



@minimolladesign



Visual Communication and Ecological Design

Minimolla Design is a creative enterprise aimed at sustainable design. It designs and creates ECOLOGICAL SETTING UPS for exhibition booths, exhibition spaces, temporary stores, urban environments, and events in public and private areas.

Attention to the ENVIRONMENT and CREATIVITY. integrated, through Exhibition Design setups and installations, to give shape to ideas and concepts of great VISUAL IMPACT.

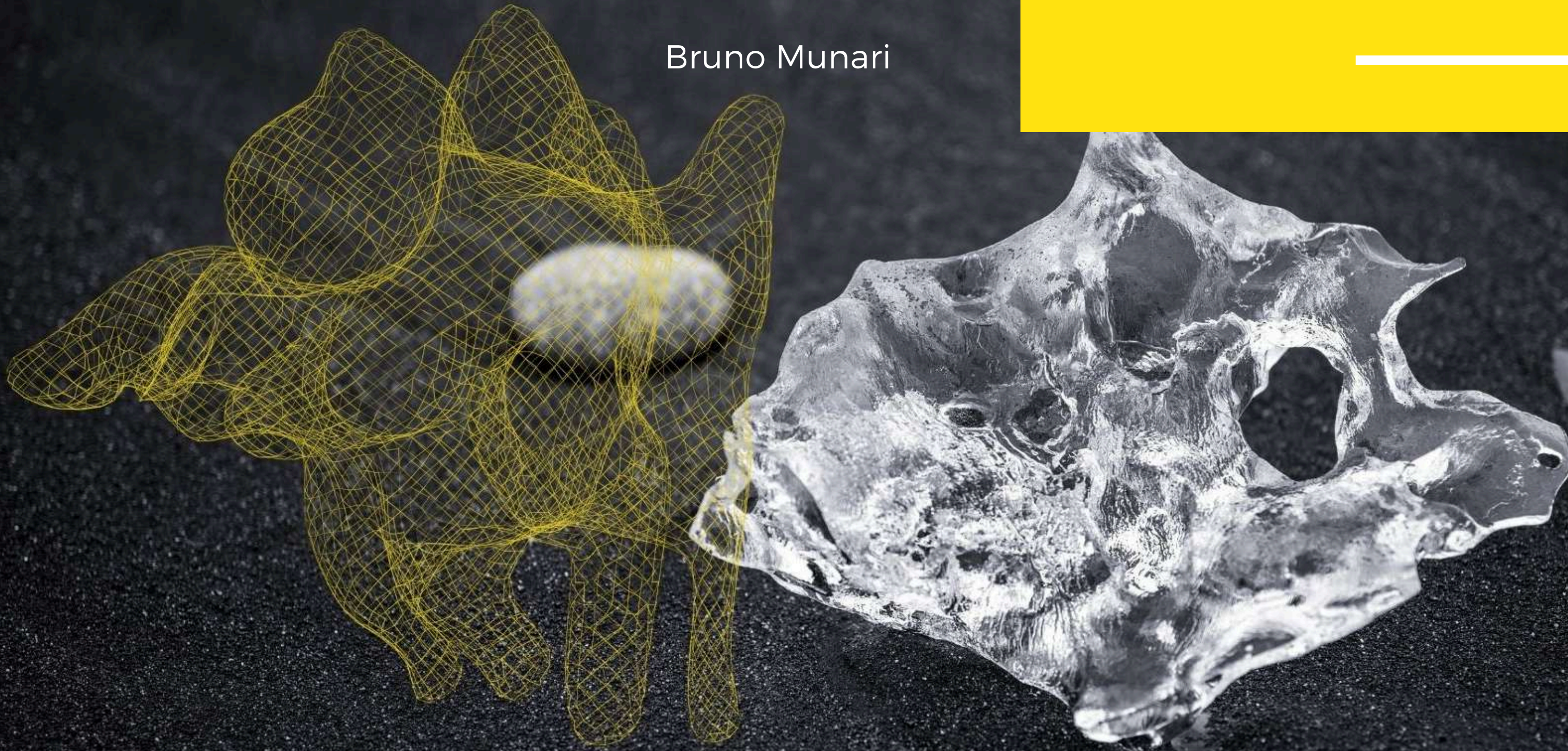
minimolla design

by Green Innovation Factory // progettomanifattura.it

*"Tree: the very slow explosion
of a seed."*

Bruno Munari

Philosophy





#elastic

#sinergy

Minimolla Design is a soft,
ROUND and modern reality;
as AGILE and elastic as spring,
optimized to accumulate great
energy and release it naturally.
Simple in form and essence.

Minimolla Design is a cooperative company that has always been attentive to environmental sustainability and respect for production ethics.

It uses environmentally friendly technologies in production and collaborates with suppliers certified in the use of sustainable materials.

Minimolla Design practices communication ecology: transparent, essential and waste-free.

