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## MINOTTI ENHANCES MINOTTI STUDIO

Following the extension of the production area beside the company, in early 2018, Minotti has now decided to invest significant energy and resources into renewing **Minotti Studio**, the company's in-house creative laboratory and research department.

A hub that serves as the true point of departure and arrival of the company vision, Minotti Studio is home to a creative team of qualified professionals with skills ranging from architecture to interior design, product design and engineering, the graphic and visual fields and from marketing to communication. To date, the team hosts about 30 professionals and never stops growing.

The new space, which today will go so far as to triplicate (quadruplicate) its surface area to bring it in line with the diverse requirements of the structure, has been conceived as a large open space for fostering the sharing of ideas and thoughts by all staff, so stimulating creativity and productivity. It is characterised by an elegant mood that focuses on conveying fluidity, where transparencies and large openings leading outside favour a dialogue between indoors and outdoors and allow the natural light to flood in; the design extends along a lengthy backbone and has a carefully structured layout that provides access to the individual working spaces.

The various environments, in true Minotti style, feature characteristic elements of the brand's aesthetic code, from the wooden batten covering of the main beam on the ceiling to the company's distinctive "Minotti grey" tone used for the floor. All decorative elements that closely connect Minotti Studio to its showrooms and the other brand "showcases" worldwide.

In 1996, the decision made to create Minotti Studio was a strategic one and now, over 20 years later, its effectiveness has more than proved its worth: a single strong unit capable of developing the entire creative chain of the company. It interacts with the designers to define indoor and outdoor collections for homes and public spaces and also promotes a constant exchange of ideas with the sales office, in both cases sparking a virtuous reciprocation of experiences.