

DESIGNERLEADERS: DAVID KNIGHTS

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IN THIS FEATURE, WE TALK TO BUSINESS LEADERS WITHIN THE INTERIORS SECTOR TO FIND OUT WHAT MAKES THEM SO SUCCESSFUL. TODAY WE SPEAK TO DAVID KNIGHTS, MANAGING DIRECTOR AT MINOTTI CUCINE LONDON



What role does product design play within your business, and how do you think this has evolved over the past decade?

Product design is everything, but it is important that new innovation stands the test of time, for instance, minotticucine's Gandhara range which was first designed in 1998 and still takes pride of place in our new showroom. GANDHARA has become iconic in our industry with many companies trying to copy this design. minotticucine has always been the leader in our industry for new innovation.

We brought minimalism to kitchen design. We were the first company to introduce handleless kitchens, the first to invent the pocket door system, the first to be able to produce a kitchen made totally of stone including tall doors and the first to produce a complete kitchen in solid 28mm cast bronze.

What are the key success factors that have driven growth for your business in recent years?

Product design – Exclusivity – Service – professionalism – care – There are many difficult aspects to designing and installing complex kitchens. Besides having a great product it is important to have expertise and professionalism and of course service and attention to detail. These qualities differentiate us.

What will be the important characteristics that businesses like yours – and others in your sector – will need in order to remain competitive and to aim for growth in the years ahead?

We can never stand still; we must always strive to be better. New innovation in design that is apparent in the composition in the showroom. Knowledgeable kitchen designers who can give confidence to the client and a good project management team alongside an experienced fitting team. Above all – a passion for what you do.

It has been said that 'collaboration' is key to a successful business post-covid – does this apply to your business?

We have always collaborated very closely with Architects and Interior Designers. We see our kitchens forming a vital part of the whole of a client's project. Our design and style must suit and enhance the architecture of a space. This is only possible through close collaboration.

What do you do to keep positive and what drives you?

Working with great people at the Factory and within the showroom. I would even say – we have a dream team! Some of the new designs and innovation that will be available very soon is exciting and I am looking forward to being part of that.

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