

PRESS RELEASE  
MINOTTICUCINE INNOVATIONS

**From wood to stone and back, 2015 has been for the company a year of development and innovation. Following its design philosophy devoted to visual silence and to the principles of 'Less is More', minotticucine has played with materials to create a full door made of stone, a total-wood kitchen and two new exclusive finishes.**

"Silence for the eyes, calm for the spirit". minotticucine philosophy of design is included in these few words.

Thanks to a strict process of subtraction, the living space becomes elementary, stripped of anything that can divert the eye and detract from the view. The elemental and pure forms that are typical of minotticucine, a brand of Asso Group since 2014, are the results of this process. Thus, monolithic, monochrome and mono-material volumes are created, which in their quiet, abstract essence and sculptural presence don't drop their nature of everyday objects by concealing from sight all the functional elements. These basic principles are present in all the offered models and are in continuous evolution: a progress that this year has achieved three major results.

**A FULL DOOR MADE OF STONE.** The first innovation has been introduced with **Inca**. "We've gone beyond our limits by making a full door in stone, thus further emphasizing the verticality and geometrical purity of shapes" explains **Alberto Minotti, the designer of the Group** who continues to sign the new creations. "With Inca we've put on a pedestal the lines that run upwards and we've pushed to the limit the principle of 'less is more'. We've reduced the forms and worked with two materials: wood for heights, stone for horizontal surfaces. Now we can work with only one material both for the doors and for the shelves, and faithful to our philosophy of subtraction we present the door in a single dimension. Where once there were two pieces now there's a single element". And the integrity of the forms and the mono-material character reach the highest level. From a technical point of view, this is possible thanks to a burnished aluminium frame that supports the stone door. The thickness of the top disappear into the thickness of the doors and creates a single perimeter line that ideally connects materials and finishing with no visual interruptions. The processing of 45° mitre-cuts on doors and worktop edges give the kitchen a unique volume identity.

**FROM STONE TO WOOD.** The second novelty is the creation of a **monolithic, monochromatic and mono-material kitchen made of wood**. The model that best renders this evolution of material is **Atelier**. Thanks to a sliding top that conceals the worktop in white Hokkaido porphyry and its functions, we've been able to create a total-wood kitchen made of perfumed cedar wood.

**AND BACK.** The third evolution by minotticucine in 2015 is the introduction of a new exclusive and elegant finishing. **Terra, designed by the architect Claudio Silvestrin** and realized since the beginning in cedar wood and white porphyry from Hokkaido, is now proposed in refined **dark etna stone** with columns in precious **green ebony**. Two valuable finishes enhancing its consistency and linearity.



“Our goal is to be poetic without rejecting those principles of rationality and functionality that are the basis of the design and industrial culture” reveals the designer. Stone, wood, metal, water and fire are the repositories of our will to suspend the time. The extreme simplicity and the use of natural materials are a challenge to the whirling succession of ephemeral trends and fashions. Natural materials have the ability to age and take on in years a patina that accents their charm and aesthetic value; by locking the time in archaic forms we make our products eternal. **The minotticucine microcosm thus created it's free from exceeding decors and objects and from the abundance of materials and colours. It is not an aseptic and impersonal space but it's instead a place where the soul can be amplified**, where the neutrality of design let the material and subjectivity of the user speak, where the design give way to life.

Everything is reduced to the minimum, as if denying a human intervention on elements: handles, skirting, faucets and all the flaunted details typical of a traditional design disappear, while the use of colours and materials becomes strict and uncompromising.

Please send to [press@minotticucine.it](mailto:press@minotticucine.it) your contacts (name, surname, magazine and email) if you are interested in receiving our press releases and activity updates.

#### ASSO GROUP

Asso S.p.A. was established in 1988 and has been working for almost 30 years in the shop fitting industry, manufacturing and selling furniture for retail stores. Recently ASSO has extended its business, creating HPL System for Life, furnishing solutions in HPL. It is an innovative material, scratch and impact resistant, resistant to chemical products and heat, hygienic and extremely suitable for different environments, from wellness, fitness areas and work places to hotels and airports. Two new production realities and brands, symbol of the Made in Italy within the furniture industry, have been acquired: Maistri kitchens, aimed mainly at a national and European medium-high level target and minotticucine, symbol of design and luxury in the world. Giovanni Venturini, President and Ceo, and his partner and Vice-President Vittorio Zardini, portray the core of the company, two nuclear families undertaking everyday significant commitments both giving major and meaningful contribution. The owners' grown children are also involved in this family-run business in different company's areas. Well established, the Group that today counts more than 80 employees, avail itself of a network of consultants, producers and master craftsmen that grew-up alongside still cooperating with Asso all the way its manufacturing process as well as the store-fittings.

#### minotticucine

Founded by Adriano Minotti, minotticucine was born in 1949 in Valpolicella. Since 60s, and for about thirty years, modern kitchens were manufactured, modelled on classic American Kitchen. In the early 90's Adriano passed the baton to his son Alberto and thanks to him, in 1999, there was a change of style Alberto Minotti identifies a design path, within the minimalist philosophy. minotticucine market is 90% overseas. Today, minotticucine is part of ASSO Group, a business group that is at the same time technical and artisan of the furnitures. The Group, founded in 1988, created their activities with the shop fittings production, set up and sale. In 2015 the new show room was inaugurated in Via Larga in Milan.

International Press Office and Public Relations

Via Brennero 41/43, 37029

San Pietro in Cariano - Verona - Italia

t. +39 045 6835111

[press@minotticucine.it](mailto:press@minotticucine.it)



minotticucine a brand of asso spa

via brennero 41/43 san pietro in cariano 37029 - verona - italy

t. +39 045 6835111 - [www.assospa.com](http://www.assospa.com) - p.i. e c.f. 02050560230

[info@minotticucine.it](mailto:info@minotticucine.it)

[www.minotticucine.it](http://www.minotticucine.it)