

Minotti



APRIL 2018

LISTEN, CREATE, DESIGN, SHARE.

In the year of its 70th anniversary, Minotti reveals a preview of the new design management strategy that points the company towards the future: listen, create, design, share.

A highly creative operation, in sync with the spirit of the age we are living in, to announce the meaningful evolution taking place in the history of Minotti.

The behind-the-scene team efforts of the designers and the company, swept up in the powerful challenge posed by creativity, will be constantly shared from now on, through dynamic, viral communication initiatives, with a precise and continuous, yet non-invasive timing, on the social platforms and the digital channel, as well as during real meetings, both in Italy and around the world.

The first project along these lines is a series of five short videos, each about one minute long, which describe the new creative alliances forged by Minotti, making the **201[∞] COLLECTION** into an exciting example of very closely coordinated design.

In addition to Roberto and Renato Minotti, with their children, the protagonists also include the four designers who have contributed to the creation of the new **201[∞] COLLECTION**.

In order of appearance, the 2018 new entries, **Nendo** and **Marcio Kogan**, who join **Christophe Delcourt**, and **Rodolfo Dordoni**, coordinator of the entire collection.

An absolutely multifaceted proposal, and the result of a project that is open to different contributions, rooted in rich cultural backgrounds closely linked to the identity of each designer.

A challenge that aims to maintain intact the values intrinsic to the company's DNA: elegant shapes, sophisticated design and the will to continue its tradition, in an openly international style.

Diversity is promoted as an element that exploits the uniqueness of the Minotti style and know-how, in a process of sharing and dialogue with customers, designers, architects, media and indeed the entire supply and production chain.

The date on which the result of this hard work is revealed is also a special one: **Salone del Mobile.Milano**, from **17 to 22 April 2018!**