**EVENTO**

**MINOTTI CUCINE MILANO**

**FUORISALONE 2019 - VIA LARGA 4 MILANO**

**OPENING**
**MONDAY 8TH, 2PM – 10PM**
**TUESDAY 9TH TO SATURDAY 13TH, 10AM – 10PM**
**SUNDAY 14TH, 10AM – 7PM**

**SAVE THE DATE**

**VIDEOMOBILE + M-CUBE, LED4RETAIL**
**MONDAY 8TH APRIL, 7PM - 10PM**

**V-ZUG TASTE EXPERIENCE**
**TUESDAY 9TH APRIL, 7PM - 10PM**

**UNCONDITIONED RIGOUR: 70 YEARS OF MINOTTI CUCINE AND THE PHILOSOPHY OF AG FRONZONI**

**WEDNESDAY 10TH APRIL, 7PM – 10PM**

**Collaboration videomobile / m-cube**

**EVENING GUESTS**

- MYRNA COHEN
- MASSIMO CURZI
- ELENA FRONZONI
- SEBASTIEN HAYEZ
- ESTER MANITTO
- ALBERTO MINOTTI
- CLARA POZZETTI
- CLAUDIO SILVESTRIN

**AG FRONZONI WAS BORN IN PISTOIA IN 1923.**

**He was first of all a graphic designer, but then went on to become an architect and a designer. All his existence and his work were made in the name of formal sobriety and geometry, which was his primary source of inspiration, differentiating and overcoming nature's limits. Intransigent and without compromises, his decisive and original research has spread into all sectors, articulating a 'minimalistic' philosophy based on the synthesis and subtraction, which is found in the phrase by Mies van der Rohe 'less is more', the starting point for his deeply rationalist thoughts. For Fronzoni the superfluous, the surplus and redundant is defined as 'waste', in an aesthetic, moral and ethical sense.**

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**La tecnologia al servizio dello stile**

**SELEZIONE VINI**

**WINE SELECTION**