

## MINOTTICUCINE AND CLAUDIO SILVESTRIN INAUGURATE THE NEW BRONZE AGE

**A kitchen that resembles a sculpture, made entirely of cast bronze, and the introduction of glass and silk on a model characterized by high-tech doors**

**FUORISALONE 2018 Milan, 16-22 April**

**minotticucinemilano showroom via Larga, 4.**

**Press preview:** Monday 16 from 12 to 18

**Cocktail Wednesday 18 from 7pm to 10pm:** presentation of the new minotticucine creations with the architect Claudio Silvestrin and Alberto Minotti.

The showroom is open from April 16th to 21st from 10am to 10pm

"A pure force, in perfect balance between the power of nature and human strength, an element of weight and of art". In this way the minimalist designer Claudio Silvestrin describes his latest creation in the minotticucine house: a **cast bronze kitchen**, a work in the balance between art and technology.

It is the bronze age, therefore, to mark a new evolution of minotticucine that, while remaining faithful to the stone as a natural element par excellence with which to shape its kitchen projects, adds to the natural factor of the raw material the ingenuity of man. "Innovative and inimitable, provocative, simple to say but extremely difficult to realise. In a word: unique", continues Silvestrin in the description of his new bronze creation which, profoundly modified in the material, remains unchanged in the lines **following Terra's timeless design.**

From the ingot to the panels, the same composition that results in the doors and on the drawers, also internally in bronze, is that which is formed at the very instant in which the incandescent material meets and melts. The skilful work of man imitates the strength of volcanoes with a surprising result. Here, design is combined with the skill of technicians who, having to deal with a material with a **specific weight that is triple** compared to the already very heavy stone, have allowed it to overcome its own borders using a new technology recruited outside the kitchen world. Without neglecting the fundamental characteristics of the sector. A detail on all, the **question of hygiene:** the base plates with which the composition is formed are identical to those used for industrial pasta.

And yet, another absolute novelty, **glass** represents yet another frontier crossed by minotticucine. They are two very thin but **extremely resistant sheets of glass pulled close to one another**, which **enclose a silk core, to form the doors of the new "Seta" created by the designer Alberto Minotti.** An essential feature of minotticucine design remains the stone that is presented here in an unusual way: to eliminate the joint, the technical limit of this natural material, the grain of the stone is placed perpendicular to the one on the side and developed for each door module. An exchange of lines that gives life to a design parallelism with the intertwining of the fabric inside the glass sheets. The evolution of the brand is also visible in the details that make this kitchen not only a design element but also a functional and extremely technological platform. In Seta, the columns emerge automatically from the top bringing the appliances contained within them to an optimal level to be used and once finished with they become invisible again according to the strict design standards of minotticucine.

**Inside the minotticucine kitchens there will be some precious fabrics, the results of Karin Carlander's weaving studio.**

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## **ASSO GROUP**

*ASSO is a company founded in 1988 that has been operating in the production, construction and sale of furniture for shops for almost thirty years. In addition to Asso SPA, it is part of the Group HPL System for Life, furniture solutions in HPL and other materials innovative and resistant to scratches, bumps, abrasions, chemicals and heat, hygienic and extremely suitable in various types of environments: from fitness areas and wellness, from work environments to hotels and airports. Two new production companies have also joined the furniture sector, thanks to the acquisition of two symbolic Made in Italy brands: Maistri, with a medium-high target destined for a predominantly national and European market, and minotticucine, a global icon of design and luxury in the kitchen. Giovanni Venturini, president and director, and the partner and vice president Vittorio Zardini, represent the backbone of the company whose strength is given by the daily contribution made by the two families. The children of the owners follow the different aspects of the company activity and are decisive in the ordinary management of the company. Moreover, rooted in the territory, the Group, which today has more than ninety internal employees, has a whole series of external collaborators, producers and artisans who have grown in parallel with Asso and who actively collaborate both in the production phase of the furnishing elements and in that of the preparation.*

## **MAISTRI**

*Maistri was born in the heart of Valpolicella as a small family carpentry shop. For over thirty years it has been producing its kitchens in the industrial plant with a surface area of 45 thousand square metres with a fully automated production system that allows and guarantees a quality production and an effective customer service, without sacrificing the flexibility and speed of production typical of the artisanal enterprises. These numbers make Maistri one of the leading companies in the national market and in continuous expansion on the international scene, both in Europe and worldwide. Today, the historic company is managed by Asso which has added an important heritage of history, industrial skills and product culture to the spirit of Maistri .*

## **minotticucine**

*minotticucine was founded by Adriano Minottii in Valpolicella in 1949 . Since the 60s, and for about thirty years, modern kitchens have been created, on the classic model of American cuisine. At the beginning of the 90s Adriano passed the baton to his son Alberto, thanks to whom, in 1999, a change of style took place. Alberto Minotti identifies a design path, within the minimalist philosophy. Today, minotticucine is part of the Asso Group, an entrepreneurial and at the same time technical and artisanal furniture group . The company, founded in 1988, has given life to its activity in the production, construction and sale of furniture for shops. In 2015 the showroom in Via Larga in Milan was inaugurated followed by the most recent openings of single-brand stores in Miami, Algarve, Vancouver, Vienna, and Seoul, positioning in Barcelona, in New York and the implementation of already existing multi-brand spaces, such as in Stockholm, Hong Kong, Tokyo.*

