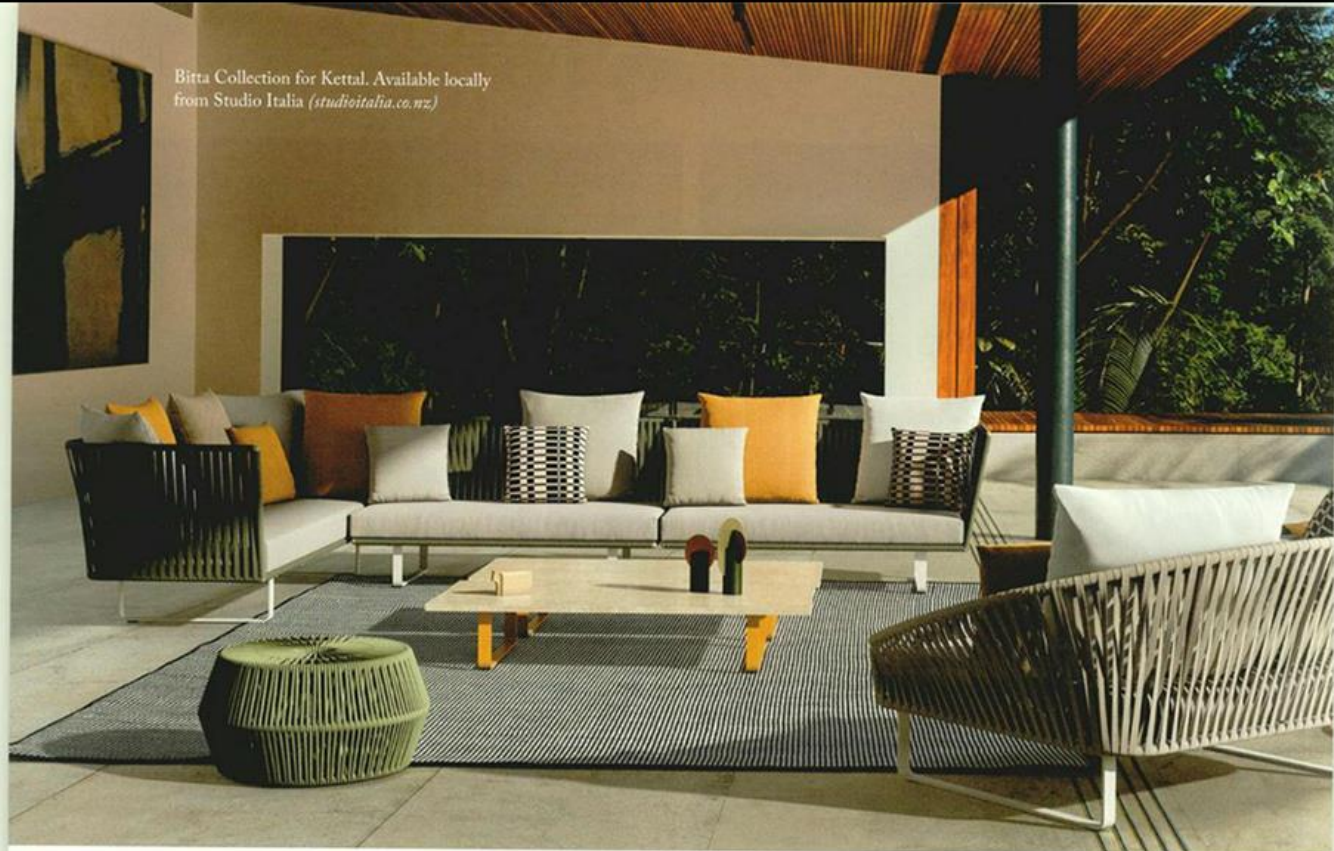
Cesar Coffee Table for Minotti (2004)

In this striking and versatile piece, Rodolfo Dordoni seamlessly merged functionality with artistry. Able to be doubled as a stool or accent table, the Cesar injects contemporary flair into any room. Its dynamic form, resembling a vibrant zigzag, comes alive in an array of colours. And beyond its aesthetic allure, Cesar's minimalist design ensures adaptability, making it a timeless Minotti icon. Whether used as a coffee table or a supportive surface, it effortlessly complements both indoor and outdoor settings and stands as a testament to Dordoni's visionary touch, offering both style and substance in one elegant package.

Ray for Flos (2007)

This contemporary lighting collection was designed by Rodolfo Dordoni for iconic brand Flos, and comprises a series of pieces perfect for any kind of space. From the table lamp to the floor lamp and the suspension light, Ray's various iterations are connected by their distinctive drum diffusers, which

Bitta Collection for Kettal. Available locally from Studio Italia (studioitalia.co.nz)



Freeman seating system for Minotti. Available locally from ECC (ecc.co.nz)



Harp armchair for Roda. Available locally from ECC (ecc.co.nz)

were allegedly inspired by the timeless silhouette of a lighthouse. Combining classic and cutting-edge aesthetics. Ray is a testament to Dordoni's ability to blend tradition and innovation seamlessly, offering a captivating lighting solution for discerning design enthusiasts.

Bitta Collection for Kettal (2011)

A masterful expression of Rodolfo Dordoni's singular design eye, the Bitta collection for Kettal is a revelation in outdoor furniture. Dordoni was inspired by the mooring ropes of boats ('Bitta' means mooring in Italian), crafting pieces that were made with aluminium frames and braided polyester seats that allowed air to pass through while maintaining a cosy, nest-like appearance. The addition of plush cushions ensures that every piece in the Bitta Collection exudes both comfort and elegance. Elsewhere, the collection's tables are topped in either teak and stone, completing the set perfectly and creating a harmonious blend of natural colours. Ultimately, Bitta is an invitation to unwind and relax in style, and saw Dordoni, once again, redefining outdoor lounging.

“HIS CREATIONS,
be them INDOOR or
 OUTDOOR *furniture,*
 REFLECTED *his*
 COMMITMENT
to DISCREET
 SOPHISTICATION
that TRANSCENDED
 TRENDS”

Barbican chair for Molteni&C. Available locally from
 Dawson & Co. (dawsinandco.nz)



Freeman Seating System for Minotti (2012)

This exceptional seating system offers outstanding flexibility through a harmonious blend of two distinct personalities. The ‘Duvet’ elements embody pure relaxation, with their smooth lines and extra-soft cushions (reminiscent of a warm embrace). In contrast, the ‘Tailor’ elements exude a contemporary spirit with graphic top-stitching and defined shapes. Together, they create multitasking compositions, adapting to different moments and lifestyles. The sofa’s elegance extends to its extruded aluminium frame, cast aluminium joint fittings and glossy bronze-painted metal feet, adding sophistication and lightness to any living space. Freeman is a true example of Rodolfo Dordoni’s meticulous approach to design, and the careful ways he would blend classic and modern elements.

Harp Armchair for Roda (2013)

Rodolfo Dordoni’s Harp armchair for Roda is crafted from woven polyester cords with cotton finishing that gracefully encircle a hand-welded, powder-coated stainless steel frame, creating an uninterrupted, elegant silhouette. The Harp collection introduces a burst of colour with its vibrant cushions while maintaining an airy aesthetic, thanks to thick cords that allow light to bounce through. A celebration of craftsmanship, the Harp armchair is available in a variety of versatile finishes and colours designed to seamlessly blend into any setting.

Sail Out Table for Cassina (2020)

Elegance, modernity and functionality collide in Rodolfo Dordoni’s Sail Out table for Cassina. This low side table is a testament to contemporary design, offering a choice of yellow and white or green and white terrazzo

or cement tops, supported by sturdy, solid teak feet. Part of the wider Sail Out family that includes a modular sofa and a versatile pouf in two different sizes, this table is sleek, durable and destined to be a talking point in any outdoor line-up.

Barbican Chair for Molteni&C (2021)

The core feature of the Barbican chair by Rodolfo Dordoni for Molteni&C is its built-in padded seat, which can be open or with armrests, encased in a rigid polyurethane frame that offers fabric or luxurious leather upholstery options. Encapsulating the perfect balance of comfort and style, with three base options, including wood or metal, this chair is adaptable to a range of interior settings, and (like most of Dordoni’s designs) embodies timeless sophistication and striking but simple style.



Sail Out table for Cassina. Available locally from Matisse (matisse.co.nz)

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catalogue



Enveloped by plushness

Minotti unveils new modular seating systems by Rodolfo Dordoni and Marcio Kogan / studio mk27.



▲ GOODMAN, Rodolfo Dordoni

Goodman's matelassé stitching, typical of Minotti's tailoring processes, draws shadows and light on the seat, creating the sensation of a quilted cross-padding. The system is suspended from the floor on refined bronze or polished chrome metal feet, set back from the edge, and a perimeter frame that matches the same finishes. The volume of the one-piece seat is ergonomic and comfortable thanks to the innovative technology used: the system of pocket springs is combined with a layer of polyurethane padding in layered densities. Additionally, there's a contoured tray covered in saddle-hide that clings to the volume of the armrest just like a saddle, making the seating system fully versatile.

Minotti Singapore by Marquis Interiors
www.minotti.com

▲ HORIZONTE, Marcio Kogan / studio mk27

This new system takes shape from a suspended base, a solid thin line covered in leather, fabric, or both, on which generous volumetric padded elements rest. The Horizonte modular seating system is the result of a clear architectural vision: a rigorous shape, raised seven cm off the ground thanks to a recessed plinth in matt black varnished metal. The seats, backrests and armrests are all conceived as large cushions with bold proportions. The Horizonte family also includes coffee and side tables.



▲ TWIGGY, Rodolfo Dordoni

The Twiggy seating system comprises a single armchair – in small, large and deep versions; with and without armrests; and embellished with refined stitching. The range also includes a chaise-lounge, a couch and three benches, which can be used as elegant individual elements. The Twiggy boasts rigorous geometric shapes, covered in either leather, nubuck or fabric. The unique seats also feature a curved base, made of semi-glossy polished aluminium or aluminium with a black coffee colour in polished varnish.

FURNISH



Clockwise from left:
左图起顺时针:
Dylan Low; Dylan
Small; Torii Nest
Outdoor

MINOTTI

This year, rationalist architect Rodolfo Dordoni, Minotti's longtime collaborator and coordinator of the 2023 releases, created the highly versatile Dylan collection as a homage to his Italian partner in celebration of its 75th anniversary.

An embodiment of Minotti's *modus operandi* and signature aesthetics, the effortlessly sophisticated Dylan modular seating system features clean lines, subtly curved shapes and stunning, refined details reflective of the brand's excellent workmanship. Imparting a couture-like sensibility to the sofas are the seat and backrest cushions, whose fluid, enveloping forms are accentuated by soft but highly calibrated stitching.

There are three variants in this seating family to cater to various lifestyles, tastes and living spaces: Dylan has the same suspended base of 13.5cm as Dylan Small, which is more snug and compact, while Dylan Low, sitting at 7.5cm off the floor, exudes a more classic, loungey personality.

For open-air spaces, Japanese design firm Nendo extends its Torii Nest Outdoor family of seats with more options, including a two-seater sofa and a round chaise longue. Characterised by a Vienna straw-inspired woven cord backrest that encloses the soft cushions resting on a solid teak frame, the collection, with legs reminiscent of Torii gates, presents a visual lightness, inviting one to let go and unwind within each piece's embrace.

From Italian-Danish duo GamFratesi comes

Raphael, an elegant, individualistic seating system consisting of three sofa variants, two types of armchairs, two dining chairs and a footstool. Each element of the family boasts its own identity and silhouette.

While the sofas are available in linear, semi-curved and asymmetrical semi-curved options, they are anchored in organic forms with distinctive sinuous lines and refined upholstery. Conceived for both conviviality and relaxation, the collection, consistent with Minotti's design vision, strikes a balance between classicism and contemporaneity, while softness and texture become one.

今年，Minotti的长期合作者及2023年新品协调人——理性主义建筑师Rodolfo Dordoni创造了高度灵活的Dylan系列，向他的意大利合作伙伴致敬，庆祝Minotti成立75周年。

充分体现Minotti的风格和标志性美学，高端的模块化座椅系统，有着简洁的线条、微妙的曲线形状和令人惊叹的精致细节，反映品牌卓越的工艺。座椅和靠背垫为沙发赋予高定时装感，流畅

的包围式形体，点缀着柔软但高度校准的缝线。

系列共有三个款式，迎合不同的生活方式、品味和居住空间。Dylan有着与Dylan Small相同的13.5公分悬浮底座，更加紧凑，而Dylan Low离地7.5公分，散发更经典的个性。

户外家具方面，日本设计公司Nendo扩展Torii Nest Outdoor座椅系列，提供更多选择，包括双人沙发和圆形躺椅。特点是采用维也纳稻草风格的编织绳索靠背，将柔软的靠垫包围在坚固的柚木框架上，椅脚让人联想到日本鸟居门，呈现出视觉上的轻盈感，邀你在作品的怀抱中放松身心。

意大利-丹麦双人组合GamFratesi呈献Raphael，优雅、个性化的座椅系统，包含三种沙发款式、两种扶手椅、两张餐椅和一个脚凳。系列的每个元素都有自己的特性和轮廓，例如，沙发有线性、半曲面和不对称半曲面可供选择，但采用有机形式，具有独特的蜿蜒线条和精致的面料。系列的设计理念——欢乐和放松，与Minotti的设计愿景一致，在古典主义和现代主义之间取得平衡，同时将柔软性和质感融为一体。



The Resource | ART & DESIGN



Roger That

With Minotti's Roger sofas, lounging in style takes on a whole new dimension of possibilities.

