

## PRESS RELEASE

**minotticucine: a new showroom in the shadow of the Cathedral**

***The Company opens a new exhibition space of 350 square meters in Via Larga, Milan. Arranged on two levels, the spaces are designed and set up in such a way to excite and deliver, through a sensory journey, the essence of the philosophy that has always moved minotticucine.***

**minotticucinemilano** showroom opens at the end of April in **Via Larga 4, Milan** setting up 350 square meters exhibition spaces within walking distance from the Cathedral, offering a multisensory journey able to arise emotions, involve the visitors and communicate the minotticucine philosophy.

**The key word are naturalness, magnitude, simplicity.** On the two floors of the new Company's single brand showroom the single material volumes meet the natural materials: not only in the kitchen compositions in wood, stone, concrete (marble powder, among which Carrara marble, processed with a mixture of water-based binders and mineral fillers) but also in the basic elements of the environment. The floors are made in an eco-friendly material, consisting of substances of natural origin, such as line-seed oil, wood-flour and cork. The walls are painted with totally green water-colors. Combined together, the shades match the tones of sand.

From the entrance what strikes the look is the verticality of the **Inca** lines, in dark stone, and the **Maya** tall units, reaching the high showroom ceiling: more than 4 meters. The next model is **Terra**, designed for minotticucine by architect Silvestrin. To follow the linearity of the monoblocs that distinguish the other models, Company's strong points, with tall units containing and synthesizing interesting and innovative kitchen solutions. Like the Inca tall unit, inside which **Metha** is placed: one of the latest projects recently developed by minotticucine. Whereas in one of the **Atelier** islands it is the cooker area to be contained and concealed by the sliding top. And more, a Maya kitchen entirely made of metal introduces the office and design area: cloudy steel and aluminum.

through the wall, miming the natural light that filters also from the large windows, a sequence of grazing light points enhances the texture of the stones and the woods. Sounds and scents complete the emotional context and harmonize with one another, activating all five senses.

"Opening of minotticucinemilano is for us at the same time an important point of arrival and a starting point. This single brand showroom is the first one of a series of showrooms we intend to open shortly. Another one in Italy, probably in Rome, and others in the rest of the world, starting from Germany, United Kingdom and United States" explains **Mr. Giovanni Venturini, president of Asso, the Veronese business group that acquired the minotticucine brand in 2014.**

"Here we have set up all the flagship models of minotticucine range. In the compositions the research is focused on monochromatic and single material solutions, with a renewed attention towards new and natural materials. The light cuttings studied ad hoc for each single showroom corner, enhance the end product" comments the **designer Alberto Minotti.**

**Outside the showroom, during the Salone del Mobile from 14 to 18 April, minotticucine will install the new outdoor Incline kitchen. It is a monobloc structure in red basalt with gas cooker concealed by a sliding top made of the same material.** The vertical lines are sloping with respect to the ground. After the curtain will fall on the minotticucine Fuori Salone events, Incline kitchen will be set up inside, on the lower floor. On the same level there will be an area dedicated to the **bathroom furniture proposed by the Company.** The **Elea** and the **Cuma** models, with light colors, suspended, lacquered and mirrored elements are being presented.

Minotticucinemilano is an exhibition and planning space, but aims to become also a place where architects and experts from all over the word can meet and exchange views, while spending their time in Milan in the next months. **During the Fuorisalone period and then during Expo 2015 the showroom will be the centre of several events.**

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