



NOVEMBER 2018

## AUTUMN DEBUT FOR #MINOTTI70 EVENTS ROAD SHOW

After the initial celebrations during Milan's Design Week in April, Minotti took its 70<sup>th</sup> anniversary on the road to share its remarkable history and splendid heritage with the company's highly strategic markets. Retracing the company's most meaningful milestones, this international initiative, in cooperation with various Minotti partners around the world, reveals the projects developed for the anniversary – the **Albert&Ile** special editions and the "**Minotti Undiscovered.A Matter of Style**" documentary-film – to architects, designers, design connoisseurs and journalists.

### BEIRUT

The celebrations began in September, in **Beirut**, one of the most dynamic hubs in all of the Middle East. Italy's Ambassador to Lebanon, **H.E. Massimo Marotti**, participated in the festivities that unfolded in the magnificent setting of the Minotti flagship store in Achrafieh, one of the most ancient districts in the Lebanese capital, in the breathtaking showroom opened in 2011. Receiving guests were **Christelle** and **Roland Martinos**, owners of the store, along with the **Minotti family** and architect and designer **Rodolfo Dordoni**.

### ZURICH

The celebrations continued in **Zurich**, Switzerland, one of the company's most well-established European markets.

In addition to coinciding with the 20th anniversary of the company's partnership with **Zingg-Lamprecht**, this also marks five successful years of the Minotti concept store in Zurich.

The screening of the documentary took place in the **Willy G.S. Hirzel Auditorium**, located in the new, sculptural wing of the prestigious Swiss national Landesmuseum, in the heart of the city. Art, history and design all intersect in perfect balance and harmony in this exquisite setting, the same qualities expressed by Minotti's classic-contemporary spirit.

Welcoming guests were members of the **Minotti family**, along with **Olivier Fabrikant**, CEO of Zingg-Lamprecht. After the screening, the event continued at the Minotti concept store, where the elegant setting provided the backdrop for the new 2018 collection and the **Albert&Ile** special editions.

### MOL (BELGIUM)

The journey into the world of Minotti then debuted in **Belgium**, in the sophisticated **Balo Design Boutique** concept store in **Mol**, outside Antwerp. For this special occasion, the vast interior, with its

floor-to-ceiling windows that look onto spacious terraces, was the ideal scenario for an exclusive installation that will remain on stage until the end of January. A 900 m<sup>2</sup> itinerary, dedicated entirely to the unmistakable Minotti style, displays the most distinctive pieces from the company's vast collection in breathtaking settings that foster an air of welcoming warmth and relaxation. Alongside the **Minotti family** were **Bart Lodewyckx** and **Lou Vanhees**, owners of Balo Design Boutique. Guest of honor for the celebration was French designer **Christophe Delcourt**.

## LOS ANGELES

In October, the 70<sup>th</sup> anniversary celebrations arrived in **Los Angeles**, home of the first American flagship store, inaugurated by **Mary Ta** in 2004.

The event was held at the iconic modernist **Sheats-Goldstein Residence**, designed in 1961 by visionary American architect **John Lautner**.

The famous mansion, located on the hills of Beverly Hills, and recently donated to the Los Angeles County Museum of Art, was the perfect venue in which to offer guests the experience of a unique architectural gem along with some icons from the Minotti collection.

The **Club James**, adjacent to the home, with an enchanting view of Los Angeles, was perfect for the screening of the documentary film. Musical entertainment enhanced the festive mood.

## TOKYO

Two weeks later, #Minotti70 landed in Tokyo with a traveling event that embraced the company's three flagship stores in the capital. **Tri-Angle**, **Court** and **Aoyama**, opened in partnership with the Sukeno family, are all located in the most upscale and developing part of the city. **Oki Sato** of studio **Nendo** was guest of honor.

First stop was Minotti **Tri-Angle**, a two-story exhibit space opened in 2012 and staged for the event with settings dedicated to the world of hospitality, spotlighting the most distinctive pieces by the famous Japanese designer.

The event continued at **Court**, the first Minotti flagship store, opened in Tokyo in 2005, and recently renovated to highlight its importance as design hub. Furnished with some of the company's long- and best-sellers, it was the ideal venue for the Asian preview of the documentary.

The journey through the world of Minotti ended at the exclusive **Aoyama** flagship store, opened in 2017, where the most distinguishing pieces in the indoors areas were the seating systems and complementary pieces from the 2018 Collection designed by **Rodolfo Dordoni**, **Nendo**, **Marcio Kogan** and **Christophe Delcourt**. The exteriors were furnished with the modular **Quadrado** system designed by **Marcio Kogan / studio mk27**.

The next appointment is in **Shanghai**, for the third edition of the Salone del Mobile.Milano Shanghai that will take place on November 22nd - 24th.