

Minotti



MAGGIO 2018

MINOTTI 70TH ANNIVERSARY EVENT @ VILLA REALE, MONZA

During **Milan Design Week**, on April 18, 2018, Minotti celebrated its **70th anniversary** with a breathtaking installation at the spectacular **Villa Reale in Monza**. This highly-prestigious venue was chosen as a tribute to Minotti's time-tested history and to the quality of Italian design that, right here in Brianza, is expressed with superior excellence.

A glittering group of 700 high-profile guests – including architects, designers, partners, distributors and journalists from around the world – participated in the evening event celebrating this major milestone. A singular opportunity to revisit, through a fresh new perspective, the company's transformative growth journey over seven decades and, at the same time, discover the delightful architecture of this former royal palace.

The design concept for the entire site-specific installation, created through a finely-tuned multi-media presentation narrating the brand's heritage, was entrusted to the well-known Milanese firm of **Migliore+Servetto Architects**.

The main floor exhibit spanned eight rooms of the villa and outlined three different narrative scenarios that, like frames in stop motion, offered insights into the family's values and the international appeal and distinctive style of the Minotti brand. Using both analog and digital displays, these dynamic installations were able to recompose many previously unseen materials into a sort of large, environmental-art scrapbook.

A projection system in the **Sala degli Arazzi** produced infinite reflections, filling the space with a family portrait complete with a wealth of personal objects and keepsakes narrating the brilliant insights of **Alberto Minotti**, now carried on by the younger generations. At the center of the **Sala del Trono** was a large world globe that interacted with the dynamic wall behind it, guiding visitors as they explored the places and products where Minotti touches the world. In the **Sala degli Uccelli**, a complex system of interactive projections on the main wall retraced the last 20 years of the company's history and projects, developed through its shared vision with architect **Rodolfo Dordoni**.

The visit ended in the Salle à Manger where two over-sized books were posed on two gigantic easels (more than four meters tall). These enormous photo albums immersed visitors in the "**Minotti attitude**" through an array of historic materials and conversation pieces.

It was an emotion-packed evening, focused on the essence of Italian style and quality, in celebration of a success-filled history, both human and entrepreneurial, internationally recognized as a force of excellence in contemporary design and decor.