

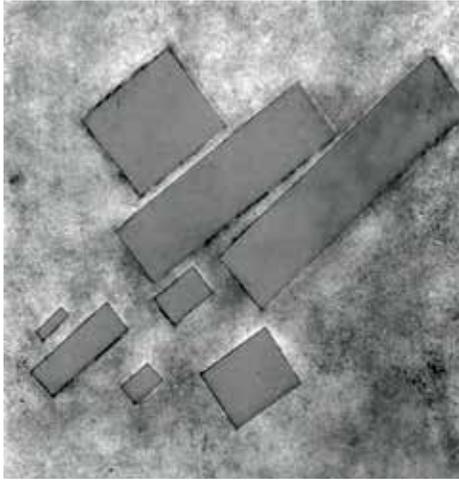
minotticucine home journal interview



minotticucine

company profile

minotticucine is world leader in kitchen design. its philosophical principles –visual silence, objective beauty and trend beyond trends- have introduced minimalism in kitchen design and brought it to the highest levels. minotticucine has first expressed minimalism in the essential and absolute aesthetics of its shapes, now in the product's functions. design responds to all functional requirements: materials link the primary elements of nature, practical forms make use easy and immediate, productive processes respect and even exalt materials thanks to discreet and environmental friendly technologies. minotticucine has always focused on essential form of expression, leaving out any unnecessary detail. innovation always corresponds to subtraction, removing those elements that betray the tenets of visual silence and of function as the pure and highest expression of use. research is endless and involves different aspects: the use of materials is meant to exalt their value, while removing unnecessary details. structures are increasingly simpler, mechanisms disappear and can only be perceived when in use. space within containers fulfils essential and universal needs: internal spaces are endlessly adaptable. elements express their nature at best: from the plywood structures, to the water base paint and lacquer, from the naturally treated stones, to noble wood and metals, from the invisible metal fixtures and silent mechanisms, to plywood and aluminium drawers with trays in solid aluminium. the synthesis between aesthetics and function creates spaces that perfectly suit users - they are tailor-made interpreting the user's personality in an absolute way. in the historical headquarter in ponton di sant'ambrogio di valpolicella, where all models are designed and manufactured, minotticucine guarantees the production of extremely high-end kitchen for those refined customers who care about trend beyond trends. since 2010 minotticucine belongs to opera sgr, an investment fund that invests on high-end italian brands with an international presence. this is certainly the case of minotticucine, its strength being the undeniable uniqueness among design leaders.



what is minotticucine core philosophy?
sb_minotticucine phylosopy is based on visual silence, subtraction, objective beauty and trend beyond trends. it has introduced minimalism in kitchen and bathroom design thanks to endless and continuous research. minotticucine projects do not leave room to excess by removing decoration and redundancy of shapes. functions, as the pure and highest expressions of utility, are operated by silent mechanisms. they are concealed not to divert or spoil sight. sculpture-like, monolithic, monochromatic and monomaterial volumes unveil the spiritual value of vacuum, the poetry of light, the power of matter and the strength of nature.



**what are the key elements for a perfect bathroom?
mm_ a perfect bathroom should solve its functions at best
without looking like a bathroom, but rather a well-being
place where sculptural elements appear and disappear
from walls and floor surfaces.
geode, the installation which was displayed during milan
design week in april 2013, embodies all the key elements
for a perfect bathroom. functions are revealed only when
the eight coplanar doors slide: surprise is essential.
as a perfect geode encloses different crystals, this
installation contains the individual elements of the
bathroom collection.**



what major changes have you seen in bathroom design in recent years and how has minotti cucine addressed these changes?

mm_ bathroom has long been a place of services, while in the last years it has become a real space for wellbeing. minotticucine adapted its expertise and its philosophy of living to bathroom design, realizing that higher aesthetic quality and deeper thought was necessary to this place as well.

