

Minotti

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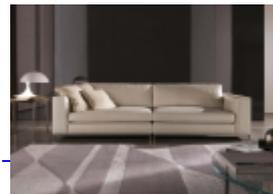
Minotti was founded by Alberto Minotti in the 1950s. Its original craft dimensions would change soon; by the 1960s it had already developed into an industrial enterprise. The next step was taken by Renato and Roberto Minotti: between the 1970s and 1980s they made their surname into a nationally and internationally acknowledged brand. Responsible for the company's strategies, the Minotti brothers shared the creative line, stylistic characteristics and aesthetic principles with the architect Rodolfo Dordoni, who has been co-ordinating the collections ever since 1997. 'Made in Italy' means the key ingredient of Minotti's identity. Basically, the emphasis is on a blend of tradition and technology. Craftsmanship enhances a product based on state-of-the-art mechanization. Manual dexterity contributes feeling and emotion to industrial accuracy. However, all of this is still not enough. In-depth research on materials, impeccable details, a company thoroughly prepared to build a convincing style are also required, just like contemporaneity, comfort, reliability and durability. This is what allows Minotti to be at the forefront of the interior design market and stand out as a manufacturer and marketer of upholstered pieces and furniture designed for sophisticated, conscious customers. Sixty years' history has made all of this possible. A hallmark which has strengthened the role of the brand in an increasingly demanding, competitive and global market, although the background cannot be neglected in any way. Within Milan's design system, within a sort of workshop where forms and technical solutions are developed non-stop, Minotti investigates older materials and tests newer ones, and draws up projects which reveal remarkable identities. It is no coincidence that Minotti was and still is the benchmark for refined people, who feel at ease everywhere in the world, although they could never give up the links with their own origins, with their own roots, with a certain way of approaching and enjoying their homes.



Dalton



Spencer Sillon



Albers



Case



Claydon



Coley



Davis



Jensen



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Morrison



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