About Us

"less is more"



What we do



- ECO SETUPS
- VISUAL COMMUNICATION
- PRODUCT DESIGN

Eco Setups

- EXHIBITION DESIGN
- PHYSICAL BRANDING
- RENOVATION OF ENVIRONMENTS
- INTERIOR DESIGN






Visual Communication

- AWARENESS CAMPAIGNS
- BRAND IDENTITY
- VIDEO CONTENT
- VR / AR EXPERIENCES

Product Design

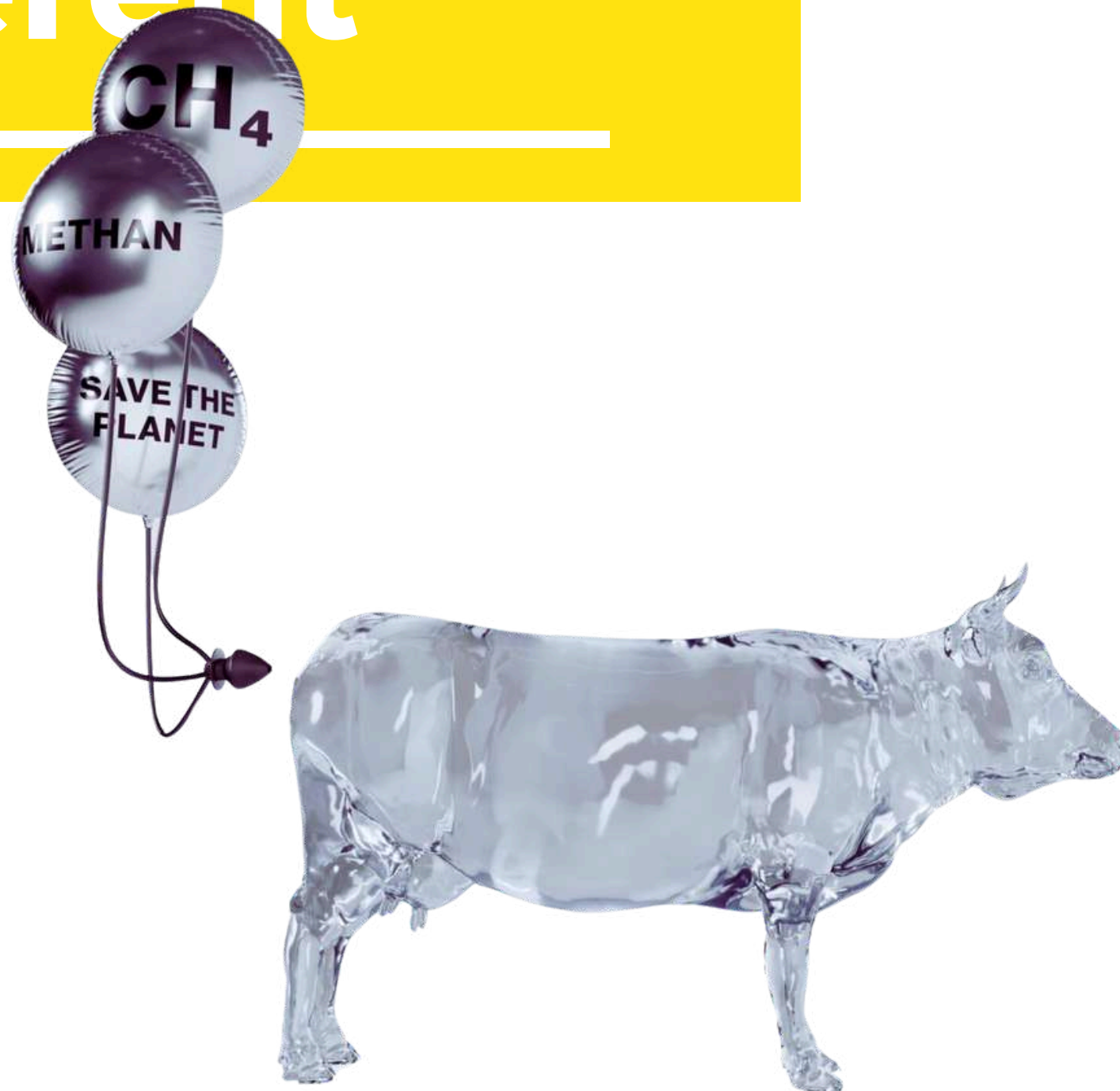
The background is a grayscale photograph of a design studio desk. It is covered with various hand-drawn sketches of mechanical and industrial components. Several drawing tools are visible, including pens, pencils, and a measuring tape. On the left side, a large, three-dimensional yellow wireframe cube is superimposed over the sketches. A thin white horizontal line is positioned below the main title.

- INTERIOR DESIGN
 - CUSTOM DESIGN
 - HANDCRAFTED PRODUCTIONS
- 
- At the bottom right of the image, there are four rounded squares arranged horizontally. From left to right, their colors are light gray, olive green, a darker shade of olive green, and black.

WHY GREEN?



we are different



DESIGN

- Optimized spring-like design, capable of storing great energy and releasing it naturally
- Respect for the individual and his or her professionalism in relation to the time and manner of design
- Progettazione modulare e semplicità nella forma e nell'essenza
- Modular design and simplicity in form and essence
- Daily commitment to reducing the energy impact of digital projects, internet browsing data, and sites used

PRODUZIONE

- Modular and scalable laboratory processes, maximum reduction of material waste and machine time, optimization of craft production processes
- In-house production, taking care of all stages of processing, from fabrication to set up
- Fornitura dei materiali che rispettando i più alti standard qualitativi eco-friendly
- Provision of materials meeting the highest eco-friendly quality standards
- Asset redistribution: 40% of materials destined for disposal are overhauled and donated to nonprofits for useful community purposes



TRASPORTI

- About 15,000 km in a working year, our reduction in transportation is mainly due to the great elasticity of dates and times for loading/unloading
- Trucks travel only if fully loaded, otherwise the load will be shared with neighboring companies
- Reduced travel of internal staff and associates, optimization of rapid transfers and replacements based on deployment in the relevant territory

