



**NOVEMBER 2016**

## **SHANGHAI, SALONE DEL MOBILE.MILANO SHANGHAI, NOVEMBER 19-21**

Attendance and enthusiasm were beyond all expectations for the first edition of the Salone del Mobile-Milano Shanghai that took place November 19th to 21st at the Shanghai Expo Center, where an impressive number of companies were on hand to represent the best of Made-in-Italy design.

Minotti participated in the event with a space dedicated to the launch of the 2016 Collection, coordinated by Rodolfo Dordoni and debuted at the Salone del Mobile furniture show in Milan last April. Hugely popular with the many visitors in attendance were the Freeman seating system, Reeves sofa, Winston armchair and the many complementary pieces.

In addition to the space at the Shanghai Exhibition Center, the collection was also showcased inside the spacious Minotti Shanghai by Domus Tiandi flagship store, inaugurated a year ago. Thanks to its stunning circular architecture and the thoughtful attention to detail in the staging, the 1300 sq. m showroom manages to convey the full range of the brand's values.

Through its participation in the Salone del Mobile-Milano Shanghai, Minotti further strengthens its presence in an extremely significant and rapidly-expanding market, one that is increasingly receptive to the quality and elegance expressed by the brand's lifestyle.