Words: Joel Chua

MODULAR SOFA SYSTEMS are still very much in vogue, but Minotti's Roger takes the cake in terms of versatility and superior craftsmanship. First unveiled as part of the Italian luxury furniture brand's 2021 collection, Roger was conceived by artistic director Rodolfo Dordoni, who's also behind statement pieces like the cubic Suitcase armchair and the Sunray outdoor seating system.

Flaunting clean lines, geometric shapes and sophisticated upholstery, Roger is made to blend effortlessly into any living space, whether the aesthetic leans towards mid-century modern or contemporary design. It's composed of three distinct elements: the Roger suite (a cushioned seat), Roger

PHOTOGRAPHY: MINOTTI.



Spring (a monobloc seat) and the Roger Spring Sofà (an armless variation).

Depending on the setting and its corresponding spatial configurations, each Roger element can function as a separate entity or come together harmoniously, open to multifarious modes of interpretation. Regardless of your preferred layout, Roger is fully customisable to your liking and needs, from the types of backrests and armrests to functional inclusions like tops and containers.

Promising durability and comfort, Roger's seats are composed of high-resilience, variable-density polyurethane foam, backed by core inserts made of steel pocket springs.

Additionally, the cushions are layered with channelled goose down and a breathable heat-bonded quilted fibre casing, fitted in plush upholsteries like aspen leather, Alcantara and velvet. Embroidered with a linear quilted motif that runs gently across the surface, the seats' contours are subtly accentuated to highlight their elegant silhouette.

As for finishing touches, the accompanying set of attached coffee tables offers greater depth and functionality. These tables are available in myriad wood options including fuller tones like stained palisander Santos and lacquered ash veneer. After all, the customisation options are virtually endless, stretching as far as your imagination can go. **R**

INTERVIEW

Movie Magic

Architect Marcio Kogan of Studio Mk27 discusses filmmaking, his designs for Minotti and how he evolved from creating pure white surfaces to bringing textures into his work

By Luo Jingwei

On the desk of Brazilian architect Marcio Kogan lies Michael Sheridan's book, *Room 606*, about Danish architect Arne Jacobsen's famous SAS Royal Hotel. "He drew every little thing—from the teaspoon to the architecture. I profoundly admire it," says Kogan, the founder of Brazilian architecture firm Studio Mk27. Like its spaces, the furniture he designs for brands such as Minotti exhibits a trademark sensibility to craft and materials, and his penchant for clean forms.

Kogan hopes that his firm's creations feature the same attention to detail as Jacobsen's work. "We place the same importance on a master plan as we do a door knob. This quest for perfection fascinates me. Therefore, the transition from designing architecture to furniture was completely natural," he says.

The firm's architecture is defined by fluid transitions between spaces, particularly those of outdoor and indoor areas, to make the most of Brazil's sub-tropical climate. Kogan's passion for filmmaking is a key influence. In architecture school, he had made some short films. After graduation, he further pursued cinema studies. In 1988, he directed a film that did not do well. "As a result, I lost all my money and my small architectural firm collapsed due to my absence for almost eight months. Although I had no regrets, it was a significant trauma that led me to focus on architecture 24/7," he says.



Kogan may not be a filmmaker, but elements of filmmaking are present in his work. Just as a film is made by a group of individuals with diverse skill sets, it is the same with architecture. "The second influence is that of widespread projection on a proportion of our projects. I have always loved looking through the viewfinder of a camera and seeing the world in an elongated way," he elaborates.

Other important ingredients are crafting light in space and storytelling. Kogan approaches each project as if it were a movie script, conceiving a protagonist and imagining how he moves through the spaces. "He walks incessantly around the space. He feels the proportions, lowers the height of the ceiling, pushes walls, looks through the window, or simply removes a window from that place," Kogan narrates as an example.

His collaboration with Minotti took time to realise. "We flirted with Minotti for about eight years. They came to Brazil to get to know our work, and we always ended up exchanging ideas on what we could design," he recalls. In 2018, he designed his first piece for the Italian furniture manufacturer: the Quadrado, an outdoor modular system consisting of seating atop square gridded platforms. It was influenced by the 1960s Japanese metabolist movement, whose adaptable architecture was intended to evolve with its occupants. "Even today, Quadrado remains one of our favourite collections. Its versatility and adaptability are a testament to our design philosophy and our love for storytelling," says Kogan.

This creative dialogue has remained steadfast over the years. "To have a major brand backing our work is a unique experience. In meetings about a first prototype, we count on the participation of an



IMAGES COURTESY OF MINOTTI AND STUDIO MK27



excellent team of very experienced technicians and of dear Rodolfo Dordoni (Minotti's creative director). It turns out easy!" Here, he tells us more.

Could you tell us about the inspiration for your new designs for the Minotti 2023 collection?

For Superblocks, the inspiration was 1950s Brazil. Those were magical years, [when Brazil was] a place of dreams. João Gilberto was playing the most elegant music, while architects Oscar Niemeyer and Lucio Costa were building the future in Brasilia. Our collection [pays] homage to this beautiful moment.

Horizonte can also be seen as an extension of our admiration for that moment, reflected by a clear architectural vision [in the form of] a rigorous shape, raised from the floor. It is a floating island that marks the horizon of the living space.

Have you used Minotti furniture in any recent projects?

Yes, of course. We recently completed construction on the new Fasano hotel in Sao Paulo. The hotel has an Italian soul, and features many pieces from Minotti, [along with] modernist Brazilian vintage pieces to create a unique interior design.

Is there a craft technique or material you find most interesting at the moment?

In my [earlier] projects, I would always use pure, white surfaces to reinforce the shadows and

simple volumes. The projects had a futuristic, antiseptic touch. Then one day, a client introduced himself, saying that he liked my work but that he did not want a white house. That awakened an interest in me for textures and the exploration of the materials used in the projects. I designed a house for him with lots of wood and rustic stones, and I was quite happy with the result: it is beautiful, and has a pleasant and cosy atmosphere. Since then, Studio Mk27's projects have never been the same.

Even when we seek to do something more industrial or more aggressive, with the use of metal plates or a profusion of bare concrete, we try to add other layers of material treatment: the concrete has the print of the wooden frame, the metal

sheets are waved or perforated with floral motifs, and so on. It's what I like to think of as the tactile dimension of architecture, something that is closer to the human body.

You completed a house on Sentosa Cove in Singapore in 2020. How did you apply the principles of Brazilian modernism to this home, noting the similarities in the tropical climate?

Singapore's sunlight influenced our design. We wanted to explore its incidence while keeping the internal rooms thermally comfortable, like we do in Brazil. The big window spans promote integration between the internal and external spaces, while the verdant landscaping by Vladimir Djurovic Landscape Architecture filters in the sunlight subtly.

This page, from top:
Superblocks sideboard by Studio Mk27 for Minotti; the Minotti Horizonte bed, also designed by Studio Mk27

Opposite page: The Minotti Daiki armchair was inspired by Kogan's love for Japan and its culture; Marcio Kogan, founder of Studio Mk27



LIFE / Homes



VIVA L'ITALIA

The “Made in Italy” label more than just marks the product’s origins. It exemplifies timeless elegance, impeccable style and sophisticated craftsmanship – qualities that Italian furniture brand Minotti embodies. Co-CEO ROBERTO MINOTTI gives us an inside look into his family business.

Italy’s profound influence on design is indisputable, with a legacy that spans iconic styles and products that have shaped modern living. Key global design events such as Milan Fashion Week, Milan Design Week and the Biennale Architettura in Venice stand as testaments to the country’s rich design heritage.

In the realm of furniture design, Minotti has defined luxury living and contributed to the reverence of Italian craftsmanship through its exquisite fusion of functionality and emotion, for 75 years. Established in 1948 and named after its founder, Minotti has built its legacy in balancing tradition and innovation. Inextricably intertwined with Italy’s design history, the high-end furniture brand is also part of the Special Register of Historic Trademarks of National Interest, initiated by

the Italian Ministry of Economic Development (MISE) to recognise sterling Italian companies with a legacy of at least 50 years that epitomise the prestigious “Made in Italy” label.

“Each company has its own identity, and ours has evolved over the years, although it is anchored to its origins,” says co-CEO Roberto Minotti. “We started from the 1960s developing a contemporary style, capable of always renewing itself over the years, in order to satisfy market needs. Minotti’s esprit is precisely based on a specific language that has given life to a precise style and a clear recognisable image all over the world, for which we have worked hard for so many years.”

The “specific language” Roberto refers to is the Minotti code, a set of design principles that guides every collection. “Our high level

of know-how is complemented by accurate research of materials and manufacturing processes, enhancing the taste for impeccable detail, in an ideal striving for excellence that involves all the areas of the company,” he elaborates. “What makes us unique is our style, our ability to present not just products, but a way of interpreting the home and the habits of living in the contemporary world at all latitudes. Indeed, we never interpret the launch of a collection thinking about the product itself: Each element is contextualised and lives within an environment, dialoguing harmoniously with other designs and with the architecture of the space.”

Roberto was 30 years old when he took over the reins at Minotti with his older brother Renato, after their father passed away unexpectedly in 1991. With sights set on

*This page, from top: Roberto Minotti; Torii Nest Outdoor loveseat by Nendo
Opposite: Torii Bold sofa collection by Nendo*



international expansion, the second-gen leaders welcomed architect Rodolfo Dordoni into the fold in 1998 as art director and coordinator of all the company's collections. "We were looking for a creative person who could understand the soul of our brand, share our projects and our company mission, and we found all these qualities in him. From the very first moment, we found a unique synergy. This understanding has accompanied us for more than 25 years and brought us international recognition," Roberto remarks.

Dordoni's creative prowess gave rise to some of Minotti's most illustrious pieces,

including the Hamilton sofa and the Van Dyck table. Launched in 2004, the Hamilton seating system paved the way for a flurry of low-height sofas in the furniture industry. It is arguably one of the best symbols of the Italian brand with its classic, uncompromising finish, various customisation options, and the ability to blend in and stand out in any space. The Van Dyck table-sculpture, on the other hand, features a striking base made of a trio of criss-cross metal tubes that supports a bespoke tabletop. Both were launched in 2004.

Keen to broaden Minotti's creative horizons and cultivate a dynamic discourse within the broader design sphere, the brothers initiated a series of collaborations with distinguished design and architecture professionals from 2016 onwards, seeking their unique interpretations of the brand's intrinsic Italian essence. Parisian designer

Christophe Delcourt added a distinctive decorative dimension to Minotti's narrative, while Oki Sato of Nendo infused Japanese sensibilities to the brand's design ethos.

Subsequently, luminaries

such as GamFratesi, Marcio Kogan, studio mk27 and Inoda+Sveje also joined this collaborative journey, each contributing their exceptional vision to Minotti's ever-evolving story of design excellence.

"The creative figures we work with are professionals with strong identities, interpreters of styles rooted in cultures of geographic areas that may be very distant from each other, yet always strongly linked by the Minotti vision. Each of them, indeed, expresses their own voice in a common symphony, in full respect of the brand's DNA, with the intention of creating a homogeneous and coherent project at a global level," Roberto adds.

In Singapore, Minotti has a longstanding partnership with Marquis Interiors, which manages the Italian brand's showroom at Raffles Hotel Arcade. "The Far East is a significant focal point for Minotti, and Singapore is a dynamic and growing market with an increasingly discerning international clientele that has a taste for sophistication and excellence."

Minotti's ambitious growth strategy is swiftly taking shape as the brand marks its presence in 10 strategic locations by the close of 2023. The expansion drive has already seen the inauguration of flagship stores in Seoul, Lisbon and Shenzhen. Looking ahead, launches are slated for Chongqing, Kobe, Marbella, Dusseldorf, Casablanca, Tunis and Mumbai. "Building a network means establishing a multicultural dialogue with several countries all around the world, finding the right stylistic balance with different cultures and tastes," says Roberto of Minotti's aspirations. "The great satisfaction is to be able to work in this direction while remaining faithful to our style as a brand and as collections, and discovering that this language is appreciated internationally." □



mood board

festive vibes

Minotti's collection of red, white and silver chairs and tables are perfect for social moments this joyous season



Torii

The Torii modular seats play with round edged volumes, thin profiles and simplicity. The metal structure of the legs is Japanese design firm Nendo's nod to the image of the "torii", the entrance gate to Shinto shrines in Japan. With an interlocking game, the horizontal elements are laid on the vertical supports, ensuring a sophisticated visual lightness that accommodates the padded volume. The Torii family includes sofas, armchairs, ottomans and more, which are ideal for the living area.

Sendai

Inoda+Sveje design is named after the city of trees, Sendai. This family of seats consists of a small sofa, an armchair, a lounge armchair and more. The possibility of having the armchair and the lounge armchair in the 360° swivel version makes the Sendai seats particularly comfortable for both residential and hospitality environments. The compact and well-proportioned silhouette of both the seats make them very versatile in dining and lounge settings.



Fynn armchair

Scandinavian values meet Italian tradition in Fynn, a project created by combining fine cabinet-making and sophisticated upholstery with fabric or saddle-hide. The signature element of the seats is the armrest, elongated and slightly curved, rounded and smooth to the touch, and 100% handmade. The family comprises armchairs, lounge and dining little armchairs, benches, footstools and coffee tables of different sizes. The Fynn armchair and little armchairs feature an ultra-lightweight aesthetic with a simple structure in ash wood with liquorice colour stained finish. Fynn hosts a padded seat and backrest cushion, designed as a single element.