Upcycling design

Minimolla Design implements a model of CIRCULAR ECONOMY in every area of production, designing modular, scalable and composable elements. Using, for example, the interlocking technique rather than the use of glue in woodworking processes. The use of materials that can be separated and decomposed encourages their reuse; the re-introduction of waste feeds a constant cycle of reuse that also involves partner companies outside our production.

minimolla experience

how we work



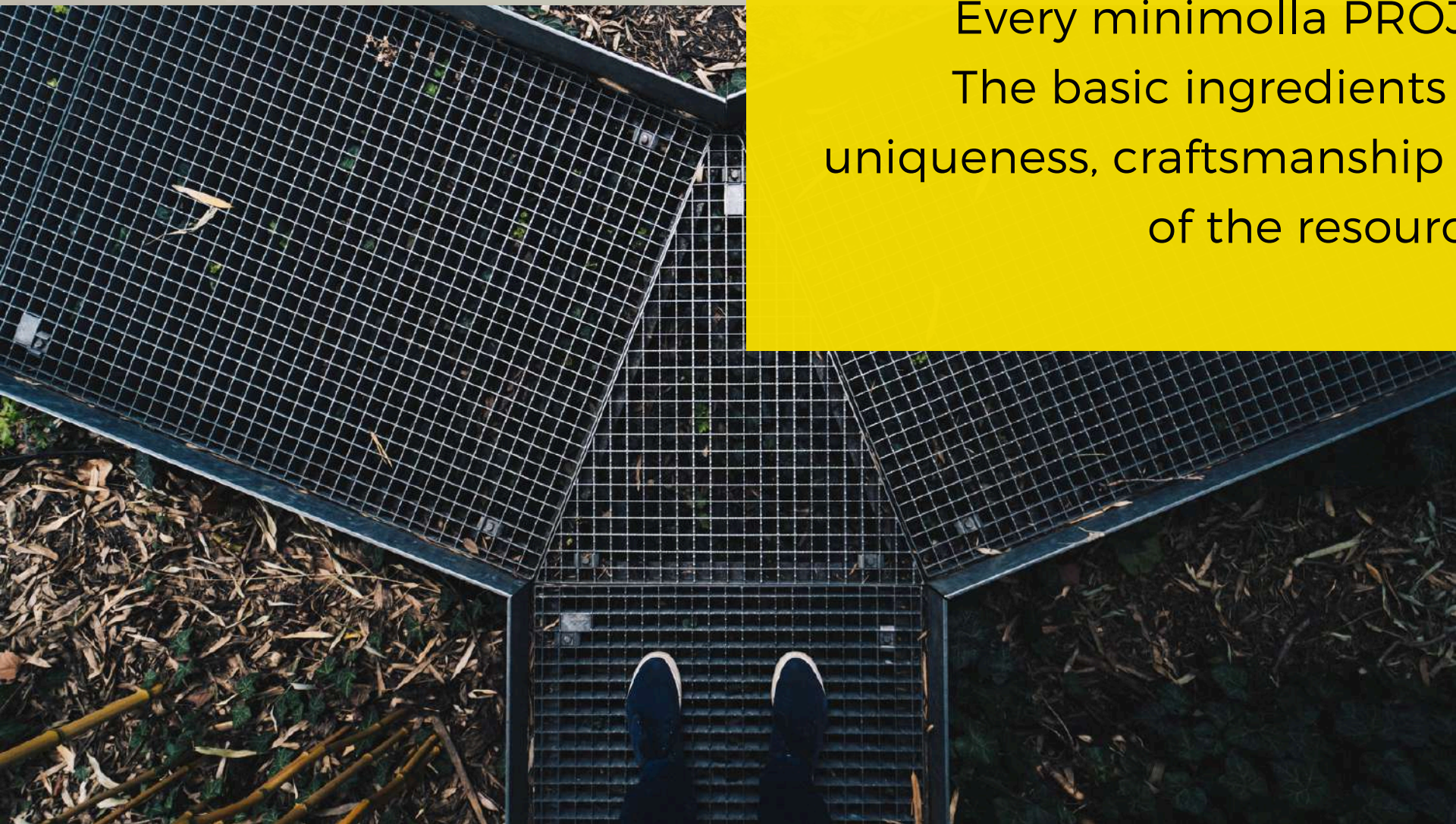
Visual Impact and Content

A good product is always an opportunity to best
present one's story and to bring to life
a message that knows how to
COMMUNICATE MEANINGS OF VALUE

