

# Minotti



OCTOBER 2014

## MINOTTI TOKYO - SEPTEMBER 25-26, PRESENTATION OF THE 2014 COLLECTION

The 2014 Collection, designed by Rodolfo Dordoni and launched at the Salone del Mobile furniture show in Milan in April, was presented in Tokyo with two days entirely dedicated to meetings with architects, designers, customers and media representatives.

The most innovative elements in the new collection are featured in the Minotti Tokyo Sukeno - Court showroom, including the Collar and Leonard seating systems, select pieces from the Aston series, the Morgan table, Lang cabinets, Bedford bed and many other complementary pieces that became instant favorites.

Rounding out the first day dedicated to the presentation of the new collection, an elite group of guests joined the Sukeno and Minotti families for a dinner at the exclusive Intersect by Lexus brand experience space.

The following day Ms. Ryuko Kida, brand director of the eminent Elle Décor Japan magazine, conducted an interview with the Minotti family in front of a sizable audience.

At the concluding cocktail party many guests came together to celebrate with the Sukeno and Minotti families and Antonio Marelli, the company's Area Manager for Asia, in recognition of the profitable partnership that has made it possible for Minotti to become one of the most sought-after design brands in the very discerning Japanese market.