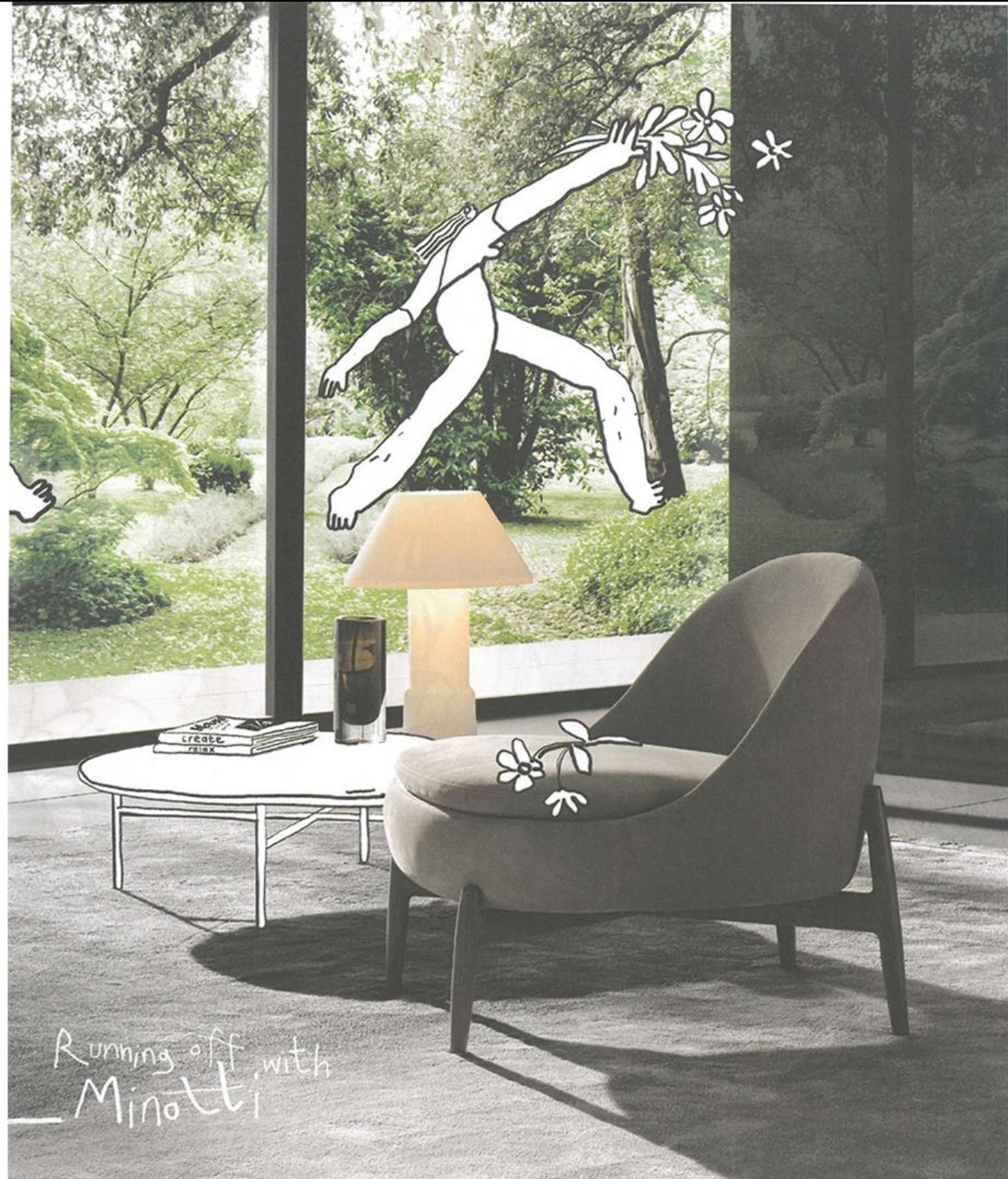
PILOTIS console

Pilotis designed by the late Rodolfo Dordoni is a console table that adds character to any space thanks to the sculptural energy of its Brutalist-inspired design. The cylindrical polished steel frame of the base is grafted into a hollow half-cylinder with the same finish, and arranged horizontally. A brushed licorice lacquered ash volume serves as the top. This detail is also clearly visible from the side elevation in which the materiality of the wood stands out.



BRADY coffee table

Another Rodolfo Dordoni design for Minotti is Brady – a family of coffee tables ranging from the classic 30cm height to an innovative 51cm high version. A rounded, lenticular-shaped, scratch-proof, matt lacquered top support envelops the lithic tops, concealing their thickness and thus lightening their formal aesthetic.



Running off with
Minotti

Running off with Minotti (above)

Torii side table designed by Nendo; Sendai lounge armchair designed by Inoda and Sveje, available from Minotti Cape Town. @minotti_cape_town

BOULEVARD / Sanctum

CELEBRATING A MILESTONE

Minotti's 2023 Indoor Collection coincides with the year in which the company celebrates its 75th anniversary and encapsulates the feeling not only of a long journey, but of a family company that has created a style recognisable worldwide. It is a heterogeneous collection, free from conventions, consistent with Minotti's design vision, and yet always projected towards technological innovation, the pursuit of beauty and the evolution of style, with the aim of responding to the ever-changing nature of contemporary living. Minotti's dynamic spirit is constantly growing, rediscovering the values of the upholstery of yesteryear, drawing inspiration from multiple cultures, and synthesising the visions of designers from all over the world – creative visionaries such as Marcio Kogan / studio mk27, Nendo, GamFratesi, Inoda+Sveje, and Gordon Guillaumier – into a single language of stylistic coherence, all under the art direction of Rodolfo Dordoni.



A NEW TAKE

The Chester Moon sofa, designed by Paola Navone for renowned furniture brand Baxter, is a new interpretation of a classic model. It draws inspiration from the original design – paying tribute to the history of handicraft techniques – while at the same time providing a fresh take with simple and neat lines. Available exclusively from Seasons, Ekkamai 20.



CODE OF ELEGANCE

Research, tradition, and technology are the key concepts that have always characterised the Minotti textile collection. The combination of high-quality natural materials and innovative stylistic solutions result in the eclectic 2023 Textile and Leather Collection, designed to meet the variety of needs and discerning tastes of customers. Textiles are characterised by a unique aesthetic appeal, technical innovations and colour nuances, capable of enhancing the design of the shapes and their elegance over time. All the coverings are made with exquisite yarns from all over the world and European leathers, processed with the most advanced, sustainable crafting techniques, and combined to create a new timeless, international code of elegance.

DESTINATION USA



MIAMI *Style*

Photographer - Barry Grossman

Renowned international interior designer Alison Antrobus, creates dreamscape homes and luxurious retreats. Natalie Flaum caught up with her to discuss the current design vibe amidst the allure of the playground of Miami

With its iconic luxe lifestyle, glamorous beaches and year-round warmth, Miami has always been an attractive hotspot and even more so recently, thanks to Art Basel shining a spotlight on the city's formidable art world. Luxury real estate has never been more in demand, since a record number of high-net-worth investors have flocked to Miami to set up their businesses and homes. At the centre of that world, creating some of the highest real estate values in Miami's history, is interior designer Alison Antrobus. "Our mission is simple - we create your dream home with a focus on luxury, celebrating the fusion of indoor

and outdoor living," she reflects. "Miami has an electric energy right now, thanks to a huge surge of wealth and investment landing that requires guidance in building and creating new homes. It's critical to work with experienced professionals in our industry, who have a solid background of successful collaborations, to guide and assemble the talent required to execute homes of that calibre."

Whilst clients provide inspiration in Alison's own words, "different flavours of design," what remains at the core of her work is a common desire for homes to feel like a dreamscape retreat, a luxurious Miami getaway that feeds into the design narrative more than any other projects she has designed in the

BEST OF DESIGN

The Florida outdoor seating collection, a Rodolfo Dordoni design for Minotti

BEST MODERN FURNITURE
MINOTTI MIAMI BY DDC GROUP

3801 NE Second Ave., Miami, 305.306.9300, minotti.com

BEST MATERIALS
BAXTER MIAMI

3630 NE First Court, Miami, 305.576.1135, miami.baxterit

BEST BED
HÄSTENS

112 NE 41st St., Ste. 100, Miami, 305.615.2002, hastens.com

BEST BATH RESOURCE
FARREY'S

1850 NE 146th St., North Miami, 305.947.5451; 3000 SW 28th Lane, Coconut Grove, 305.445.2244, farreys.com

BEST APPLIANCES
SUB-ZERO, WOLF & COVE SHOWROOM

3711 NE Second Ave., Ste. 200, Miami, 786.431.3907, subzero-wolf.com





From top: The clever Motion sliding work top countertop system by eggersmann USA; B&B Italia collaborated with fashion house Stella McCartney to reintroduce its Le Bambole chair, wearing the designer's mushroom tole.

BEST KITCHEN RESOURCE

EGGERSMANN USA
1855 Griffin Road, Ste. C262,
Dania Beach, 954.342.4009,
eggersmannusa.com

BEST COLLABORATION
STELLA MCCARTNEY X B&B ITALIA

4141 NE Second Ave.,
Ste. 115 /114, Miami,
786.310.7255, bebitalia.com



| ARBITER |

Director's Cut

NO STRANGER TO MIAMI, BRAZILIAN ARCHITECT AND DESIGNER MARCIO KOGAN BRINGS A CINEMATIC SENSIBILITY TO HIS WORK FOR MINOTTI—AND EVERYTHING ELSE HE DOES

TEXT LUIS R. RIGUAL



At his *mk27 studio* in São Paulo, architect Marcio Kogan has been putting his stamp on Brazilian modernism for decades with an aesthetic that's informed by his passion for filmmaking. Whether it's through his lauded residential structures (some of which are right here in Miami) or via his innovative furniture design for Minotti, the fearless creative is forever on the hunt for perfection. Here, the design maestro lets us in on his process.

You first started collaborating with Minotti in 2017. How did that association begin? We flirted with Minotti for seven or eight years. They came to Brazil to get to know our work and, over the years, we ended up exchanging several ideas. One fine day they officially invited us to design an outdoor furniture line, something we had never done. And so, with a bit of insecurity, the Quadrado line was born and turned out to be a bestseller, and we finally became part of the Minotti family.

What are some of the inspirations behind your Minotti furniture? For Brasília [which is a family of different seats], the inspiration was 1950s Brazil. Those were magical years, and this was a place of dreams. The most elegant music was being played by João Gilberto, while Oscar Niemeyer and Lucio Costa were building the future in Brasília. The collection is an homage to this beautiful moment. The Horizonte [modular seating system] is [defined] by a clear architectural vision: a rigorous shape raised from the floor. Horizonte is a floating island that marks the horizon of the living space. From the very first moment, the image of little lambs jumping over a fence in slow motion permeated our dreams about this line.

Your architectural work emphasizes a connection between the inside and outside.

Why do you think that is? In my city, São Paulo, we enjoy nice weather all year round. So in my projects, the separation between interior and exterior is extremely subtle, often through the use of "disappearing" windows. The terraces can be used throughout the entire year—during summer nights, or with a fireplace in the winter. [It's been very] important for us to include that multi-ambience flexibility in our designs.

Another signature of your work is the way you use light to bring attention to texture. Where does that sensibility come from?

The first years of my professional life were dedicated to cinema. I directed 13 shorts and a feature film called *Fire and Passion*. During this time, I learned a lot about a number of aspects I would later apply to architecture, [like] widescreen proportions and teamwork, the importance of the screenplay and telling a good story, and the incredible discovery of light, always referencing the Lumière brothers [two of the earliest pioneers of cinema]. All this was zealously adopted by my studio and can be seen in all my work. I've brought the baggage of moviemaking to my career as an architect.

You're no stranger to Miami. What is some of the work you've tackled here? We built two houses there, plus a building for Terra Group, and we have two more houses underway. I like Miami. I like the light and sensuality there. I also love Joe's Stone Crab, the fried chicken at Yardbird, and the seafood at Milos. Sometimes I get more enthusiastic talking about food than architecture.

What do you make of the city's design scene? I see a strong connection with Rio de Janeiro. [Both cities are] very sensual, with beautiful light, and, in both, many Brazilians.

What can we expect from you in the future? I'm always striving to be better, and I don't like to celebrate accomplishments. In the documentary *Jiro Dreams of Sushi*, we see how this chef, Jiro, has been making the same sushi for 40 years and he's still obsessed with making it better each time. I can relate to that madness. studiomk27.com.br, minotti.com



ABOVE: Marcio Kogan's Horizonte modular seating system for Minotti takes shape from a suspended base, a solid thin line covered in leather, fabric or both, on which generous volumetric padded elements rest.

BELOW: Inspired by the classic teak duckboard used in yachts to facilitate the outflow of water, Kogan developed the Quadrado modular system for Minotti with a focus on suspended square platforms that furnish outdoor spaces with lightness and flexibility.

*"I've brought
the baggage of
moviemaking to
my career as an
architect."*



BUSINESS

Italy's Minotti to Open 10 New Global Locations

Known for its sleek, aspirational style, the family-run luxury furnishings business will accelerate its international expansion.

BY SOFIA CELESTE

MILAN – Minotti, the Italian luxury furnishings company famous for sleek designs like its Van Dyck table and Hamilton sofa, will open 10 new stores by the end of this year.

Minotti co-chief executive officer Roberto Minotti told WWD that 2023 is about exploring new areas of business and consolidating the company's target markets, ruling out acquisitions in the near-term.

