

Minotti



JANUARY 2019

MINOTTI70 @ COLOGNE, 14 JANUARY

For the 2019 edition of **IMM Cologne**, the company has taken the celebrations for its 70th anniversary to Cologne.

The event took place on 14 January in the heart of the city, in Kaiser Wilhelm Ring, against the historic backdrop provided by the **"Residenz – eine Astor Film Lounge"**, the cinema designed in the 1950s by architect Hanns Rüttgers and the country's third Astor Film Lounge. A place of charm and timeless elegance, somewhere between past and present, which effectively expresses the style and classic-contemporary spirit of Minotti.

The spaces inside, recently renovated and furnished with a focus on elegance and comfort, were the perfect backdrop against which to host the screening of the documentary film **"Minotti Undiscovered. A Matter Of Style"**, a special project conceived for the company's anniversary, and a true synopsis of yesterday and today, past and future.

The event also provided a first important appointment during which to meet customers, designers, architects and journalists and present the fourth edition of **THE MAGAZINE**, published annually by Minotti in English and Italian, available from March at all the flagship stores and the company's authorised dealers.

With an all-new form and contents, **issue /04** invites the reader on an enthralling journey into the Minotti universe and leads them through other creative territories into the understanding of the concept of Authenticity – one of the values that best expresses the spirit of the brand – also through the enlightened vision of international professionals such as designers, architects and other experts in the field of creativity. A story that opens up a new pathway to collect as a stimulus and a source of inspiration.

Art Director **Rodolfo Dordoni** and French designer **Christophe Delcourt** attended the event.

