

Minotti



MAGGIO 2019

THE 2019 COLLECTION REACHES LONDON, NEW YORK AND MIAMI

Following the launch of the 2019 Collection during Milan Design Week in April, Minotti has inaugurated a roadshow of events to present it at Minotti flagship stores and authorised dealers in the company's key markets around the world.

The first ones to welcome the new products for 2019 were the stores in **London, New York** and **Miami**.

LONDON

On 8th and 9th May, the **Minotti London by EDC** flagship store celebrated the début of the 2019 Collection on the English market with a rich schedule of initiatives and events dedicated to architects, designers, journalists, as well as brand lovers. The various initiatives included a live talk with Susanna Minotti and Alessandro Minotti, together with French designer Christophe Delcourt, presented by the Editorial Director of Dezeen, Amy Frearson, on the topic *"Minotti past and future: how does a heritage Italian brand stay relevant?"*

This was followed by an exclusive cocktail in the presence of Christophe Delcourt, together with the Summerhill and Minotti families, who welcomed the many guests, introducing them to some of the pieces from the new collection, including the Daniels, Lawson and West seating systems, the Shelley and Angie armchairs, the Wedge dining table and the Tape Cord Outdoor collection.

[WATCH THE DEZEEN TALK](#)

[WATCH THE EVENT VIDEO](#)

NEW YORK

Second stop New York. During the New York Design Week (10th to 22nd May), the 2019 Collection reached the US market at the **Minotti New York by DDC** store.

Various events were staged on 17th May to present the new collection to architects, interior decorators, journalists and property developers. The showroom space hosted the three seating systems Daniels, Lawson and West, the Shelley armchair and the many complementary pieces, such as the Wedge coffee table. The Minotti and Hakakian families played host at the event along with architect Rodolfo Dordoni, who has coordinated the 2019 Collection with Minotti Studio.

MIAMI

The celebrations for the presentation of the new collection then continued on 21st May in Miami, one of the most dynamic creative hubs in the United States, on the occasion of a series of initiatives that took place at the **Minotti Miami by DDC** store. Eye-catching, stimulating settings, enhanced by colours and decorative details that recall the characteristic glamour of Florida, and animated by the major best-sellers of the collection, welcomed a selection of the most distinctive pieces from the new collection: the Daniels, Lawson and West seating systems, and the Suitcase Line armchairs, accompanied by an array of furnishing accessories. Guests were welcomed by Susanna Minotti and Alessandro Minotti, the third generation at the company's helm, alongside the Hakakian family.