Minotti's father, Alberto, started a small-scale artisan workshop in 1948 and quickly saw it rise to an industrial reality during the boom of the 1960s. Roberto now runs the company side by side with his brother, Renato, and the two have been credited with pioneering growth and international expansion since their father's death in the '90s.

Openings include second-tier cities like Shenzhen and Chongqing in China; Seoul; Kobe, Japan; Marbella, Spain; Lisbon, Portugal; Düsseldorf, Germany; Casablanca, Morocco; Tunis, Tunisia and Mumbai, India.

Across the board, interior brands are focusing on smaller cities, since the

pandemic prompted consumers of luxury goods to search for larger houses and more outdoor space in areas outside the traditional metropolises.

For example, Italy's leading high-end design, furniture and lighting company Design Holding, which comprises leading brands B&B Italia, Flos, Menu, By Lassen, Lumens, Louis Poulson, Arclinea, Maxalto, Azucena and Fendi Casa through a joint venture with the Roman fashion house, is gearing up to unfurl a new store concept to complete the home, targeting first- and second-tier cities in the U.S. and Asia.

Family-run peer Molteni Group, with sales of 460 million euros in 2022, will open an additional 24 stores in 2023 with new doors slated for Frankfurt; Belgrade, Serbia; Mumbai; Melbourne, Australia, as well as countries such as Singapore, Panama and Mexico.

Minotti said another focus is its interior decoration department, which specifically deals with the interior design of Minotti's flagship stores. "Our first aim is to listen to the market, adopting our code to the emerging trends, respecting the cultural heritage [and] evolution of contemporary lifestyles," he said, adding that Minotti Studio is an incubator of prized skills throughout the creative supply chain – from architecture to interior design, from prototyping to engineering, from graphics to visual and from marketing to communication.



Roberto Minotti and Renato Minotti

Minotti Studio gives shape to designers' ideas and projects, channeling their creative energies based on different cultural roots, in the development of indoor and outdoor collections for the residential and hospitality segments. These collections reflect the Minotti identity as well as the evolution of living habits which are more focused on the harmony of the home, open spaces and convivial living.

One of its latest retail sites is located in Florence's Piazza Strozzi where Minotti imbued the historic grandeur of the Renaissance-era setting with

its contemporary "European Domestic" vision illustrated with its Conner and Roger models by its longtime art director and collection coordinator Rodolfo Dordoni, the Lars and Sendai by Japanese Danish duo Inoda+Sveje and the Boteco tables by Brazilian modernist architect Marcio Kogan.

In 2022, Minotti saw sales rise 17 percent to 230 million euros versus 2021. Looking ahead, the company is focused on growing in markets like the Middle East, where it has both flagship stores and sells through established retailers like regional luxury furniture hub Aati. "It's a growing market with great potential where we want to increasingly develop our network of strategic and commercial objectives," the co-CEO said.

At the same time, Minotti has its eye on emerging markets and captivating rising digital native generations who embrace Minotti's futuristic style on vacation and at home. "We never forget to be effective and attractive in the eye of an international and globetrotter consumer, who we hope will recognize itself in our style and product. We want to keep growing, consolidate our key markets whilst exploring new business areas," the executive said.

SUSTAINABILITY

Laurence Carr Launches Eco Design Brand

The sustainable design advocate who founded her own interior design firm in 2014 launched Studio Laurence, a sustainable home goods brand specializing in mindful luxury.

BY SOFIA CELESTE

MILAN – Laurence Carr's sustainable epiphany occurred in 2014, while working with a top leading interior architecture and design firm in New York City. At a time when the fashion industry was

largely viewed as the culprit of the ongoing environmental crisis, Carr realized her own peers were ignoring their industry's contribution. Conversations about an ecological approach to designing interiors were nonexistent between her colleagues, manufacturing reps, architects and designers, she reminisced.

"As a global citizen who has lived on four continents, as a designer, and as a mother of three children, I wanted a career that had a more meaningful legacy than simply beautifully designed spaces and products. I wanted to be part of solving the problems these industries were creating and foster a positive impact that would live on much longer than my own efforts," said French-born Carr, who is the founder and chief executive officer of her regenerative design firm Laurence Carr Inc. and host of *Chez Laurence* – an original series aired on the sustainable network EarthTV. Her show highlights the urgent need for innovation toward circularity and sustainability in the design and furnishing industries.

Fast forward nearly a decade later to this month's launch of Studio Laurence, a sustainable home goods brand specializing in mindful luxury. Earlier this week, Carr unveiled her new New York City-based brand and its capsule collection of 12 vessels made from recycled, cradle-to-cradle materials in collaboration with Nature's Legacy, a B-Corporation certified sustainable manufacturing company based in the Philippines that promotes circularity, accountability and transparency.

The aesthetic embodies her "21st

Century Eclecticism," and combines essentialist luxury, contemporary aesthetics and biophilia – the latter a term coined by late Harvard naturalist Dr. Edward O. Wilson, who presented the hypothesis as humanity's innate desire to connect with nature.

In line with current trends, Carr's products reflect the transcendental approach to design and objects sweeping across the Western world, from the design hubs and showcases from the Netherlands to Milan and from Copenhagen to New York City.

The collection, which imbues luxury with circularity, incorporates durable biomaterials like Nucast, a patented reengineered recycled paper-based composite rendered 100 times more durable and recyclable than traditional stone and metal materials. With names that conjure the wonders of nature like Feather and Stem, vases and objects come in neutral hues including whitewash, gray, black, natural, brown and gold.

These practices embrace the upcycling of existing materials over the harvesting and use of raw materials. They innovate fresh, healthy options to replace unhealthy or harmful older alternatives, and they imagine and employ closed loop systems that are intentional about reducing or eliminating waste completely," concluded Laurence, a member of the United Nations Conscious Fashion and Lifestyle Network advisory committee and sustainability ambassador to Paris-based design fair Maison & Objet Sustainability.

Carr describes as closed-loop a system in which waste is minimized (or designed out of the process completely) and resources are continually reused or recycled. In other words, sustainable design is mainly focused on reducing harm, while circular design is about reducing harm and reversing it to create a positive impact.

Sector wide, the home and interiors industry has not avoided criticism as the ongoing environmental crisis unravels. A recent report by the U.S. Environmental

Protection Agency on durable goods found that furnishings waste destined for landfills has risen nearly 400 percent compared to 1960. Across the board, big retailers and niche brands alike have been working to reduce the industry's negative impact on the environment, reducing textile waste, limiting water pollution and unsafe labor conditions.

Carr echoed this, explaining that the built environment generates nearly 50 percent of annual global CO2 emissions. Textile waste accounts for 5 percent of landfill space, and global building floor area is expected to double by 2060. "It's the equivalent of adding an entire New York City to the world, every month, for 40 years."

Zara Home, which is owned by Inditex, has embraced natural materials like linen, cotton and oak, upcycling offcuts and reusing discarded materials. Earlier this month, Williams Sonoma launched GreenRow, a home goods and furnishing brand that makes enduring, "heirloom" products. In April, Italian bedding, bath, living and leisurewear-maker Frette stepped into the sustainable arena with a capsule collection that was showcased during Milan's Design Week.

According to Carr, there are glimmers of hope on the horizon. "And I'm thrilled to see that recently, sustainability and circularity are becoming more mainstream. We have come a long way, and I can't wait to see how much further we can progress," she enthused.

Introducing another brand into a world saturated with product may seem a daunting task to skeptics, but Carr insists her circularity approach and use of healthy materials amid an era in which science is actively advancing upcycling and inventing solutions that have the potential to shift the impact of the built environment design industries have the power to reverse the damage.

"The benefits of each of these practices don't just add up, they compound, to not just prevent ecological harm but indeed reverse it."



Laurence Carr





ARCHETYPES

Minotti turns 75 this year, with its founders' sons Roberto (left) and Renato (right) now at the helm, carrying forward the company's dedication to classical and modern, comfort and style – all in equal measure.

Made in Italy

WORDS BY MADELINE GRESSEL
PHOTOGRAPHY BY FEDERICO CIAMEI
MINOTTI FAMILY BY MATTEO DE MAYDA

ARCHETYPES

- Up 6 ottoman, designed by Gaetano Pesce in 1969. Composed of a collection of interlocking spheres, the Up 5 calls to mind a reclining woman, and the spherical ottoman is connected via a rope or chain that resembles nothing more than an umbilical cord. Fertility, duty, captivity, sensuality: a wealth of associations. The complexity of the concept and the simplicity of the form made the Up 5 and Up 6 among the most recognizable pieces of furniture on earth, with a place in the permanent collections of top design museums.

Meanwhile, B&B continues to push the envelope, anticipating trends with iconic pieces such as the much-imitated bubbly, modular Camaleonda sofa by Mario Bellini, and partnering with leading designers ranging from the late Zaha Hadid to Patricia Urquiola to Naoto Fukasawa, whose work breaks boundaries while staying true to B&B's sleek, bold forms.

Meridiani

Founded in 1996, Meridiani is the proverbial new kid on the Brianza block, but in its nearly 30 years of work, it has developed a distinctive vernacular of austere elegance that sets it apart. Led by designer Andrea Parisio, Meridiani epitomizes a global, modern luxury aesthetic realized in the highest-quality materials: velvety suede, lush boucle, poured stone, with accents of brushed gold and lacquers. The range of marble — in greens, umbers, reds, blacks, ivories, and yellows — recalls the Pantheon in Rome, where stone from every region of the empire was used.

In short, Meridiani is at once versatile and sophisticated, which is reflected in its naturalness in many environments, from country manor to city loft, from grand hotel to luxury boutique, from poolside to palazzo. Meridiani sees itself not as an impositional aesthetic but as something of a chameleon, able to adapt to any setting and, above all, to feel like a home. To that end, though Meridiani itself presents a palette of muted colors, all its pieces are customizable, so that a pop of pink is no less welcome than a cream.

Minotti

This year marks the 75th anniversary of the Minotti brand, which was born in 1948 from the mind of Alberto Minotti as part of the intense surge of economic energy following

World War II. What began as a classic design house transformed in the '60s, aided by the stewardship of Minotti's two sons, Renato and Roberto, into a contemporary paragon of Italian style that responded to the needs of the new Italian sophisticate. Central to the philosophy and DNA of Minotti is the concept of balance: between classical and modern, comfort and style, craftsmanship and industrial scale.

Each year, at the Salone del Mobile in Milan, Minotti constructs a pavilion to showcase their collection in an environment that perfectly models its values. Built around a central, verdant avenue, 2023's pavilion highlighted certain timeless Minotti elements: wide and expansive angles and surfaces; sweeping, sensuous curves; shining chrome paired with polished wood and knit fabrics; a porous relationship between indoor and outdoor spaces. For Minotti, context is key. As for beauty, "It's a duty," the Minotti brothers confirm.

relationship between indoor and outdoor spaces. For Minotti, context is key. As for beauty, "It's a duty," the Minotti brothers confirm.

Molteni

No story of Brianza would be complete without Molteni, founded in 1934 as a carpentry workshop by Angelo Molteni, who would later become among the 13

founders of the Salone del Mobile. Though the brand never lost its connection to beautifully crafted wood, it became known for its rationalism, its modular style, and its confident simplicity, expressed brilliantly in a '90s campaign slogan: "Shhh! Silence. Listen to the designs."

Molteni has consistently developed and modernized the language of its collection while maintaining the rationalism that made it famous. Slim lines, geometry, vanishing planes, broad tables with wide stances and golden feet are the foundational visual elements of Molteni. Since taking the creative helm in 2016, Vincent Van Duysen has brought a Scandinavian minimalist rigor to the brand and to a new partnership with the Danish textile brand Kvadrat that introduced a 100% recycled PET fabric, and a fully biodegradable polyester.

History, however, remains key: In 2015, the company opened a museum showcasing its legacy; in 2017, it launched its Heritage collection, which reintroduces classics from global grand masters; and in 2021, it relaunched Gio Ponti's timelessly charming Round chair as part of an ongoing and exclusive re-creation of the iconic designer's work. ●

Suddenly, a level of quality and elegance once possible only in tiny quantities could be produced on a global scale.

DEPARTMENTS

In Every Issue

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Trending

- 23 Spotlight** There was a bright spot at the Milan Furniture Fair this year as the Roche Bobois Bombom Outdoor collection made its playful debut.
- 24 Trends** From breakfast in bed to a robe for relaxing, elevate your guest room into a sophisticated sanctuary with little luxuries to make every houseguest feel like a guest of honor.
- 26 Trends** As a ubiquitous paint pick for interiors, the exact hue of blue you select sets the mood. Opt for pale shades of sky blue for an airy, serene space—or something more dramatic to add depth.
- 28 Real Estate** From beachfront panoramas to deep-water marinas, fashionable interiors and historic reimagining, these anticipated residential developments are redefining South Florida's real estate landscape.
- 32 Profile** Form meets function as the Italian innovation of Edra continues to take shape.
- 34 Design** We're still dreaming of all the stunning launches and installations that shined during Milan Design Week—here are some standouts worth writing home about.

FASHION + FURNITURE

Beyoncé performs during her Renaissance World Tour in a custom catsuit by Alexander McQueen.



