



MARCH 2019

THE MAGAZINE / 04

After three issues of a story-telling that met great international appreciation, Minotti's annual publication **THE MAGAZINE** has reached its fourth issue. Having adopted a new overall editorial concept, conceiving as a means to reflect on today's daily environments and lifestyles, **THE MAGAZINE** wishes to encourage an active dialogue between complementary creative environments such as art, fashion and design, in order to create a true object of desire to be collected.

Revealing the Minotti's DNA, the publication seeks to tell a story that will continue over time. Hence the decision to focus on the values that best express the real spirit of the brand, starting with one of the most significant: **Authenticity**.

THE MAGAZINE / 04 is articulated in 208 pages, offering a stimulating mix of unexpected languages and presenting interesting insights into the Minotti world. The places, initiatives and projects are described with that authentic spirit that is so dear to the company, intertwined with the points of view of international professionals, to present a thrilling journey that explores the concept of Authenticity, inside and outside the company, through the enlightened vision of designers, architects and experts in the field of creativity.

From March, the magazine is available in English at all company's flagship stores and authorised dealers around the world. In the next few months, the publication will also be available in Italian.

These are some of the many topics featured in this edition, a unique publication designed to bring heritage alive while being genuinely contemporary. The digital version is enriched by a series of videos.

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