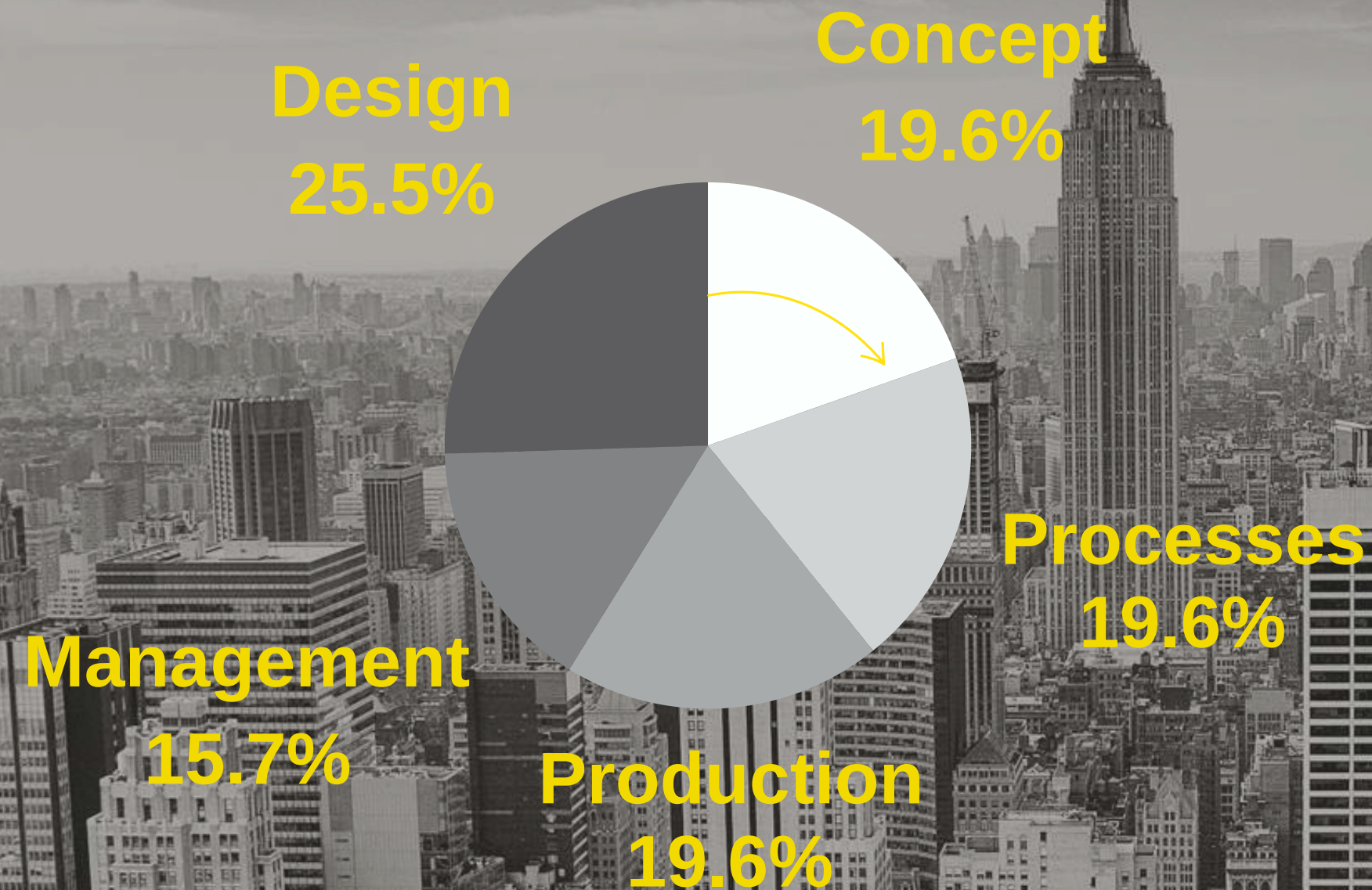


Custom design

Every minimolla PROJECT is TAILORMADE!
The basic ingredients for each new idea are
uniqueness, craftsmanship and careful creative REUSE
of the resources employed



The Creative Process



An abstract geometric wireframe structure composed of numerous interconnected lines, forming a complex, multi-faceted shape. The structure is rendered in a dark brown color on the left and transitions to a lighter, yellowish-brown color on the right, creating a sense of depth and movement. It is positioned in the center-left of the frame, set against a background of warm, golden-yellow geometric planes that meet at sharp angles, suggesting a 3D architectural space.

Works

Eco Setups



• Rovereto/Manifattura Tabacchi 2016



• Bologna /Ski pass 2018



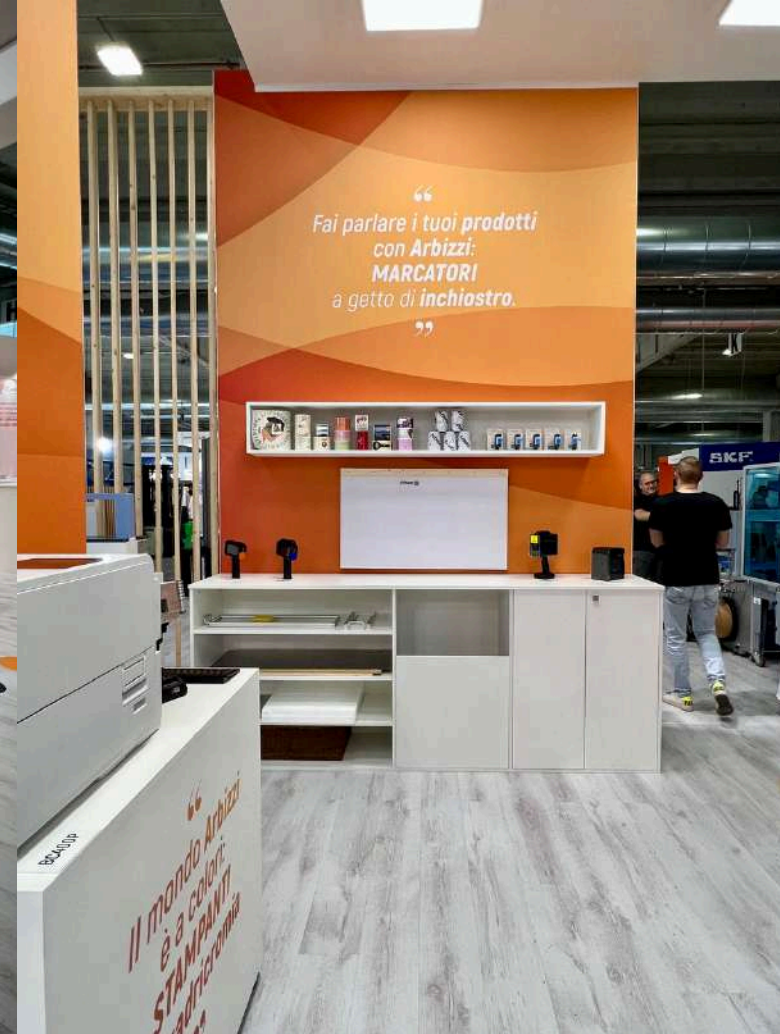
• Milano /National Electric Mobility Conference 2023



