



MARCH 2019

AUSTRIA, THE NEW MINOTTI SPACE @ WETSCHER

The historic partnership between **Minotti** and the **Wetscher** family has continuously evolved since it began 25 years ago, recently leading to the opening of a new space in the Wetscher multi-brand showroom located in the city of Fügen, in Tyrol. Officially opened on 25 January of this year during an exclusive event, the showroom hosts 225 sqm of display space and embodies the identity of the brand and its wide range of proposals for the living area.

The interior design, by Minotti Studio, the company's in-house creative team, has carefully transformed the characteristically industrial space into a warmer and more sophisticated environment: wood panelling and parquet in a Liquorice shade of larch alternate with walls and ceilings in chalk white, while the large fireplace, also covered in white chalk and enhanced with Bronze coloured satin finish metal details, adds a striking architectural flourish to the space.

The various scenarios, all with an elegant feel, offer a series of living solutions animated by some of the most distinctive pieces from the **2018 Collection**. These notably include the Russell sofa and armchairs, along with the Alexander and Granville seating systems. The company's most popular best-sellers occupy the nearby spaces, including the Freeman, Pollock and Hamilton seating systems, the Van Dyck table, accompanied by the Aston armchairs and the many smaller pieces and furnishing accessories

Two hundred guests attended the evening event, including customers, architects, interior designers and journalists, and all were welcomed by Alessandro Minotti, General Manager of Minotti and third generation of the family, together with the Wetscher family.

The opening of this new space further seals the brand's solid, long-term partnership with the Wetscher family, reconfirming the importance of the Austrian market for the company, as one always receptive to the quality and timeless lifestyle of Minotti.