



APRIL 2021

## "MÁS ALLÁ DEL DISEÑO" – EPISODE 1

Minotti presents the **new digital series "Más Allá Del Diseño"** ("Beyond Design"), on air **from 28th April 2021** on all the brand's **social platforms** and **digital channels**: a journey to discover the flagship stores and premium dealers in Spain. Places where the sophisticated atmospheres reflecting the quality and elegant lifestyle that have always been distinctive characteristics of Minotti on an international level meet the taste, history and culture of the location, bringing to life an exclusive experience that combines the cosmopolitan dimension of the company with a local inflection.

With this **new inclusive, multichannel communication initiative**, Minotti aims to promote and develop the important role of the partners in spreading the brand's project and product culture in their reference markets, thanks to their authority, skill and experience. The objective is to offer a new perspective with deeper roots in the territory, to talk about design in a more comprehensive way, and enrich the company's storytelling, with a medium that reflects the spirit of the time, **video**, and with a format, the **interview**, that turns the spotlight on the people, and their personal and professional experiences.

The **first episode** of the digital series, lasting about 4 minutes, includes an interview with interior decorator and designer **Diego Rodríguez**, owner of the **Minotti Madrid** flagship store. Opened in 2008, it is located in the exclusive neighbourhood of Salamanca, in a charming historical building in pure neoclassical Madrilénian style. The video interview, presented by **Federico De Arcaya**, Minotti's representative in Spain, offers a unique opportunity to describe Diego Rodríguez's experience, his long collaboration with Minotti and his expertise in interpreting the brand's collections.

The series will continue with **another three episodes** featuring partners **MINIM Barcelona**, **Minotti Mallorca** and **Estudio Pepe Cabrera Valencia**, the last two of which are due to open soon. Stay tuned!

[Watch the video](#)

Protagonist of the first episode:

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