• Trieste /Marevivo campagna internazionale 2023



• Milano /Resol Salone del mobile 2023



• Parma Fiera /Cibustec 2024



• Mico Milano /Horizon 21 - congresso SIN 2022



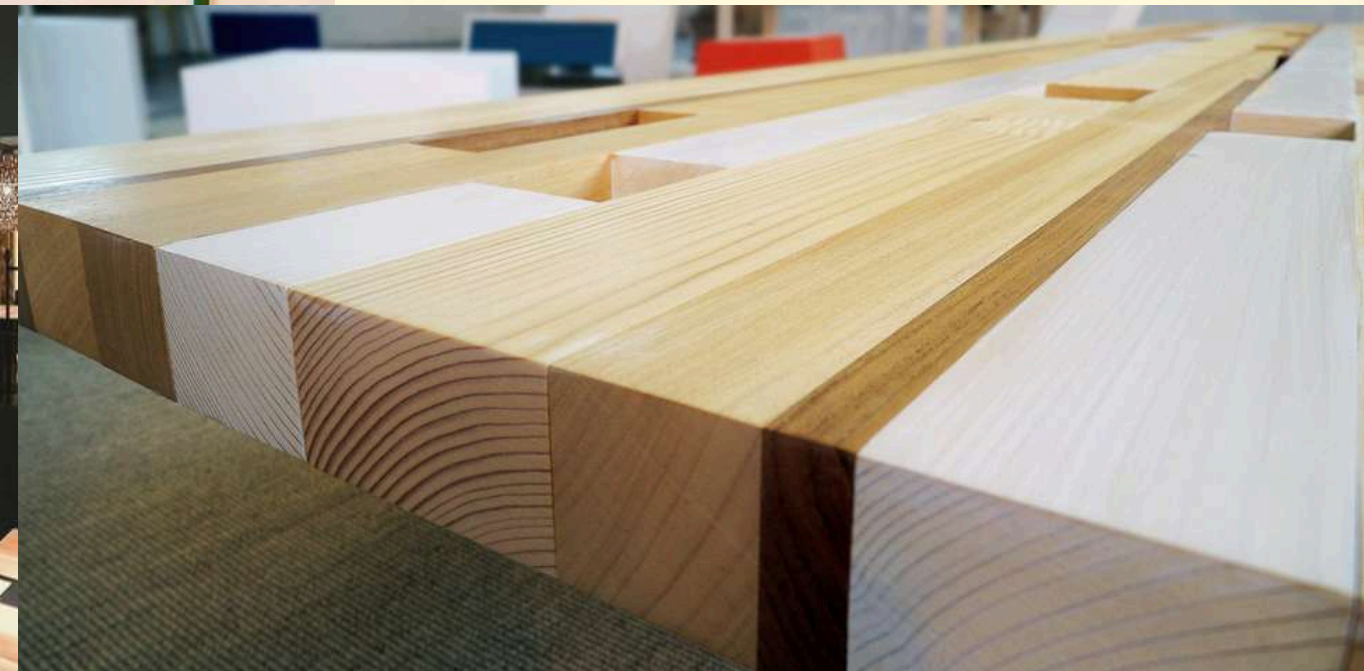
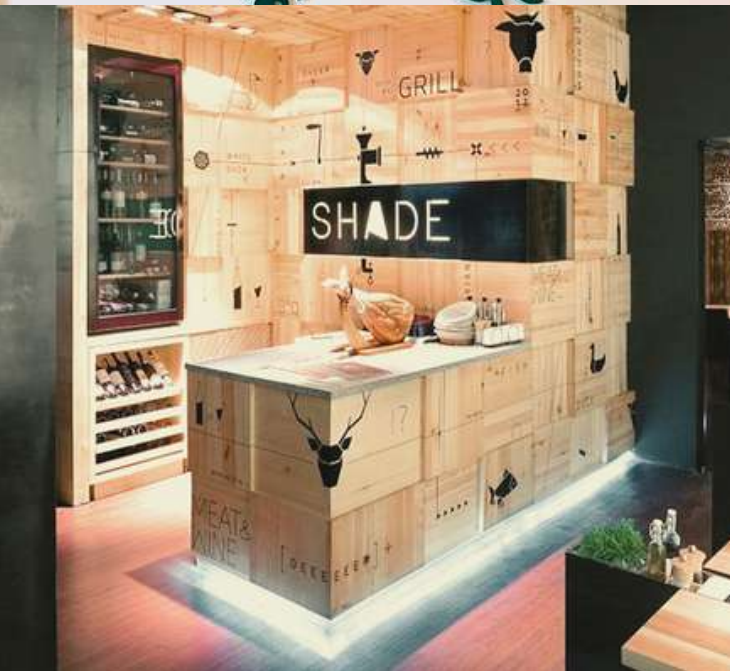
• Bolzano /Klimahouse 2022



