



AUGUST 2024

## ON AIR THE NEW 2024 ADV CAMPAIGN

Minotti unveils the new advertising campaign, a photography project that showcases the **2024 Collection**, through the atmospheres created by designer Giampiero Tagliaferri together with the brand.

Settings with a timeless architectural concept become the stage for a design storytelling in which innovation and tradition blend together, in a never-ending flow of creativity. Here, unexpected scenarios, in accordance and balance with the brand's identity, embody the distinctive hallmarks of the Minotti lifestyle, also enriched by refined artworks and decorations.

The modernist style melds with Seventies influences to embrace the elegant and original shapes of the **Supermoon** modular seating system by Giampiero Tagliaferri, while contemporary ambiances, evoking the Italian architecture of the early Midcentury, prove to be the ideal framework to welcome the tailoring details of the **Yves** modular seating system by Hannes Peer. Unique locations, deeply different from each other, are therefore the backdrop for the new designs, enhancing their aesthetics thanks to diverse perspectives.

The new campaign aims to highlight Minotti's heritage, forward-looking vision, with a renewed creativity that is part of the ongoing evolution of the brand's visual language.

The advertising campaign debuts in the **Worldwide media** starting from **August 2024**.