

# Minotti

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Minotti is part of the **Special Register of Historical Trademarks of National Interest** established by Italy's Ministry of Economic Development (MISE)

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### MINOTTI REGISTERED AS HISTORIC TRADEMARK OF NATIONAL INTEREST

Minotti inaugurates the New Year with a prestigious recognition that includes the company into the **Special Register of Historic Trademarks of National Interest**, established by the Italian Ministry of Economic Development (MISE), to enhance the Made in Italy excellences which have been registered for at least fifty years and historically rooted into the territory.

Minotti's identity lies precisely in its family history, in the tradition of the world of upholstery, as well as in its indissoluble bond with the territory, the Brianza district; these same values have shaped its uniqueness over the decades.

Established in **1948**, born out of **Alberto Minotti's** intuition, the company started later on a process of international growth and expansion, driven by his sons **Renato and Roberto Minotti**. A commitment and a vision shared by the third generation of the Minotti family - Alessio, Alessandro, Susanna and Leonardo - who is facing the challenges of the third millennium and of the new digital and multicultural world, contributing to the continuous evolution of the brand, always guaranteeing its recognition internationally.

The encounter with architect **Rodolfo Dordoni** in 1997, appointed as **Art Director** the following year, marked the beginning of a winning collaboration that celebrates its 25<sup>th</sup> anniversary this year. A further evolution of the company's design management has taken place starting from 2018, thanks to the creative dialogue established with international professionals from the design and architecture worlds including **Marcio Kogan / studio mk27, Nendo, GamFratesi** and **Christophe Delcourt**, coordinated by Rodolfo Dordoni.

"We are proud to have achieved this important milestone, for our whole family and for our network; it proves our constant commitment in the world of contemporary design, in pursuit of excellence, creativity and authenticity. Our grateful thoughts go to our father, because without his vision the company would not exist today, to our mother, who has always supported us, and to our children, who have inherited our same passion for this company" remark Renato and Roberto Minotti, Co-CEOs of Minotti.

With this acknowledgement, the company confirms its role as global ambassador of Made in Italy.

Present today in 64 countries with 44 flagship stores and a network of over 300 authorised dealers, Minotti expresses itself through timeless collections characterised by its unmistakable esprit couture. Conceived for indoor and outdoor spaces, Minotti furnishings range from residential to Hospitality and professional environments, in the office as well as at home, to meet the new contemporary living requirements.

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