

Minotti



OCTOBER 2017

MINOTTI L.A., 2017 COLLECTION PARTY

On Thursday, September 28th, Minotti Los Angeles hosted a party to introduce the 2017 Collection, coordinated by Rodolfo Dordoni and launched in April at the Salone del Mobile in Milan. Organized in partnership with Architectural Digest, the party was the perfect occasion for customers, architects, designers, artists and members of the media to explore the new collection, starting with the Lawrence seating system, the Pollock sofa and the many seating options in the Jacques Collection. The stunning exhibit space was completely renovated for the occasion.

The Fil Noir little armchairs, designed by French designer Christophe Delcourt, exude personality and charm, eliciting abundant praise from the guests.

The showroom installation seamlessly translates the timeless elegance that is a hallmark of the Minotti style, immersing visitors in a graphic, yet formal, architectural setting enhanced by striking colors and decor choices reminiscent of the panache and glamor the Southern California metropolis is known for.

Representing the company were Roberto and Susanna Minotti who, along with Mary Ta – owner of Minotti L.A. – and her staff, spent the evening engaging with the guests in congenial conversation, further enlivened by a live musical performance.