



JULY 2019

## AUSTRIA, MINOTTI OPENS THE NEW MINOTTI STUDIO BY PLATZHIRSCH HOME LIVING

Last 6<sup>th</sup> June, Minotti officially opened a new exhibit space at **Platzhirsch Home Living** in Lochau, Austria, thanks to its partnership with Susanne Messmer and Andreas Wegscheider.

Located in a strategic position near the city of Bregenz - on the crossroads between Austria, Germany and Switzerland - the new Minotti "showcase" of approximately 400 sqm. is designed in line with a mood of sophisticated, discreet elegance. The space, characterised by a typically contemporary flair, results from a project by Minotti Studio, the in-house creativity department based in the brand's HQ, and presents the most distinctive pieces from the company's latest collections.

Among the major best-sellers - the Freeman, Hamilton, Andersen, Aston and Seymour seating systems, the Morgan table, Jensen armchairs and Leslie dining chairs - several pieces from the 2018 Collection are also on display, such as the Alexander seating system, the Russell armchair and bergère and Waves coffee tables.

This new opening, as well as reinforcing the presence of Minotti in Austria, a historical market for the company, also marks the launch of a new partnership and enables its target to truly interact with the philosophy and values behind the brand.