• Reggio Emilia /Interior Arbizzi 2022

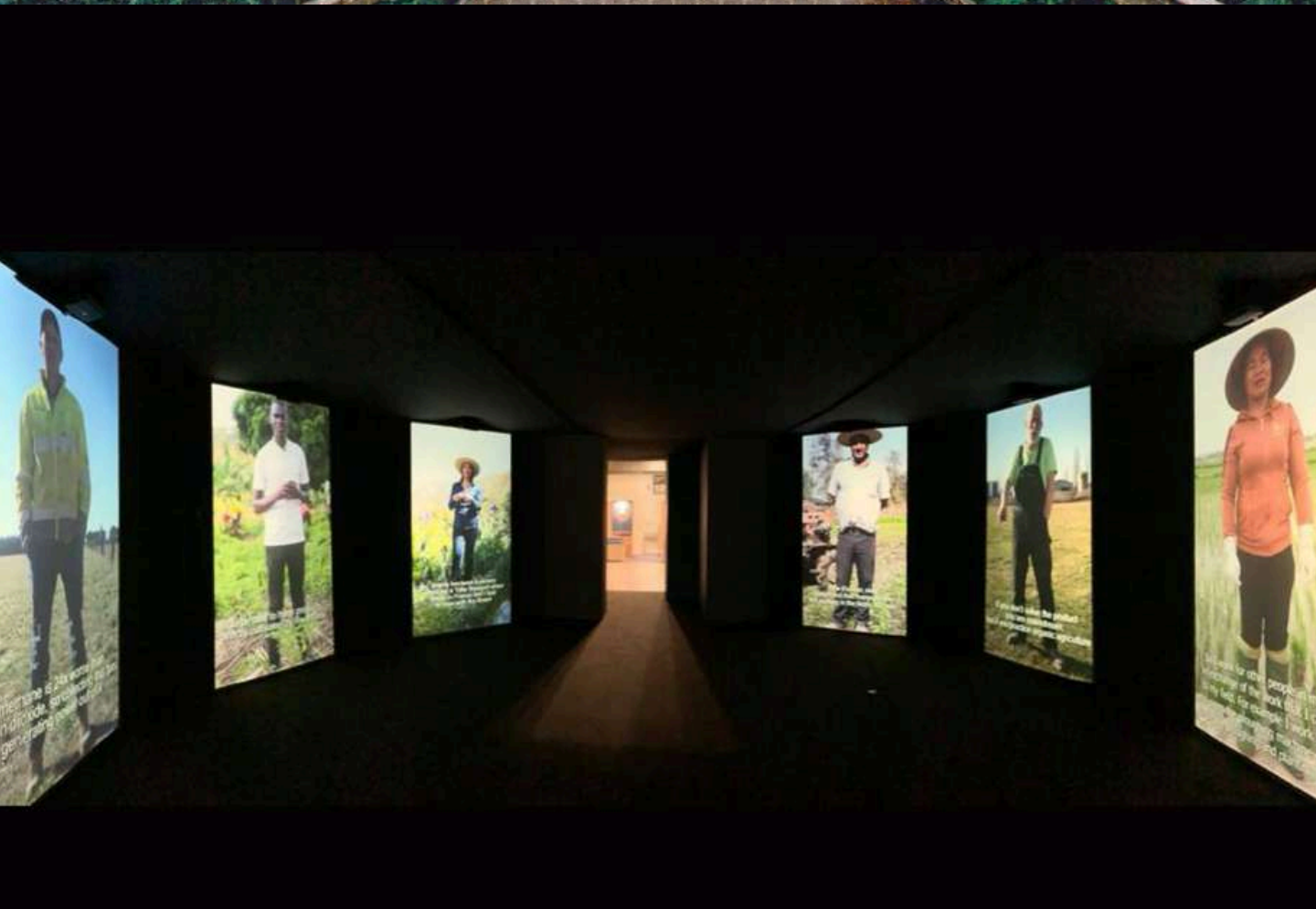


• Torino /Politeca project 2021





• Pergine /Festival 2021



• Mico Milano /Seeds & Chips “six voices” 2019



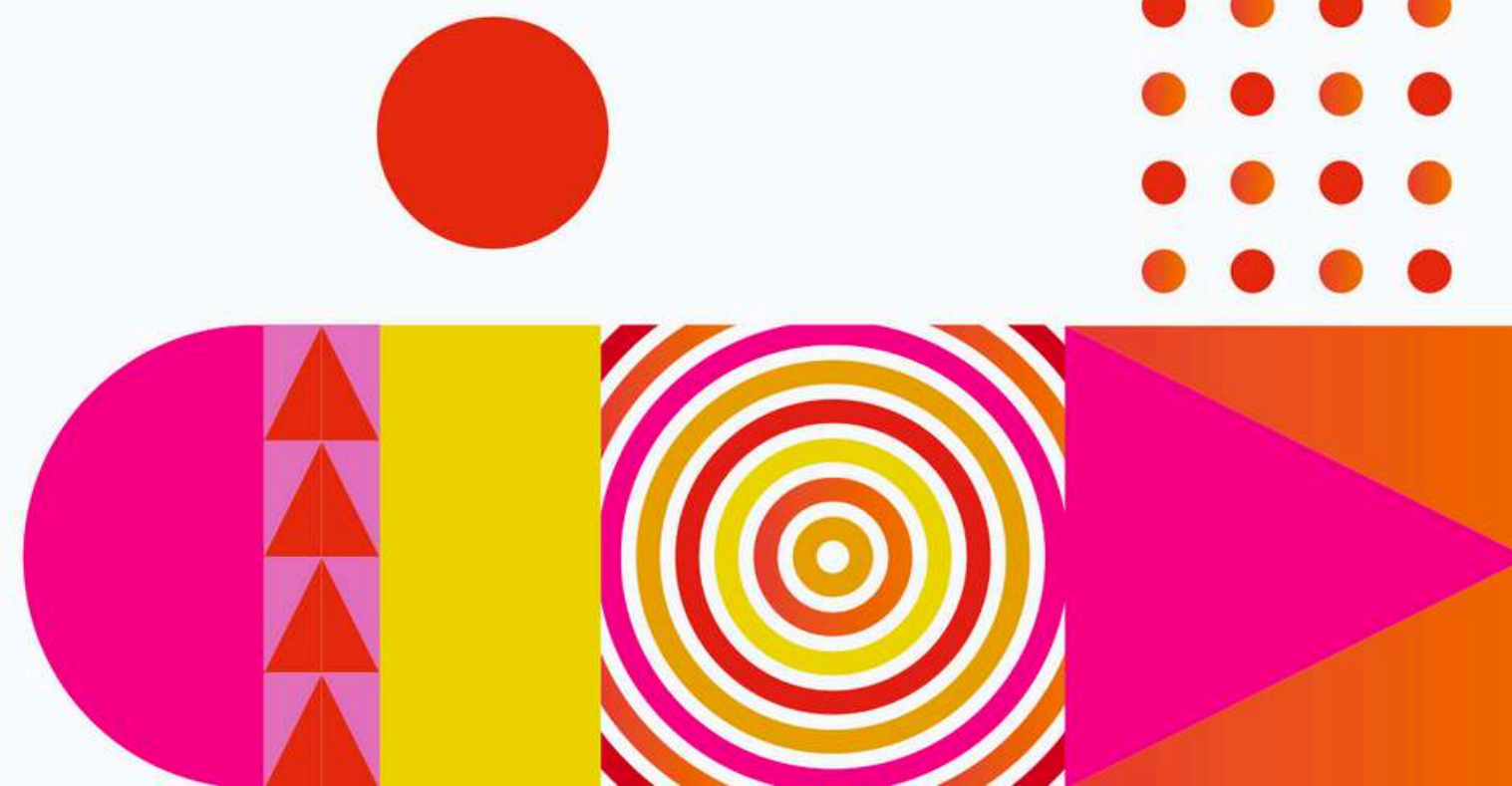