Pilots Console by Rodolfo Dordoni Price upon request. minotti.com

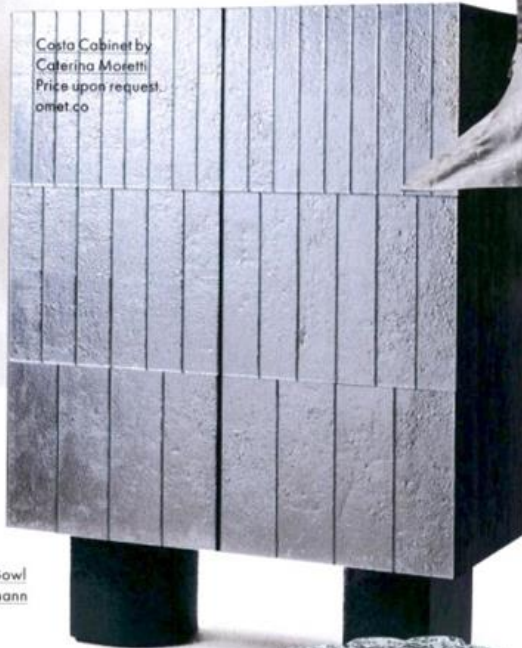


Stacking Planter by Chen Chen & Kai Williams \$225 areaware.com



Spear Pavé Flex Cuff by Reed Krakoff \$2,995 johnhardy.com

Odyssey Jacquard Shams \$450 each. frette.com



Costa Cabinet by Caterina Moretti Price upon request. omet.co



Babylone Large Bowl by Aurélie Bidermann \$595 christoffle.com

Silver Linings

All-over chrome is everywhere in fashion and design, with stars like Beyoncé donning head-to-toe metallic garments and brands like Minotti and Edra showcasing their own take on the silvery trend. From consoles and bowls to bracelets and planters, here's what to bring home. —H.M.



Diamante Tables by Jacopo Foggini Price upon request. edra.com

Dior's fall 2023 couture show in Paris featured a series of metallic gowns.



BEYONCÉ: KEVIN MAZUR/GETTY IMAGES. FOR PARKWOOD. OMET: PABLO FERNÁNDEZ DEL VALLE. EDRA: PIETRO SAVORELLI

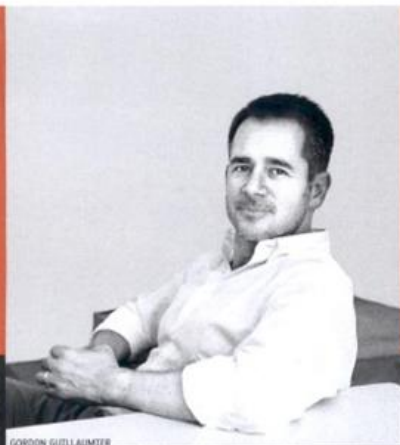
INTERIORS

The great room overlooks panoramic views of the Atlantic Ocean. The living area features a Minotti sofa, Tacchini chaise in a custom fabric, a light fixture from Henge, and art by JM Rizzi.



Unobstructed ocean views and family warmth shape a Bal Harbour penthouse filled with modern furnishings and contemporary art collected with intention.

Written by Jesse Bratter
Photographed by Kris Tamburello



GORDON GUILLAUMIER

minotti

Isole means "islands" in Italian, and it's easy to see why Gordon Guillaumier chose it as the name for his playful 1950s-inspired lava stone coffee tables. Each irregular, organic-shape top is inset with a concentric circle of colored glass dust, creating an effect that evokes a land mass popping out of the ocean. Perching on polished pewter-finish stainless-steel legs, **Isole** comes in four earth-tone colorways (celadon, green, cappuccino, and rust) and four sizes, each standing at a slightly different height to allow a layered, nesting effect when arranged together. **Isole** shares a root with the word "isolate," but ironically these pieces look best in a bunch. minotti.it

"The combination of lava stone and glass is like an expanding stain coloring the top surface"

outdoor



MARKET TREND

GRAND TOUR

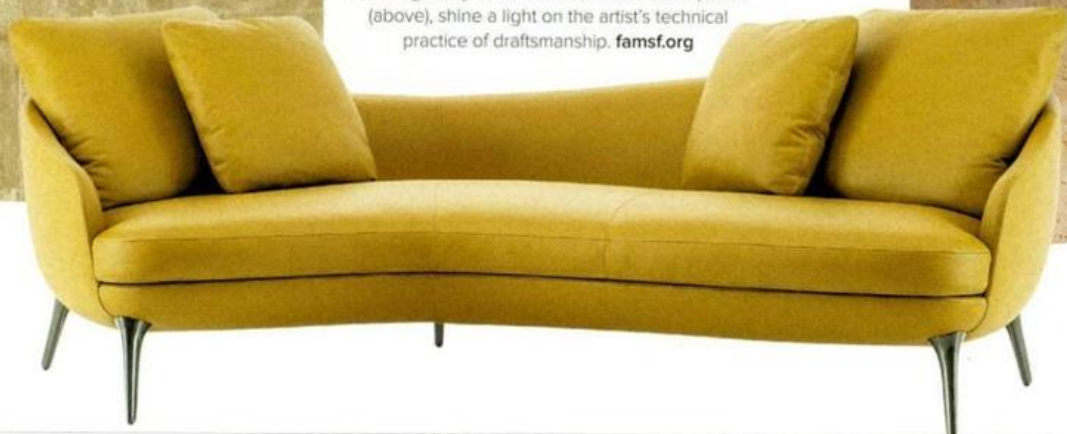
Be inspired by blockbuster museum exhibitions around the country that celebrate the legacy of three renowned artists.

WRITTEN AND PRODUCED BY SARAH SHELTON



Renaissance Man

The 15th-century Italian artist Sandro Botticelli may be known for his exquisite masterpieces like *La Primavera* and *Birth of Venus*, but the focus of his latest exhibit at the Fine Arts Museums of San Francisco centers around his exquisite drawings. Nearly 60 works from around the world, including *Study of the head of a woman in profile* (above), shine a light on the artist's technical practice of draftsmanship. famsf.org



Clockwise from top right: Sophie Tassel Tieback in Rose Water and Currant / Price upon request / samuelandsons.com. Zellige Rug by Ken Fulk / From \$6,000 / therugcompany.com. Melograno Eau De Cologne / \$100 / us.smnovella.com. Amerigo Travertine Side Table / \$3,924 / interludehome.com. Raphael Sofa by GamFratesi / Price upon request / minotti.com. Platinum Wallcovering in Light Camouflage / Price upon request / arte-international.com. Conterre Floor Lamp by Luca Nichetto / \$11,000 / ginori1735.com. Rome Denario Ring in White / \$185 / grandtourcollection.com. Moo Bobble Catchall / \$113 / montanabelle.com

LUXESOURCE.COM

SANDRO BOTTICELLI, "STUDY OF THE HEAD OF A WOMAN IN PROFILE" (LA BELLA "SANDRINETTA") (REPROD. STUDY OF THE FIGURE OF MARSHALA (NESSO)), c. 1485. MELOGRANO, PARIS, FRANCE. AMERIGO, TRAVERTINE SIDE TABLE (REPROD. BLACK CHALK, BRN AND BROWN INK). SOPHIE TASSEL TIEBACK, BROWN WASH, WHITE CORDON, (REPROD.) (13.75" x 11.75" x 1.75"). (C) 2023 LUXE SOURCE. THE ASSOCIATED ARTISTS AND DESIGNERS' NAMES ARE LISTED IN THE CREDITS OF EACH PRODUCT.

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by Fabio Bonf 
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home DESIGN

High & Mighty

A CONDO AT THE NEW ONE STEUART LANE ON THE EMBARCADERO SHOWCASES THE ART OF SITTING PRETTY.

BY MICHAEL MCCARTHY
PHOTOGRAPHED BY R. BRAD KNIPSTEIN
STYLED BY TIFFANY BLAYLOCK/MATADOR STUDIO

THE PROJECT

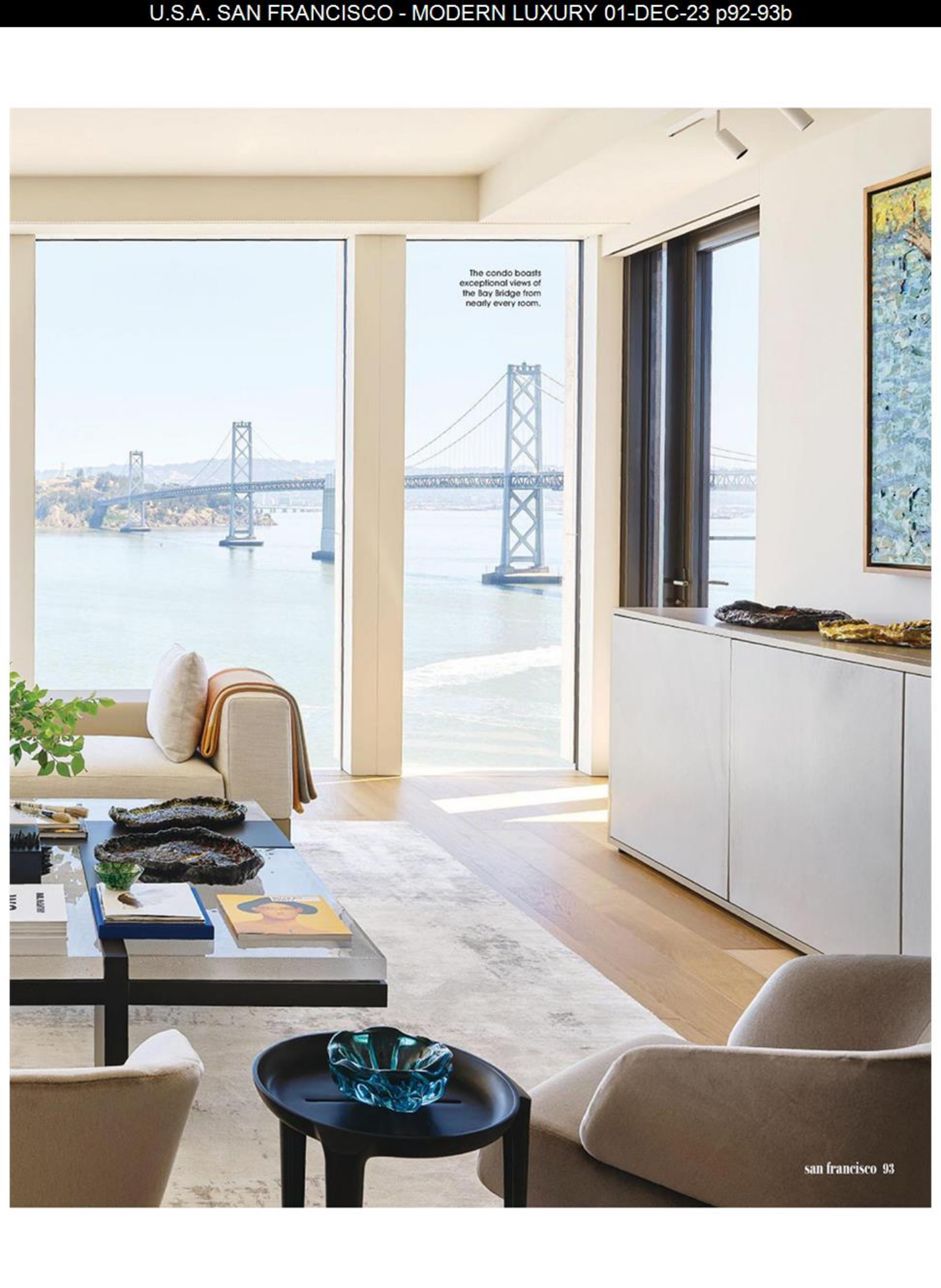
A Bay Area couple, serious art collectors who enjoy exceptional food and wine, moved into a new luxe condo development with some of San Francisco's most coveted views. One Steuart Lane (onesteuartlane.com), developed by renowned architects at SOM (som.com), sits on the Embarcadero. The

three-bedroom, 2,800-square-foot home serves as a pied-à-terre for the couple.

THE TEAM

San Mateo-based TRG Architecture + Interior Design (trgarch.com), led by husband and wife team Randy Grange and Leslie Lamarre, was selected to tackle the ambitious project. "I enjoy





The condo boasts exceptional views of the Bay Bridge from nearly every room.

ELLEDECO



FOCUS

Isole coffee tables,
design Gordon
Guillaumier, Minotti.

DESIGN & STYLE

Trendy ideas to furnish with flair.

Taraf

ترف الأثاث والتصميم

مقابلات مع:

روبرتو مينوتي

الرئيس الشريك في "مينوتي"

جوليا فولتيني

مديرة التسويق والاتصالات

في "مجموعة فولتيني"

پاولو بيستيتي

الرئيس التنفيذي لـ "باكستر"

بييرو ليسوني

مهندس معماري ومصمم

٢٠٠٠ معرض و٣٠٧,٤١٨ زائراً في "معرض ميلانو للمفروشات"

صناعة الأثاث:

أناقة تكسر القواعد وتتخطى الحدود

"مينوتي"

مجموعة الأثاث الخارجي "توري نست"

المنازل وحسب بل أيضاً قطاع الضيافة واليخوت



أريكة ديلان (Dylan) بتصميم المرتفع عن الأرض



لقد أختبرنا عن تصاميم "نانو" و"غام فرائيزي". ولكن ماذا أنتجت مع باقي المصممين؟ لدينا بالطبع تصاميم من "وردولفو دوردوني" وكذلك من مارسير كوغان (Marcio Kogan) الذي صمم سيريزا الجديدة لمجموعة هوريزونته (Horizonte) ونظام خزائن سيريزا. فضلاً عن مقاعد جديدة من تصميم إينودا وسفيجه (Inoda+Sveje) وأضيفت إلى المقاعد المتنوعة التي صممها اللثنائي العام الماضي، وهي قطع أثاث داخلي وخارجي.

