



NOVEMBER 2019

MINOTTI @ SALONE DEL MOBILE.MILANO SHANGHAI 2019

Minotti has returned to **Salone del Mobile.Milano.Shanghai**, from 20th to 22nd November 2019 at the Shanghai Exhibition Center, with an extended exhibition space compared to 2018. Protagonist has been the new vision of living according to Minotti, taking shape in the **2019 Collection**, launched at Salone del Mobile.Milano last April: a project that embraces inspirations from various design cultures and welcomes the signatures of **Rodolfo Dordoni**, **Christophe Delcourt**, **Nendo**, **Marcio Kogan / studio mk27** and **GamFratesi**.

The exhibition space has featured five living solutions with the **West**, **Daniels** and **Lawson** seating systems and two refined dining areas, with the **Wedge** and **Oliver Lounge** tables, all accompanied by the **Angie**, **Shelley** and **Lawson Lounge** seats, and by a careful selection of complements and accessories.

Furthermore, **Renato Minotti**, Co-CEO of Minotti, has participated as speaker in the **Design Talk "The New Frontiers of Entrepreneurship"** held on 21st November at the Shanghai Exhibition Center, a conference organised by INTERNI China & INTERNI International Magazine in collaboration with Salone del Mobile.Milano Shanghai.

In addition to being presented in the Shanghai Exhibition Center, the 2019 Collection has also been showcased in the **Shanghai flagship store**, the biggest Minotti flagship store in the world, opened in 2015 in partnership with **Domus Tiandi**, long-standing partner of Minotti in the Beijing, Shanghai and Shenzhen markets.

The splendid 1.300 sqm location, with its amazing circular architecture, welcomes the latest new additions from the 2019 Collection and the main bestsellers of the Minotti collection. The highlights have included the **Daniels**, **West** and **Lawson** seating systems and the **Wedge** table, all creating refined suggestions in residential and Hospitality contexts.

A unique opportunity for Minotti in Shanghai to further tighten its connections with the Chinese market and to convey the authentic values of the company's lifestyle.

