



SEPTEMBER 2018

MINOTTI 70TH ANNIVERSARY CELEBRATION

For Minotti, 2018 is a very special year, a significant milestone in its corporate evolution. Both a point of arrival and a point of departure, proof of the company's powerful commitment to the world of interior design across seven decades and three generations.

Minotti is celebrating its 70th anniversary with a series of special programs that will roll out in the design capitals in its most strategic markets around the globe: from Beirut to Zurich, from Los Angeles to Shanghai. Venues quite different from one another, but equally fascinating, will host new designs from the 2018 Collection - signed by **Rodolfo Dordoni**, **Nendo**, **Marcio Kogan** and **Christophe Delcourt** - together with two projects custom-crafted to celebrate the anniversary: the documentary film "**Minotti Undiscovered. A Matter Of Style**" and the **Albert&Ile** special editions.

The documentary film narrates the human and entrepreneurial adventure of the Minotti family, the company's values and the design philosophy behind the iconic "Made in Italy" brand that is synonymous with excellence around the world. It offers an invaluable opportunity to discover the landmark events along the company's journey and the key challenges of these 70 years through a riveting "behind the scenes" look revealing great passion and long-term vision.

The **Albert&Ile** special editions pay tribute to company founder Alberto Minotti and his wife Ileana, current Honorary President. Invested with great emotional meaning, it is the perfect expression of the timeless classic-contemporary spirit the company is famous for.