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NEW ZEALAND, MINOTTI INAUGURATES A MINOTTI STUDIO BY ECC

Minotti celebrates its long-standing partnership with **ECC** on the occasion of its 110th anniversary and redesigns a new **Minotti Studio** inside its historical location at 39 Nugent Street, Grafton, in the heart of Auckland. A remarkable achievement that marks ECC's forward-looking attitude and strong reputation in the New Zealand market, as well as the solid 30 years partnership between the Thorburn and the Minotti families.

The retail project results from the collaboration of the interior design team at Minotti with the New Zealand-based interior designer Rufus Knight: a total surface of about 180 sqm., including a cozy outer space of 36 sqm. enlivened by a Quadrado modular system and its complementary pieces. A huge wooden branded wall welcomes visitors into the classy venue and invites them to explore the space through a succession of evocative indoor sets with different thematic corners.

Immersed in a sophisticated environment alternating white plaster walls, grey textile and tobacco stained flamed oak panels, a series of elegant lounges, dining and bedroom solutions considering the pieces of the 2018 Collection finds its ideal place: among them, two enveloping Alexander seating systems, the Russell angled sofa facing a couple of Prince Cord armchairs and the Curtis bed. A huge squared oak portal stands at the centre of the Minotti space and frames one of the two Alexander compositions and a charming fireplace covered with the same wooden surface.

ECC celebrated its great achievement with an intimate dinner in the presence of a very select number of architects and KOL from the New Zealand design community as well as a spectacular party the day after. The inner and outdoor spaces of the Minotti Studio, charmingly decorated with captivating scenographies and stunning green walls, were the perfect backdrop to host the more than 500 guests who attended the events. The third and the fourth generations of the Thorburn family and Paolo Nardini, General Sales Manager of Minotti welcomed them in a lively and convivial atmosphere.

On this unique occasion ECC raised a toast to its 110 years in the field of design and paid tribute to the long-standing partnership with Minotti, citing a key value that Mike Thorburn referred to as follows: "The 110-year anniversary is a notable milestone to reach under any circumstances, but to still be a privately-owned family business is a real achievement".

Congratulations, ECC! 110 years and beyond!!