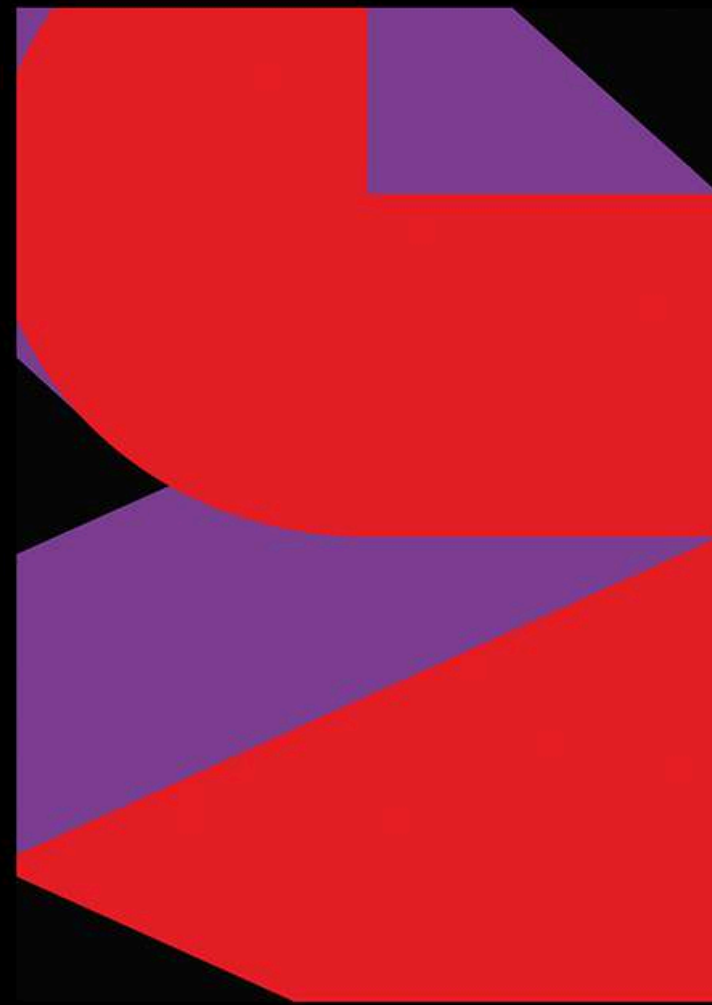
Visual design

• Comano Terme /Exhibition Sarca 2023

“L’acqua parla senza sosta ma non si ripete mai.” Octavio Paz

Sotto
SOPRA

in viaggio con l'acqua della Sarca



milano *food policy*



SECONDO IL GALATEO...

