



NOVEMBER 2017

SHANGHAI, CHINA. "SALONE DEL MOBILE.MILANO SHANGHAI", NOVEMBER 23RD-25TH

Minotti returns as an exhibitor at the second edition of the "Salone del Mobile.Milano Shanghai", held November 23rd to 25th at the Shanghai Exhibition Center, with a 175 m² exhibit area dedicated to the presentation of the 2017 Collection, coordinated entirely by Rodolfo Dordoni and launched at the Salone del Mobile furniture show in Milan last April.

A true reflection of the Minotti brand design identity, the staging of the space creates a series of awe-inspiring settings that conjure up an atmosphere of timeless elegance, perfectly poised between the classic and the contemporary.

Divided into five sophisticated settings, the skillfully-organized exhibit showcases the products that most distinctly represent the collection, for a truly authentic interpretation of the Minotti style. Among the items on display are the Lawrence and Pollock seating systems, the Grand Jacques sofa, Colette and Fil Noir armchairs, and a selection of elegant accessories.

In addition to the space at the Shanghai Exhibition Center, the collection was also featured inside the spacious Minotti Shanghai by Domus Tiandi flagship store, where a festive event was held on the evening of Friday November 24th for an enthusiastic group of designers, architects and journalists. The store occupies an area of approx. 1300 m², that extends over two floors and, thanks to its stunning circular architecture and the thoughtful attention to detail in the staging, effectively conveys the full range of the brand's values.

This high-caliber presence brilliantly distinguishes the brand in a strategically powerful and rapidly-expanding market, one that is increasingly charmed by the allure and elegance conveyed by the Italian lifestyle.