ما هو اليخت الجديد الذي ستجربونه بابتكاراتكم؟ لدينا مشاريع مهمة عدة على صعيد اليخوت. ولكن لا يمكن الإنصاف عنها. فعلاً ما يقصد متجرتنا مالكو يخوت برفقة مسؤولين في الشركات التي تبنينا لهم، وهم من كبار الشخصيات ويأتون بكل سرية وتحفظ. ويوقعون ليوم أو يومين لكي يختاروا القطع. إذ لا يعرفون مسبقاً ما هي بالتحديد تلك التي يريدونها. بل بقصدوننا لرغبتهم في شراء تصاميم من "مينوتي" لأنهم يحبون أسلوبها.

تصميم غام فرائيزي (GamFratesi)، وهي تتيح الجلوس بطرق مختلفة لأنها تشمل ثلاث أرائك مختلفة بأشكالها وثلاثة مقاعد مختلفة. وهي ستكون مثالية للمنازل وقطاع الضيافة على حد سواء. أما الأريكة الأبرز، فهي ديلان (Dylan) التي تأتي بثلاثة أشكال. تتميز الأريكة الأولى بتصميم كلاسيكي مرتفع ويطفو فوق الأرض بأسلوب عصري، وهي مرحة جداً وتجسد أسلوب "مينوتي" إلى حد كبير. أما الثانية، فهي منخفضة ويقاعدة بالكاد ترتفع عن الأرض. وتتسم بأسلوب كلاسيكي أكثر، وبالنسبة إلى الثالثة، فهي أصغر حجماً وعمق ٨٧ سنتيمتراً فقط، لكنها أنيقة جداً وتلائم المنازل الصغيرة.

هل يمكن اعتبار أن كل واحدة من أرائك "ديلان" تلائم سوقاً مختلفة؟ أجل، هذا استنتاج صحيح، وقد لاحظت أن بعض العملاء الذي يعملون إلى التصاميم الكلاسيكية اختاروا تلك المنخفضة، فيما اختار تلك المرتفعة من يجذون التصاميم العصرية. ذلك يعني أننا نجذب عملاء لديهم أذواق مختلفة من خلال منتج واحد.

كيف تسيير أعمالكم في الشرق الأوسط؟ إن أعمالنا في الشرق الأوسط مزدهرة جداً لأننا نعتبره اعتماداً كبيراً منذ مدة طويلة. نحن نحقق نمواً كبيراً في مختلف الأسواق الشرق أوسطية، ويعتقد شركاؤنا فيها أن هناك الكثير من الإمكانيات لتحقيق المزيد من النمو. عندما كانت "مينوتي" شركة صغيرة في الثمانينات، كنا نعمل أنا وأخي على تصدير منتوجاتنا إلى عدد قليل من البلدان الأوروبية. غير أن الشرق الأوسط كان أيضاً من المناطق التي نصدّر إليها، إذ كانت لدينا علاقات مع بعض العملاء فيه.

كيف تصدق مجموعتكم الجديدة؟ إننا لم نركز في المجموعة الجديدة على تقديم ما يلائم المنازل وحسب، بل أيضاً على ما يلائم قطاع الضيافة واليخوت والمساحات الخارجية. لقد أضفنا توري بولد (Torii Bold) إلى مجموعة "توري" التي يصممها استوديو ناندو (Nendo) تتضمن المجموعة الجديدة قطع أثاث خارجي تلائم كثيراً قطاع الضيافة. وهي عصرية وكلاسيكية في آن. إننا نقدم أيضاً مجموعة رافاييل (Raphael) من



أريكة ألبسون إبروكو شامبتر (Alison Irako Nature)



سرير هوريزونته (Horizonte)

لم نركز في المجموعة الجديدة على ما يلائم

في جناح ضخم في "معرض ميلانو للمفروشات" قُدمت مينيوتي (Minotti) مجموعاتها، وأذهلت كما العادة كل من رآه وأطلع على قطع الأثاث التي أبدعتها. فهي صممت هذا الجناح بالتزامن مع الاحتفال بعيدها الخامس والسبعين، لكي يعكس أسلوبها الفريد ويتناغم مع المجموعات المتنوعة التي عرضتها فيه. وهذه الأخيرة شملت تصاميم جديدة أطلقتها فيه، وأخرى كانت أطلقتها في الأعوام الثلاثة الأخيرة، وتتنوع بين مجموعات الأثاث الداخلي والخارجي، فامتزجت معاً وعكست الحرفية الاستثنائية والأناقة العابرة للزمن. زيارة جناح "مينوتي" هي بالنسبة إلينا من أروع الزيارات التي نقوم بها أثناء تغطيتنا فعاليات هذا المعرض. وفي كل عام يزداد إعجابنا بهذه الشركة الإيطالية العريقة. وبما أن أعدادنا المخصصة للأثاث لا تكتمل من دون مقابلة مع أحد أفراد عائلة "مينوتي"، أجرينا مقابلةً كما العادة نلتقط على آخر أخبارها ضيفنا هذه المرة هو الرئيس الشريك فيها روبرتو مينيوتي (Roberto Minotti) الذي يُعد من أهم الرواد في صناعة الأثاث، والذي عمل مع شقيقه "ريمانو" على تنمية أعمال الشركة وجعلها من الأكبر والأهم في العالم. لقد أخبرنا في هذا اللقاء عن تصميم الجناح وما تشتمل من ابتكارات، وأشار إلى أن أعمال الشركة المزدهرة جداً في الشرق الأوسط ستشهد المزيد من النمو فيه.

إنك تستضيفني اليوم في جناحك الذي يمكن القول إنه "مدينة مينيوتي"، فكيف تصفه لنا؟

يتميز جناحنا في المعرض بهندسة معمارية بارزة، وقد جعلنا هذا التميز لمناسبة عيد "مينوتي" الـ 75، لكي يكون بمثابة تأمل في روحنا وهويتنا. ومن هنا استخدمنا عبارة المساحة والروح (Space an Soul)، وحاولنا تجسيد روحنا وقيمنا وقصتنا وجودتنا، مع عرض قطع المجموعة الجديدة ومنجزها في الوقت نفسه بقطع مهمة من مجموعات الأعوام الثلاثة الأخيرة. كذلك ركزنا على تسليط الضوء على التواصل بين مجموعات الأثاث الداخلي والخارجي، من خلال هندسة الجناح بطريقة تخلق ترابطاً بين مساحاته المغلقة وتلك المفتوحة وتجعل التنقل في ما بيننا يتم بسلاسة.

بما أنكم تحترفون بعيد الشركة، هل كنت لتغير شيئاً ما إذا عدت بالزمن إلى الوراء؟

كلا، فخلال الأعوام الـ 75 الماضية، بدأنا بالتعاون مع رودولفو دوردوني (Rodolfo Dordoni) الذي لا يقتصر دوره على كونه المدير الفني للشركة وحسب، بل هو صديق عزيز ويشارك مع العائلة في كل المخططات. من خلال هذا التعاون معه، إننا نخطط عاماً بعد عام خطوات مهمة جداً تعزز نمو الشركة، ونحن سعدون جداً بهذا التقدم اللات الذي نحرزه من عام إلى آخر. عندما بدأنا بالعمل على تنمية "مينوتي"، وضعنا استراتيجية محددة، شملت إطلاق مجموعة جديدة سنوياً وعرضها ضمن بيئة ذات تصميم متناعم، مع اختيار ألوان ومواد وسينوغرافيا متماهية. ومن هنا، إننا نغير في كل عام تصميم جناحنا في المعرض، فبأثني الزوار ليروا ما الذي ابتكرناه في كل مرة. هذا التغيير سنوياً هو بمثابة مخاطرة، لكنه يشكل في الوقت نفسه فكرة رائعة لأنه يبطوي على عنصر المفاجأة ويعكس الطاقة المتجددة.

هل تجرون أبحاثاً قبل اعتماد التغييرات في كل مرة؟ كلا، فهناك استراتيجية واضحة نتبعها على صعيد منتجاتنا، وبموجبها قد نتوجه في أحد الأعوام إلى الأسواق الآسيوية، وفي عام آخر إلى السوق الأميركية، أو نقدم في عام ما هو كلاسيكي، وفي عام آخر ما هو بأسلوب غير كلاسيكي. غير هذه الاستراتيجية، نبتكر مجموعة منتجات تجذب مناطق مختلفة بأذواقها. على سبيل المثال، لم يحمل هذا العام معه مفاجأة على صعيد المنتجات والسينوغرافيا، لأنه قدم أسلوب "مينوتي" المعهود مع اللون



روبرتو مينيوتي
الرئيس الشريك في "مينوتي"

جناح "مينوتي" الضخم في "معرض ميلانو للمفروشات"

في هذا الاستوديو يُعيد ابتكار "مينوتي" النور، ونحن نقضي الكثير من الوقت فيه. لأننا ندرك أن تواجدنا فيه يولد الطاقة التي سنتقل إلى "معرض ميلانو للمفروشات". نحن لا نملك الآن متجرًا أحاديًا في ميلانو، لأننا نركز منذ البداية على حضورنا في هذا المعرض الذي نؤمن به.

لقد أصبحت "مينوتي" علامة تجارية عالمية ولم تعد إيطالية وحسب.

أجل، فنحن نصدر 90% من منتجاتنا، وذلك مهم جداً. لدينا حضور في حوالي 70 دولة مختلفة، ولدينا راهناً 53 متجرًا أحاديًا حول العالم. ما يحدث هنا في المعرض هو أننا نؤسس خلال ثلاثة أيام قاعدة لإنشاء ستة أو سبعة متاجر أحادية أخرى، لأن العملاء يرون مجموعتنا ويطلعون على ما نقوم به، فيدركون أن من الجيد الاستثمار مع "مينوتي". الكثير من عملائنا الذين كانوا مترددين في شأن افتتاح متجر أحادي هذا العام أم لا، اتخذوا قرارهم واختاروا عدم التأجيل، بل افتتاح المتجر، وهذا ما نهدف إليه.

الرمادي والخطب والأرضية العرسانية وأسلوب التصميم الذي تتبعمه، إلا أن المفاجأة كانت في أبعاد الجناح الذي جعلنا مساحة تبلغ 4.600 متر مربع، أي في هندسته المعمارية الالفة.

كم استغرق تصميم هذا الجناح وتركيبه؟

لقد واجهنا تحدياً بسبب المدة القصيرة المتاحة لنا، بما أن النسخة السابقة من المعرض كانت في يونيو الفائت. لقد بدأنا بالعمل في سبتمبر على المجموعة الجديدة بكاملها وعلى الجناح، ولم يكن لدينا سوى سبعة أشهر قبل بدء المعرض، فأنتجنا كل شيء في غضون ستة أشهر ونصف الشهر. وهذه خطوة مهمة نؤكد من خلالها للأسواق أن شركتنا متينة وقوية وموضوعة ثقاً.

كم من الوقت تمضون من أجل الأبحاث وعمليات التطوير؟

إننا نمضي الكثير من الوقت. إذ لدينا "استوديو مينيوتي" الذي يتم فيه الابتكار، والذي يضم 40 شخصاً يتولون الهندسة والتصميم الداخلي للمتاجر والرسوم الجرافيكية والاتصالات والأبحاث.



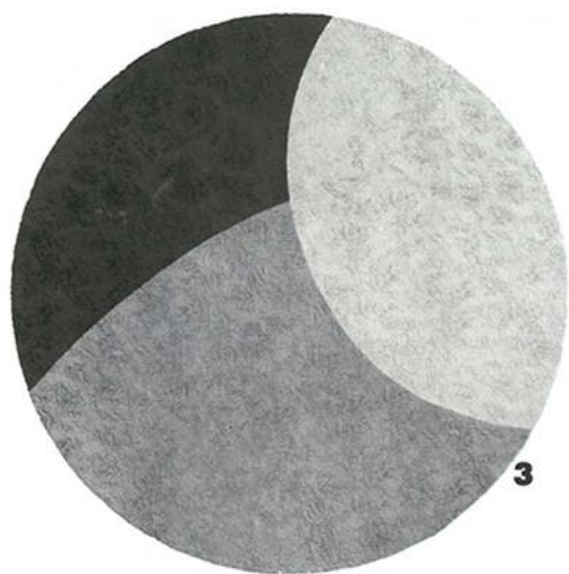
مجموعة ثوري بولد (Torii Bold)

summer living

**Natural beauty**

Some of the most loved furniture designs are now being recreated in outdoor editions as more people begin to favour indoor/outdoor living. Minotti's latest outdoor collection features some of its indoor favourites – including, as featured here, the *Sendai* family of seats designed by Inoda+Sveje, complete with elegant and airy lines. The *Sendai Cord Outdoor* features an upholstered volume, stylised through the skilful use of cord in colours including ecru, burgundy and dark brown, and reminiscent of the nautical themes of summer. The light aesthetic of the chair creates a harmonious contrast when combined with bulkier seating systems, with a swivel system that is completed by a natural teak finish.

FOCUS 



Embodying a rustic and earthy charm, jute and other natural fibres have become pivotal elements in the creation of harmonious and sustainable living spaces, with rugs, armchairs and other accessories making for the perfect entryway into the trend





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Take your living space to whole new heights with floor-to-ceiling windows that bring biophilic design into your home, benefitting from plenty of natural daylight and anxiety-decreasing views.

