

Minotti



FEBBRAIO 2018 THE MAGAZINE /03

THE MAGAZINE is now at its third edition. Renewed in format and contents, the annual magazine, published in English by Minotti, is now available at Minotti flagship stores and authorized dealers.

Like a common thread, the inspiring narrative runs through 140 pages of the magazine and, at the same time, paints a visual portrait of the company's multifaceted identity.

An engaging and unexpected story-telling -- crafted through interviews and design projects from around the world -- opens a window on the world of Minotti. Through a selection of the most unique examples of contemporary interior decoration, the magazine narrates the different design inspirations, in both the residential and hospitality sectors.

This 3rd edition of the magazine opens with an extraordinary chapter dedicated entirely to this year's celebration of the company's 70th anniversary. A journey through the landmark stages that played a decisive role in the history of the company's first seven decades.

All through the story and the direct voice of the main characters themselves: Renato and Roberto Minotti.

From them, a heartfelt "Thanks to all of you, to those who have worked at our sides, in-house and outside the company, to those who, throughout these 70 years have believed in us...", emphasizing the teamwork that has allowed the company to thrive as an Italian brand of excellence, as well as an authentic example of Italian entrepreneurship profoundly driven by a family vision.

These and many other topics are covered in this edition of THE MAGAZINE /03, a publication that celebrates the past, narrates the present and welcome the challenges of the future to come.