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MINOTTI WIEN BY SPÄTAUF: 20 YEARS OF MADE IN ITALY EXCELLENCE

Minotti celebrates the 20th anniversary of **Minotti Wien**, the first flagship store in Europe opened in collaboration with the Spätauf family. Over the years, this partnership has helped strengthen the brand's presence in Austria and establish Minotti Wien as a key reference point for the local design community.

The anniversary coincides with the presentation of the **2026 Collection**, which takes centre stage throughout the showroom overlooking Vienna's prestigious Ringstraße, in the heart of the city, renewing the connection between the Minotti lifestyle and one of Europe's most influential capitals of design and architecture.

For two decades, the Minotti and Spätauf families have nurtured a relationship built on shared values, an entrepreneurial vision and a common design sensibility. A journey that has evolved alongside the city and its changing approach to living, embracing shifts in contemporary taste without ever compromising the brand's identity. Spanning two levels, the Minotti Wien flagship store embodies the essence of this shared approach. Designed by **Minotti Studio**, the space combines the understated elegance of Viennese context with the brand's contemporary language, enhancing the natural light, the proportions of the interiors and a carefully curated selection of materials.

Twenty years after its opening, Minotti Wien by Spätauf continues to embody the success of a collaboration that has strengthened over time, demonstrating how an Italian brand and a local partner can grow together, fostering an authentic dialogue between Made in Italy and Viennese culture, while contributing day after day to the development of a shared design vision.