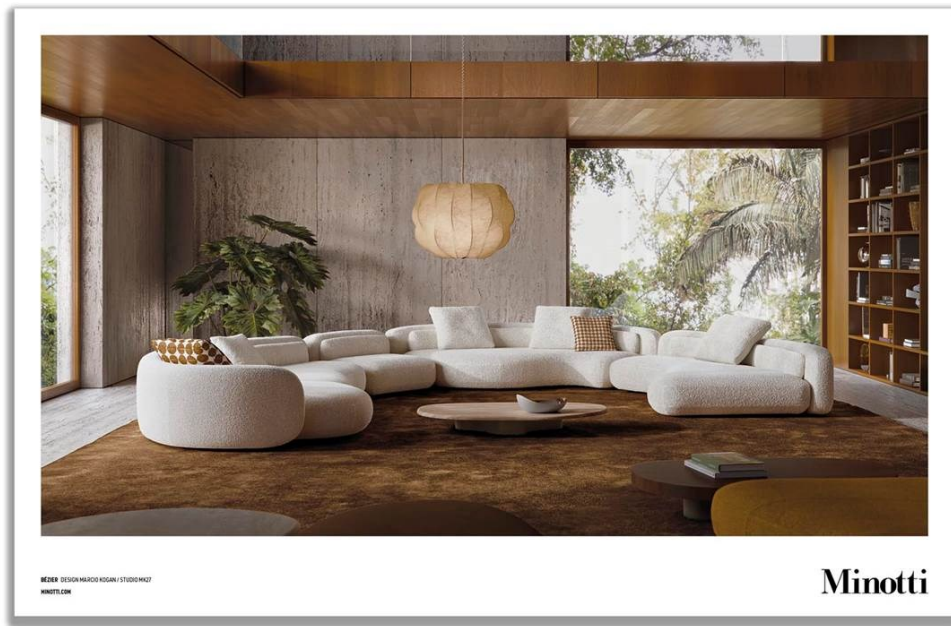




SEPTEMBER 2025 ON AIR THE NEW ADV CAMPAIGN 2025

Launching this September, the **new Minotti advertising campaign** showcases, for the very first time, four distinctive visuals, featuring the seating systems of the **2025 Collection** unveiled at Salone del Mobile.Milano last April: **Bézier** designed by Marcio Kogan / Studio MK27, **Coupé** by Giampiero Tagliaferri, **Vivienne** by GamFratesi and **Riley** by Hannes Peer.

A photographic narrative conceived by **Minotti Studio** that captures the brand's **creative vision** and the evolution of its **design concept**, brought to life through four evocative settings — each embodying a unique project and aesthetic sensibility. Harmoniously connected and deeply rooted in the brand's values, the different atmospheres embody the **Minotti lifestyle**, **aesthetic vision**, and unmistakable **craftsmanship know-how**.

Setting the stage for the **Bézier** seating system — with its organic shapes and unparalleled comfort — is an eclectic environment inspired by Brazilian Modernism, where the light creates a refined balance between warmth and minimalism, intimacy and hospitality.

Coupé, the design by **Giampiero Tagliaferri**, is the protagonist in an atmosphere shaped by Californian modernist influences, enriched with textures and subtle 1970s references. Here, the lines of the system, reinterpreted with contemporary elegance, evoke spaces where vintage charm meets modern functionality.

Vivienne, the seating system designed by **GamFratesi** with its distinctive, organic character, comes to life in a classic-contemporary setting defined by a sophisticated interplay of fine materials and decoration, masterfully conveying balance and stylistic depth.

Riley, by **Hannes Peer**, inhabits a modern home with a timeless aesthetic, reflecting Minotti's signature style. Its bold geometric lines, enriched with sartorial details, explore the boundaries of contemporary modernism in a continuous dialogue between memory and innovation.

The advertising campaign will be launched in more than **50** countries in selected **architecture, design, news, fashion and lifestyle** publications, in perfect tune with the presence of the new **2025 Collection** in the flagship stores and authorised retailers worldwide.