ARABIA HARPER'S BAZAAR INTERIORS

AUTUMN 2023



Dylan sofa, POA; Minotti

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Ralph Lauren at Bloomingdales.ae



ON THE COVER:
The Royal Suite at
Jumeirah Mina A Salam
Photography: Alex Jeffries
Creative direction: Sophia Serin

WEB EDITORIALS



Minotti Presents The Grand Tour

Design - Italy, Europe

On the occasion of its 75th anniversary, Italian furniture brand Minotti released *The Grand Tour*, a short film showcasing the 2023 Collection and timeless Minotti classics in five evocative locations

On the occasion of iconic Italian furniture brand Minotti's 75th anniversary, the family-run company celebrated by presenting its new collections at *Salone del Mobile* in an expansive 4,500-square-metre, two-level pavilion. At the Minotti Pavilion, visitors were introduced to the 2023 Collection in a completely immersive experience, with new collections for indoors and outdoors displayed against evocative scenography, with elements showcasing the brand's philosophy and history.

Among the new pieces were collections by Japanese studio nendo, Danish-Italian duo GamFratesi and Brazilian architect Marcio Kogan of Studio MK27, to name a few, all under the art direction of Rodolfo Dordoni and the Minotti family. The impressive showcase, one of the largest at this year's fair, was a cohesive presentation of Minotti's design vision of timeless elegance.

Inoda+Sveje blends culture, style and heritage

On the Minotti stand we meet with Kyoko Inoda and Nils Sveje, partners in life and work, and recent collaborators with Minotti. Inoda and Sveje have lived in Italy for 25 years, quietly creating functional and elegant pieces – until a chance encounter brought them into contact with Minotti. The rest, as they say, is history.

How does your Japanese and Danish heritage manifest through your work?

Nils Sveje: Both culturally and personally we are quite alike. We always agree on what is a good value to preserve and what is not. But that could also be down to our ability to express ourselves in silence. We don't always agree on the reasoning behind it being a value that we necessarily want to have. There are a lot of similarities between these two poles, like minimalism, so there probably are more similarities just what catches the eye and I think that's part of what we work with because we both represent our cultures in design, but also in everyday life.

Can you tell me a bit about the Sendai that you've created for Minotti?

Nils Sveje: The Sendai is, first of all, a way of exploring how. Working with this level of skill set in upholstery. We try to take this subtle edge and not take the comfort out but create the comfort of the edge. So, the edge in the front grows and becomes the back rest, so it was about creating a fine line.

It doesn't show the volume in the front but then suddenly it's there where you need it. We can only do this because we're working with a company that has a heritage of upholstery. It's not about expressing some artistic, egoistic form that just comes from us – it's about expressing what Minotti is capable of in the artanship.



Inoda+Sveje



Morre o designer italiano Rodolfo Dordoni

Anúncio foi feito nesta terça-feira (1). Dordoni foi diretor de arte da Minotti nos últimos 25 anos.

Por Redação

01/08/2023 14h05 · Atualizado há um mês



O designer italiano Rodolfo Dordoni — Foto: Divulgação

O arquiteto e designer italiano Rodolfo Dordoni morreu nesta terça-feira (1). O anúncio foi feito em comunicado pela **Minotti**, empresa em que ele era diretor de arte desde 1998 e e coordenador de todas as coleções.

ARCHITECTURE AND DESIGN

On its 75th anniversary, Minotti releases a timeless new furniture collection

Minotti, an Italian company in the space of contemporary furniture design turns 75 this year and launches its 2023 Collection with a video aptly titled 'The Grand Tour'.

By Bindu Gopal Rao

6 June 2023



Minotti

Minotti is a company that has evolved its identity over time and yet is anchored in its origins, that dates 75 years. From their classical roots starting in the 1960s they have developed a contemporary style, renewing themselves over the years, to meet market needs. The company calls this the Minotti spirit, which is based precisely on a specific language, which has given rise to a precise style and a clear identity recognizable throughout the world.





A tapestry of global design by Minotti unfolds a whole new 2023 collection of furniture for every style of interiors

Jul 2, 2023 | By ELLE DECOR India Team



Photo courtesy: Minotti

Traversing realms of creativity, craftsmanship, and grandeur, a repository of furniture wrapped in refinement and innovation takes the centre stage in the **2023 collection** unfurled by **Minotti**, one of the foremost global brands with Italian artisanship in its core, curated for spaces across residential and hospitality.

With a special film dubbed 'The Grand Tour', Minotti expresses its exemplary stand in the arena of fine design and interiors with a language that is universal – the hint of which is in the name itself, the grand tour! Their meticulously crafted furniture makes any space sparkle with a fluid structure while spelling opulence, and the thoughtfully used materials lend comfort. The contemporary trove of furniture pieces is best described as the perfect blend of luxury and art through the lens of Minotti. Which the brand also calls as the journey between imagination and reality, explored through their design dexterity.



HOME • NEWS • INDULGE IN ITALIAN ELEGANCE AT MINOTTI'S NEW STORE IN MUMBAI'S ICONIC 1890 BUILDING

NEWS

Indulge in Italian elegance at Minotti's new store in Mumbai's iconic 1890 building

Minotti, the Italian brand renowned as a global leader in the contemporary furniture design, consolidates its presence in India by announcing the opening of a new flagship store in Mumbai, the third monobrand store in the country, and the second one – after Ahmedabad – inaugurated in collaboration with local partner Design Italiano.

by Staff Writer | October 17, 2023

SHARE



Located in Fort, a historic colonial-era district and today the commercial and artistic heart of the city, the new Minotti Mumbai flagship store spans an area of nearly 3700 square feet inside the iconic 1890 Kitab Mahal building.



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Design

Of artistry, heritage and Italian legacy: Minotti arrives in Mumbai with its new flagship store in Fort

OCT 19, 2023 | By ELLE DECOR India Team



Minotti launches its third monobrand store in collaboration with Design Italiano; Photography courtesy Minotti

With a vision of narrating a legacy that has been in the making for decades, **Minotti**, recently reignited the conversation around its Italian design excellence, with a highly anticipated arrival in Mumbai. The brand, synonymous with its prowess in contemporary furniture design, launched an all-new flagship store in Kitab Mahal in Fort, a neighbourhood in the southern stretch of the city known for its architectural, art and heritage history – now steadily ascending as a commercial nexus of Mumbai as well.



Home > People & Events > Master Crafters: Kyoko Inoda & ...

Master Crafters: Kyoko Inoda & Nils Sveje

BY ABDURRAHMAN KARIM | 13 MAR 2023



Multidisciplinary designer duo **KYOKO INODA** and **NILS SVEJE** share their passion for the trade and their journey in the design world through their company, **INODA+SVEJE**.

Sometimes, it takes two brains with impeccable creativity to create masterpieces, and designers Kyoko Inoda and Nils Sveje can attest to that. Inoda went to Milan to pursue education at ISAD, while Sveje studied at the Royal Danish Academy of Fine Arts. Fate brought them together, and with a great passion for furniture, they joined forces in 2000 to give birth to their brainchild **INODA+SVEJE**.

Initially serving as a consultant for product development and industrial design, the company has created high-end furniture pieces, embracing a sensitive and harmonious approach. **INODA+SVEJE** have also partnered with international manufacturers, including Minotti and

BY EDITORIAL | 24 MAY 2023

Presented by Minotti



When rigorous architectural design meets unprecedented softness and comfort

The Horizonte seating system by Marcio Kogan / studio MK27 is a sight to behold. The sofa takes shape from a suspended base, a solid thin line covered in leather, fabric, or both. The system is perfectly consistent with Marcio Kogan's design philosophy, which embodies a rigorous shape raised seven centimetres off the ground, thanks to a recessed plinth in matt black varnished metal. This gives the sofa a special feeling of suspension and a platform on which the upholstered elements are located.



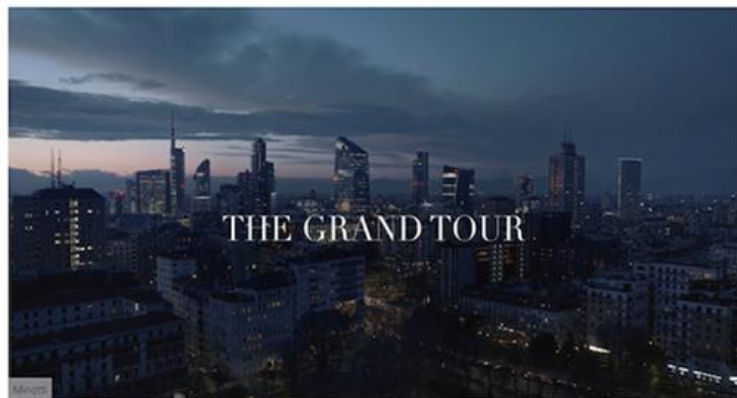
DECOR > インテリア・デザイン

「ミノッティ」の最新コレクションムービーが到着！

— 約6分半の動画には、ロドルフォ・ドルドーニやガムフラテージ、nendoによる新作が登場。



By CHISATO YAMASHITA 2023/06/08

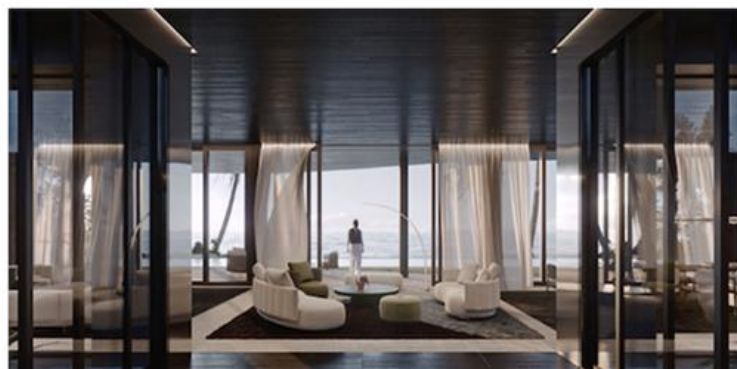


4月に開催されたミラノサローネで会場に5,000平方メートルに及ぶ2階建てのブースを出展させて話題を呼んだ「ミノッティ」が、ムービー「THE GRAND TOUR (ザグランドツアー)」を公開した。ブランドの世界観にひたひた、2023年の新作コレクションを堪能することができる。



Minotti

約6分半におよぶムービーは、ミラノの夜景を見下ろす一室からスタート。マルシオ・コーガンによる“ホリゾンテ ベッド”などがレイアウトされたペントハウスから、場面は雪山に佇むモダンな山荘へ切り替わっていく。リビングでは暖炉を囲むのは、ロドルフォ・ドルドーニがデザインを手がけたシーティングシステム“ディラン”だ。



クラシックとコンテポラリーのバランスが絶妙な「ミノッティ」の新作ソファ

2023.12.01 | PR



タイムレスなデザインと品格を備えた家具を毎年発表し続ける「ミノッティ」。創業75周年を記念する2023年コレクションの中から、クラシックとコンテポラリーを両立した新作ソファ「ディラン」を通して、その魅力をご紹介します。

伝統的な家具の生産地として知られるイタリア北部の街、メダで1948年に創業した「ミノッティ」。オーダー家具を手がける小さな工房から始まった同社は60年代から家具ブランドとして成長し、世界80か国に展開する名門家具ブランドとなりました。

多くのヨーロッパ家具メーカーが海外に生産拠点を移す中、ミノッティはデザインから製造まで一貫してメイド・イン・イタリア。そこで発揮される職人の高い技術力と時代を超えたタイムレスなデザインが、ものづくりへの情熱を物語ります。



Best Sofa Design: Minotti – Torii



A reflection of homeowners' personalities, sofas are a place for spending time together with family. Reminiscent of the entrance gates at Shinto shrines in Japan, Minotti's Torii sofa exudes a sleek yet playful sensibility, with rounded edges that immediately take centre stage.

미노티 공동 대표 레나토 & 로베르토 미노티, 브랜드 고유의 언어

혁신을 위한 끊임없는 연구는 이탈리아 디자인의 뿌리 깊은 전통이자 올해 창립 75주년을 맞은 미노티의 혁신 철학이다. 미노티는 이번 밀라노 가구 박람회에서 하나의 도시를 연상시키는 웅장한 퍼블리셔를 통해 더욱 포괄적인 브랜드 비전을 드러냈다.

#미노티 #가구 #2023년 6월호 #ISSUE279 #미노티

MINOTTI

미노티(Minotti)는 직관이 뛰어난 알베르토 미노티가 1946년 조그만 공방으로 문을 열었고, 형제지간인 레나토 미노티(Renato Minotti)와 로베르토 미노티(Roberto Minotti)는 아버지를 이어 1991년부터 브랜드를 운영해왔다. 1998년부터 아트 디렉터인 로돌포 도르도니(Rodolfo Dordoni)와 창의적인 비전을 공유하며, 전통과 혁신이 가장 이상적으로 조화를 이룬 미노티의 언어를 구축했다.



미노티는 전통 테일러링의 가치를 존중해 브랜드 고유의 스타일을 창조한다.



변화하는 삶의 방식에 따라 자유롭게 구성할 수 있는 소파 시스템 Twiggyl. 로돌포 도르도니의 디자인으로 우아함과 감성에 더해져 않는 자유로운 형식이 공존한다.



2023년 8월호

미노띠의 멈추지 않는 여정

장인 정신, 섬세한 디테일, 뛰어난 소재. 어느 하나 흠 잡을 데 없는 이탈리아 디자인의 정수 미노띠가 서울 플래그십 스토어를 오픈했다.

FREELANCE EDITOR 권아름 PHOTOGRAPHER 이우경



'트윅기' 소파에 앉아 있는 알레시오&알렉산드로 미노띠 쌍둥이 형제.

