

Minotti



APRIL 2017

MINOTTI LONDON, APRIL 27TH EVENT

More than 600 guests, including architects, interior designers, customers and media representatives turned out for the party hosted by Minotti London by EDC on Thursday April 27th, to celebrate the expansion of its showroom and the presentation of the 2017 Collection, coordinated by Rodolfo Dordoni and launched at the Salone del Mobile furniture show in Milan, where it received huge accolades.

The Minotti London showroom doubled its surface exhibit area through the acquisition of the adjoining basement, bringing the total showroom area to more than 800 sq. meters.

The two floors are joined by a dramatic brass, glass and concrete stairway.

The renovation project was crafted by Minotti Studio, brilliantly expressed through materials, shapes and colors that clearly convey the brand's style. Grey concrete floors, dark wood paneling and luxurious marble-clad walls breathe elegance into a space that forms the ideal backdrop for the innovative designs in the 2017 Collection -- the Lawrence seating system, the Pollock sofa and the Jacques, Colette and Fil Noir seating elements, along with a plethora of accessories. Also on display are many of the most popular products from the company's collection, like the Hamilton, Allen, Andersen, Seymour and Yang seating systems.

The showroom expansion also made it possible to dedicate an area to the outdoor collection, featuring the Indiana and Rivera seating systems.

Receiving guests with John and Anke Summerhill, owners of Minotti London by EDC, were Roberto and Susanna Minotti, along with Paolo Nardini, General Sales Manager, all of whom spent the evening conversing with the guests in a very festive atmosphere.