

ASIA-PACIFIC BOATING

MARCH-APRIL 2011



LOOK WHAT'S COME TO ASIA

THE 2011 CHINA REPORT –

NEW YACHTS, BUILDERS AND THE TOP 30 YACHTS OF CHINA

THE NEPTUNE REGATTA – UNLOCKING THE RIAU ARCHIPELAGO

DESTINATION – BUTANG ISLANDS

PLUS, REVIEWS OF THE SUNSEEKER 40M *TANVAS*,

THE NISI 2400 FROM TRICON MARINE, THE OYSTER 575 AND MORE

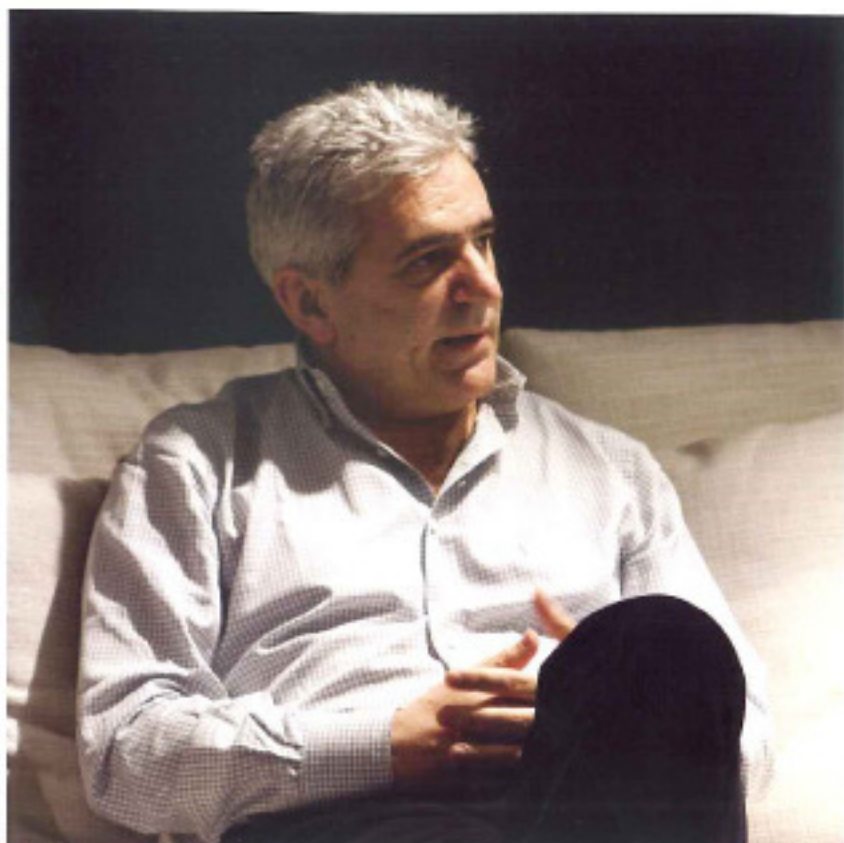
Sunseeker's 40M flagship Tanvas, in front of the Reflections at Ketchik Bay, Singapore.

Photo: Craig Murphy



Hong Kong, China HK\$18
Singapore S\$10 (inc GST)
Malaysia MY\$25
Thailand TH\$40
China RMB\$75
Philippines P\$70

India IN\$215
Indonesia RP\$2,000 (inc tax)
Australia AU\$90
New Zealand NZ\$110
Japan Y\$65
S Korea W\$130



Left: Tony Luk, owner of Andante; right: Antonio Marelli, Resident Area Export Manager for Asian Countries

SITTING ITALIAN

Asia-Pacific Boating sat down with exclusive Minotti dealer Andante to discuss the Italian brand's sixth collection and how the new pieces still reflect the brand's heritage.

► **FOUNDED IN THE 1950S, MINOTTI IS A THIRD GENERATION FAMILY BUSINESS THAT CREATES ELEGANT FURNITURE PIECES AND ACCESSORIES.** Minotti bases its designs around three main core concepts of comfort, durability and quality. "These three elements drive the company and are a part of their new collections each year. Every time Minotti creates a new collection, they take these three ideals into consideration," says Tony Luk, owner of Andante, the Hong Kong dealer that has been working with Minotti in Asia.

All of Minotti's furniture is produced in Italy. "In Meada, where our factory is located, there are a lot of textile companies who we work with to create fabrics every year," says Antonio Marelli, Resident Area Export Manager for Asian Countries of Minotti SPA. "We also work with tanneries for the finest Italian leather to create next textures and designs. Our latest, called *Must*, is a cowhide with a very unique finishing. It offers a very different feeling on our furniture."

Minotti also builds key accessories such as coffee tables, standing lamps and leather stools to further enhance the environment. Luk, who was involved in the design of Hong Kong's famous Chek Lap Kok International Airport, views furniture as fashion. "Accessories like tables and chairs and sideboards are important to the whole look and feel of a room. They are like the watches and shoes in an outfit that completes the look." A visit to the Andante showroom in Hong Kong's Central Business District illustrates his point.

Minotti's new *Senza Tempo* line blends old and new. "This year, the brand combined classic patterns, fabrics and colours with the typical Minotti form – the new elements in this collection are actually *old* elements," says Luk.

Marelli believes that the Minotti brand does well in Asia because of the Italian quality. "In Asia, in particular China which is our latest market, Italian fashion, furniture, food and design are well-known. People appreciate the beauty and elegance of our designs here. Beyond the materials used, you also need to have a heritage and tradition in the industry to reach a certain level of quality."

www.minotti.com

www.andante.com.hk