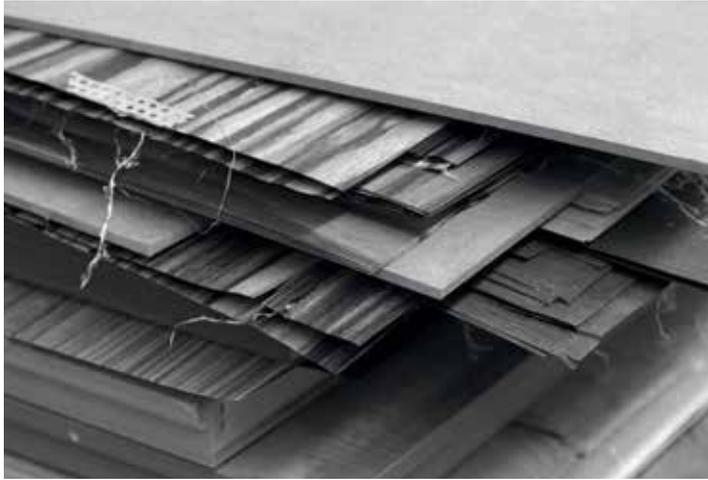
sb_ it has welcomed this change and created a bathroom system building up the entire environment: this is evident in wall systems and fitted containers that are also suitable for contract projects. minotticucine bathroom is the space of water visual silence: an ideal dimension where the senses go back to their natural origin through the functional, comfortable and beautiful elements of the bathroom.



**is there a discernible trend in bathroom design?
mm_ design is a inter-discipline which affects all areas of
a house with many stylistic and engineering approaches.
therefore, there is not only one trend, but different
proposals which reflect as many ways of home-living.
minotticucine applied the philosophy of kitchen to
bathroom design creating environments with a consistent
and recognizable style which exalt the quality of materials
and the italian know-how excellence. it has renewed the
concept of the counter kitchen and consequently designed
the first island bathroom: functions are in the middle of the
room, thus leaving walls free.**



where do you find design inspiration?
mm_ design and art are forms of expressions which capture even the smallest accents of life and turn them into reality.
i find inspiration in nature, history, art and love for life.
each project is the result of something special that lights up the intuition to draw a new idea. shine bath project, a homage to donald judd, was born from the idea of creating a bathtub which causes emotions through the colour and quality of materials.



what is the design process, from inspiration to the finished concept?
mm_ the glue binding all phases of design is will: the will to experiment, to work on every single detail over and over again until you will find the right way to create it. designing a particular detail, which can give value to the whole project, requires a lot of both physical and mental effort, but, as mies van der rohe said, "god is inside details"

sb_ from a more operative point of view minotticucine usually provides the designer/architect with a briefing. After visiting the company and the production site, the designer displays a series of concepts to discuss with the r&d and technical office. the project is developed further and the necessary prototypes built before final production.



if a homeowner wished to install a minotticucine bathroom but doesn't have the luxury of space (as is typically the case in hong kong), which collection would be the most suitable?

mm_ the quality of a design concept can be fully expressed even in a small space. for example, trama wall system has a vertical metallic structure which is clad with vertical or horizontal panels in different materials, such as stone, wood, lacquer, making up the external wall. accessories, drains, wiring, mirrors, containers are mounted to the structure. trama is a complanar surface adaptable to any space.



**if none of the collections are suitable for small spaces, are there plans to develop any?
sb_ both minotticucine kitchens and bathrooms are customizable to the client's individual needs in terms of space and finishes. therefore, a lot of minotticucine products, such as cuma, celaluce, elea, velia mimesi, servus cabinet system adapt at best to small spaces and enhance them.**



does the company research consumers' needs/ask for feedback or does it work purely on what it thinks is best and expect consumers to have faith in minotticucine that it knows what's best?
sb_ our ambition is to design behaviours; our final goal is to offer a way of life free from whatever is excessive and superfluous. to propose new products on the market minotticucine refers to its philosophy and creative influences which come from different sectors, such as fashion, art, architecture...
those who choose minotticucine do not only buy products, but embrace, more or less consciously, a way of living, of looking at things and approaching the world. this is why those who decide to cross the border and choose to follow our philosophy will find it difficult to go back.

silvano bonetti
minotticucine r&d



arch. mario mazzer
designer of trama wall system,
teso, euclide, shinè, dogon



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