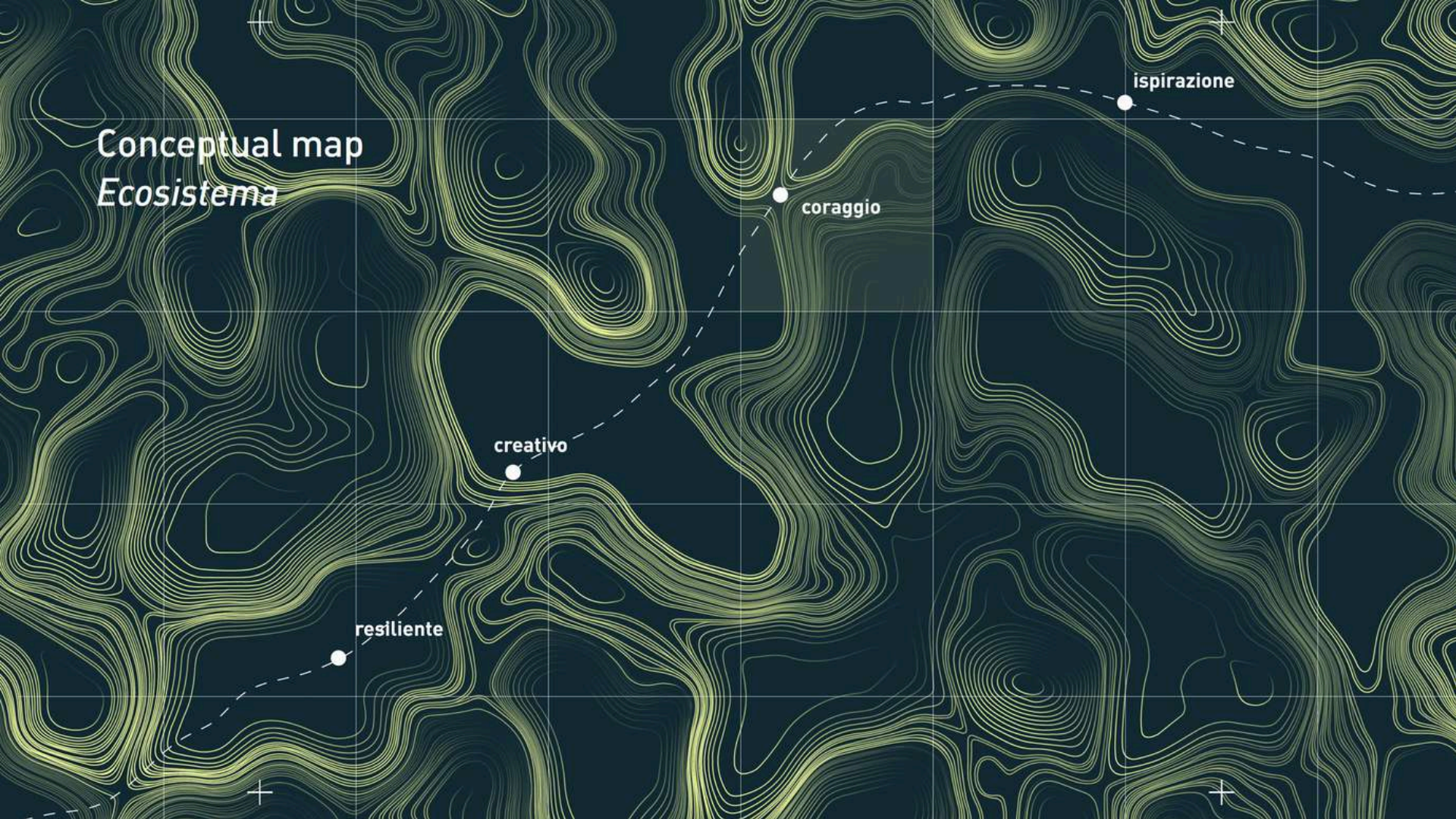
30%

è sempre opportuno lasciare
un piccolo boccone nel piatto

*percentuale del prodotto
alimentare non consumato*



• Milano /Awareness campaign 2021



amplificatore + hub wireless charger

essenziale

iconico

unico

A 3x3 grid of images. The top-left cell shows a close-up of a dark, angular architectural structure. The middle cell features a 3D model of a fan-like, ribbed object. The bottom-middle cell displays a close-up of a flower head. The other cells in the grid contain various topographic map patterns. The words "essenziale", "iconico", and "unico" are placed to the left of the grid's rows.



Product design

• Reggio Emilia /Uffici Arbizzi 2023



• Trento /Interior casa privata 2023



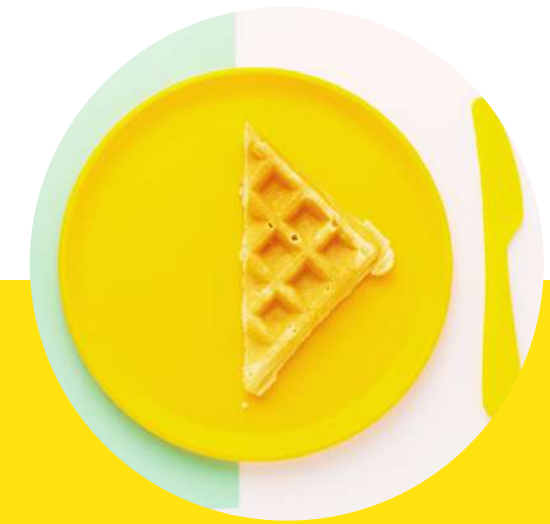
• Milano / serie Me Combo 2020



• Trento / Vaia Focus 2022



minimolla team



YELLOW SUN PEOPLE

We are a team of designers and makers with different histories but a shared commitment to countering the culture of waste. We have an elastic capacity that has allowed us to collaborate together for years. Our company is smart: minimal travel, remote working, flexible working hours and dislocated work environment, A shared experience in work ethics and social design.

SINGAPORE COURTYARD

MINIMOLLA DESIGN

MINIMOLLA DESIGN

**"ALL IDEAS
GROW OUT OF
OTHER IDEAS."**

— ANISH KAPOOR



MINIMOLLA
design

Let's keep in touch!

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