이탈리아 디자인의 명성은 오랜 역사와 높은 품질을 기반으로 전 세계 수많은 디자인 애호가들의 마음을 사로잡아왔다. 미노띠 Minotti는 이러한 이탈리아 디자인 유산의 증거이자 혁신을 상징하는 브랜드 중 하나다. 1948년 알베르토 미노띠로부터 탄생한 이후 3대에 걸쳐 소재와 마감, 품질, 편안함까지 가구의 기본 개념에 충실한 라인업을 소개해왔다. 미노띠가 오랜 세월 동안 고품질의 가구를 선보일 수 있었던 이유는 현대적인 기술력과 숙련된 장인의 노하우, 그리고 소재에 대한 열정과 연구가 있었기 때문이다. 최근에는 다양한 건축가 및 디자이너들과 협업을 통해 시대의 변화에 발맞추는 시도를 펴하고 있다. 국내에서는 꽤 오래전부터 편집숍 형태로 소개해오다 지난 6월 파트너사 디움과 손을 잡고 논현동에 플래그십 스토어를 오픈했다. 총 3개의 층으로 이루어진 쇼룸에서는 럭셔리 디자인을 미노띠만의 방식으로 재해석한 모습을 엿볼 수 있다. 단순히 전시된 가구를 관람하는 것뿐만 아니라 브랜드의 정체성과 수공예적 노하우를 직접 보고 경험할 수 있다. 플래그십 스토어 오픈을 기념하기 위해 내한한 알레시오Alessio와 알렉산드로 미노띠Alessandro Minotti 쌍둥이 형제를 만나 더 많은 이야기를 나눴다. 3대에 걸쳐 브랜드를 운영하고 있는 그들이 직접 들려보는 브랜드의 철학부터 서울에서 최초 공개되는 '딜인Dylan', 그리고 미래 가구 시장 트렌드까지. 서울에 펼쳐진 미노띠의 세계 속으로.

HOME DESIGN |

The Best Gifts From Luxury Italian Furniture Brand Minotti For Any Well-Appointed Home This Festive Season

Alicia Corbett

02 November, 2023



This holiday season, let the critically acclaimed contemporary furniture design brand *Minotti* increase the festive cheer with the finest pieces for your home or the homes of your loved ones. Here are our top picks from their latest collections that will send off 2023 with joy and ring in the New Year with a flourish.

Twiggy Armchair, Minotti



+ ELLE DECO

Minotti presenta The Grand Tour, un viaje a espacios arquitectónicos

La nueva colección de la firma italiana es un sueño.

vie 23 junio 2023 01:46 PM



Tamara Santillán

Minotti acaba de presentar su última colección de muebles a través de una película titulada **The Grand Tour** que presenta un **viaje a cinco lugares evocadores pero distintos entre sí**. Las piezas que conforman esta colección tienen el poder de integrarse armoniosamente en **ambientes residenciales y de hostelería**, dialogando con los diferentes espacios arquitectónicos a través de **líneas, materiales, colores y detalles, tal y como se demuestra en el clip**.



JULIO 27, 2023

Legado y visión

Minotti celebra su 75 aniversario con un impresionante pabellón dentro de la feria de Milan este 2023 y presenta una colección muy completa de piezas para interiores y exteriores



Una arquitectura expositiva diseñada para dar vida al alma de la marca y ensalzar su largo recorrido, que este año coincide con el 75 aniversario de la empresa: *el Minotti Pavilion 2023* fue un lugar escenográfico de características únicas e inesperadas que expresa a 360 grados la historia de una marca que mira al futuro, capaz de renovarse con el tiempo, permaneciendo anclada en sus orígenes.



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RODOLFO DORDONI

A homage to the life of Architect and Designer Rodolfo Dordoni through some of his most iconic and enduring designs

WORDS MARGIE RIDDIFORD | 22 NOV 2023

In the world of design, few names are as synonymous with innovation, elegance and an unwavering commitment to their craft as that of Rodolfo Dordoni. The rationalist architect and mastermind Italian designer was credited with being a genius in his field, and over his lifetime, he left an indelible mark on the landscape of design globally. Born in the vibrant city of Milan in 1954, Dordoni's career began with his deep-rooted passion for architecture, and evolved into a lifelong relationship with furniture design. His passing in August this year has left an undeniable void, but his legacy endures through his timeless pieces and the profound impact he had on Italian design. Here we celebrate the life work of one of the world's greatest designers.

Rodolfo Dordoni's career took its most pivotal turn when, in 1979 after graduating from the renowned Politecnico di Milano, he joined forces with Giulio Cappellini, a widely respected figure in the design world. This collaboration set the stage for Dordoni's enduring impact on the industry. Over the years, he lent his creative genius to some of Italy's most iconic design brands, including Cappellini, Kettal, Cassina, Roda, Artemide, Molteni&C and, of course, Minotti.

LEISURE | ART & DESIGN

Minotti's versatile Roger seating system is designed to elevate any living space



Chua Joel

01 June, 2023



Thanks to Minotti's Roger, lounging in style takes on a whole new dimension of possibilities

Modular sofa systems are still very much in vogue, but Minotti's Roger might well take the cake in terms of extreme versatility and superior craftsmanship. First unveiled as part of the Italian luxury furniture brand's 2021 collection, Roger was conceived by artistic director Rodolfo Dordoni, who's also behind statement pieces like the cubic Suitcase armchair and the Sunray outdoor seating system.



HOMES | ARCHITECTURE & DESIGN

How luxury furniture brand Minotti became one of Italy's historic trademarks

By Darryl Sim | Jun 30, 2023



COVER A view of the Minotti Singapore showroom in Raffles Arcade. (All photos: Courtesy of Minotti)

Roberto and Alessandro Minotti tells us more about the Italian brand's humble beginnings, and a memorable first visit to the Raffles Singapore hotel



stayed here, at the Raffles Singapore, in 1976," recounts

Minotti – Dylan Sofa



— The "Dylan" sofa system is designed by the late Rodolfo Dordoni. Image: Minotti.

The late Rodolfo Dordoni's "Dylan" sofa designed for Minotti is consistent with the language and style of Minotti's modus operandi. The refined lines articulated through generous volumes allow the plush upholstery to sit above a suspended base raised 13.5 cm from the ground by thin extruded aluminium blades in bronze or pewter finish.



Outdoor Living: Minotti's Florida Outdoor Seating System



Minotti's iconic Florida outdoor seating system – the work of Rodolfo Dordoni Design – stands out for its ability to meet the new requirements of contemporary living and to furnish both cosy, compact spaces and larger areas used for hospitality and socialising. Its extreme compositional versatility has made this system one of the best-selling furnishing pieces in the Minotti outdoor collection, also thanks to its graceful shapes.

The Florida collection is made from outdoor eco-leather, available in four colours: light grey, dark grey, brown and sand. The system features the addition of a removable backrest, designed to be placed on large ottomans which can be positioned and moved around in the space to suit the user.

The backrest, in addition to making the seat comfortable, can also create back-to-back configurations and gives Florida a new look, opening up fresh scenarios and additional compositional options. The frame is made of metal that has been appropriately treated to withstand corrosion, and it is immersed in a foam padding, then covered in waterproof fibre and



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Code Of Elegance: Minotti's New Textile Collection



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Research, tradition, and technology are the key concepts that have always characterised the Minotti textile collection. The combination of high-quality natural materials and innovative stylistic solutions result in the eclectic 2023 Textile and Leather Collection, designed to meet the variety of needs and discerning tastes of customers. Textiles are characterised by a unique aesthetic appeal, technical innovations and colour nuances, capable of enhancing the design of the shapes and their elegance over time. All the coverings are made with exquisite yarns from all over the world and European leathers, processed with the most advanced, sustainable crafting techniques, and combined to create a new timeless, international code of elegance.



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BUSINESS / HOME

Italy's Minotti to Open 10 New Global Locations

Known for its sleek, aspirational style, the family-run luxury furnishings business will accelerate its international expansion.

By **SOFIA CELESTE**  MAY 26, 2023, 1:00AM

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Minotti's Florence location in Piazza Strozzi DAVIDE MENEGHINI

MILAN — Minotti, the Italian luxury furnishings company famous for sleek designs like its Van Dyck table and Hamilton sofa, will open 10 new stores by the end of this year. Minotti co-chief executive officer Roberto Minotti told WWD that 2023 is about exploring new areas of business and consolidating the company's target markets, ruling ...



TO READ THE FULL STORY

Minotti releases *The Grand Tour* movie

Pegged to its 75th anniversary, Italian furniture brand Minotti has released *The Grand Tour*, a short and moody film highlighting both classic designs and new additions from the 2023 collection in five transportive locations. Just over six minutes long, *The Grand Tour* kicks off in a glass-walled urban apartment before the settings morph to an alpine chalet, tropical hideaway, lush Parisian hotel, and swank yacht, all united by the Minotti lifestyle. The reviews are in: It's a product preview that totally allures.

HOME FURNISHINGS

Twiggy's Modular, Unexpected Seating Can Take Many Forms

07.04.23 | By Kelly Beall



Twiggy seating is named after the 1960s fashion icon known for turning her nonconformist style into a classic aesthetic. Like her, this family of seating can present itself in many forms with its unexpected shapes and proportions. Designed by Rodolfo Dordoni for Minotti, the individual elements are fluid and flexible, free from models and configurations. Instead, Twiggy meets a growing need for adaptable furniture that can match our everyday lifestyles.

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Minotti Marks 75th Anniversary With Sleek New Collection, Revealed In First-Ever Film

Paul Jebara Contributor

I write about design, art, architecture, and travel.

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Jul 5, 2023, 01:19pm EDT



Celebrating 75 years of design excellence, Minotti unveils its latest collection, a testament to the ... [+] MINOTTI

In the dynamic sphere of contemporary furniture design, **Minotti** stands as a paragon of style and innovation. For an impressive 75 years, this Italian powerhouse has been orchestrating a harmonious blend of tradition and modernity, its roots firmly planted in the fertile soil of classical design, while its branches reach out to the future, casting a shadow of influence that extends far beyond its immediate surroundings.

The saga of Minotti is one of evolution, a narrative of transformation that harks back to the 1960s. This metamorphosis, however, is not merely a change of form, but a profound rebirth of spirit. The "Minotti spirit" is a language, a dialect of design, a lexicon that has etched a clear, indelible identity on the global stage. It's a testament to the brand's adaptability, its ability to evolve and reinvent itself in response to the ever-shifting landscapes of global tastes and trends.

In the News

Remembering designer and architect Rodolfo Dordoni

In 1997, Rodolfo Dordoni conceived the cubic Suitcase armchair for Minotti, an imposing geometric beauty that embodied the Italian architect and designer's flair for unconventional precision. Dordoni, who passed away on August 1 at the age of 69, served as art director for the furniture brand until his death, simultaneously tackling residential and commercial projects at the eponymous Milan studio he founded in 2005 with Luca Zaniboni and Alessandro Acerbi. Upon graduating from the Politecnico di Milano in 1979, Dordoni kicked off his career as art director for Cappellini, eventually designing such memorable products as the 1950s-inspired Sail Out outdoor sectional sofa for Cassina and Molteni&C's round-edged marble Old Ford table. Another of his long-term collaborators, Foscarini, will poignantly unveil Dordoni's posthumous table lamp designs this fall. Centered on Pyrex glass stems, the fixtures include the delicate, decorative Fleur and the Chapeaux family distinguished by playful hat-shaped diffusers.



August 11, 2023

Words: Carlene Olsen

Rodolfo Dordoni, Innovative Industrial Designer and Architect, Dies at 69



Rodolfo Dordoni with the Nile Lamp for Foscarini. Photography courtesy of Foscarini.

Italian designer and architect, Rodolfo Dordoni, known for his distinct lighting and furniture designs that enliven striking locales around the globe, recently passed away at age 69. From his work with brands such as Minotti, Cappellini, Foscarini to running his own practice, Dordoni developed a reputation for offering fresh takes on classic forms.

Skilled at conveying emotion through materiality, Dordoni often turned to shapeshifting materials like blown glass: His restyling of a classic bedside lamp for Foscarini—the Nile Lamp—went on to become one of the brand's top successes.

Dordoni's creations also feature prominently in an array of renowned spaces, such as a Manhattan Beach, California, home by Montalba Architects, the Major League Baseball headquarters by Studios Architecture in New York, and 2019 Interior Design Best of Year award-winner, the Campari Group headquarters by Gensler, also in Manhattan.

Rodolfo Dordoni, who helped shape the trajectories of Minotti and Artemide, dies at 69.

Rodolfo Dordoni, the renowned designer known for his work as art director for Italian design brands like Artemide, Cappellini, and Minotti, has died at the age of 69. His creative vision and dedication led to the creation of several timeless classics, helping establish Minotti as a globally recognized brand. Alongside his successful career, Dordoni co-founded the architecture studio Dordoni Architetti and left a major impact on various classic design brands.

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SHELTER / HOME DESIGN

SEPTEMBER 24, 2023

4 Stylish Green Furnishings That'll Bring a Touch of Nature Into Your Home

Forest-colored finds that will bring the outdoors in this winter.

By MARNI ELYSE KATZ



Solid Steel, Minotti



Rodolfo Dordoni, the celebrated architect, designer, and artistic director of [Minotti](#) who passed away in August, played with the idea of balance in the Solid Steel coffee table, despite the heavy-metal inference of its moniker. Party-ready glossy and mirrored finishes belie the architectural geometry of the streamlined, staggered slabs. Even with its fashion-forward feel (or backward: the materials reference 1970s glamour), it evokes an unflinchingly Bauhaus sensibility. *Price upon request*

Photo : Courtesy of Minotti

Minotti