



JANUARY 2018

MINOTTI SHOWCASED IN AD, ELLE DECORATION AND ICON GERMANY

2018 marks the 70th anniversary of the company's founding – a major Minotti milestone. The occasion sparked the idea to begin the year (in conjunction with the IMM Cologne furniture show) by chronicling the company's history for German readers through a powerful editorial piece published in the January issues of AD and Elle Decoration Germany and in the February (2/18) issue of Icon, a supplement to the Welt am Sonntag Sunday newspaper. Two respected architecture & design magazines and a sophisticated lifestyle publication, all carefully chosen and acclaimed for their prestige and influence.

An original tale, "A story of Italian excellence" focuses on the company's heritage in a six-page feature illustrated with a series of sumptuous living room settings. Stunning best-sellers from the Home Anthology collection, like the Lawrence seating system and the Jacques elements, are seamlessly woven into the narration of the company's genetic heritage and vision. A captivating corporate tale of an adventure that is now in its 70th year, the story takes a brief look at the most meaningful milestones that have marked the passage of three generations through the family business – from its original artisan traditions to the more evolved, global scale of the company today.

This compelling journey of growth is narrated in full on the pages of "THE MAGAZINE/03", a publication available free, starting in January, at Minotti flagship stores and authorized dealers. It explores the Minotti world of interior design and much more in 140 must-read pages filled with interviews, designer interiors, fascinating case histories and international design projects.