



JULY 2021

“MÁS ALLÁ DEL DISEÑO” – EPISODE 2

Minotti's new digital series “Más Allá Del Diseño” (“Beyond Design”) continues with its **second episode**, on air **from 14 July 2021** on all the brand's **social platforms** and **digital channels**.

While the **first episode** was dedicated to the flagship store **Minotti Madrid**, the **second** features a video interview with **Ginés Górriz** (CEO of the **Grupo MINIM**) and **Mercè Colomer** (Showroom Manager of **MINIM Barcelona**), presented by Minotti representative for Spain **Federico De Arcaya**.

Located in Via Augusta, in a key position right in the heart of the city, the MINIM store has long been a major player on Barcelona's contemporary design landscape.

The 5-minute episode provides a unique opportunity to understand the fruitful relationship between MINIM and Minotti, and the partner's ability to interpret the brand's collections in line with the specific taste, history and culture of the location.

The series will continue with an episode dedicated to the new flagship store **Minotti Mallorca by Terraza Balear**, which was opened early July in **Palma**, and will conclude in **Valencia** with partner **Estudio Pepe Cabrera**.

[Watch the second episode](#)

[Rewatch the first episode](#)

Protagonist of the second episode:

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