

Minotti



JANUARY 2024

MINOTTI OPENS THE NEW CONCEPT STORE BY PESCH IN COLOGNE

The first international appointment in Minotti's calendar for 2024 is the official opening in Cologne of the new **Concept Store by Pesch** - must-visit destination in the city and brand's long-standing German partner celebrating its 120th anniversary this year - following an important extension and renovation carried out by **Minotti Studio**. The result is a showroom spanning two floors, with a total surface of 450 sqm., that highlights the versatility of the collection and offer an authentic interpretation of the living spaces conceived by Minotti.

Minotti celebrated the opening of the new space with a rich programme of initiatives dedicated to journalists, professionals and brand enthusiasts. These included a **live talk** for architects and designers with the participation of the Minotti family and the design duo Inoda+Sveje, moderated by design expert Oliver Jahn.

The elegant **Twiggy** family of seats by Rodolfo Dordoni steals the show in the large main window looking onto Kaiser-Wilhelm-Ring, enhanced by a dynamic and extremely contemporary composition: an invitation to discover the world of Minotti which, on the ground floor, unwinds in a succession of dining and living spaces featuring many of the brand's bestsellers.

Access to the display space on the first floor, now doubled in size, is through a clay-coloured lacquered double doorway and large full-height windows, which reveal an architectural context that is fully distinctive of the contemporary identity of the brand.

Near the entrance, the first news of 2024 makes its debut: the new curved elements of the **Goodman** seating system by Rodolfo Dordoni. Its volumes are now even more harmonious and enveloping for a truly welcoming interpretation of the space they inhabit, here arranged in perfect dialogue with the soft silhouettes of the **Sendai** seating family by Inoda+Sveje. The pathway continues - beyond the large steel-clad fireplace - with an articulated composition of the **Hamilton** seating system by Rodolfo Dordoni, which celebrates its 20th anniversary this year. Finally, the last display area hosts an original outdoor proposal with the **Quadrado** seating system by Marcio Kogan / studio mk27 and the **Torii Nest Outdoor** seats by Nendo.

A sophisticated interior design concept - conceived to confirm the quality and the international identity

of the brand - which further consolidates Minotti's presence in Germany, always a key market for the brand, joining the three flagship stores in **Berlin, Munich** and **Düsseldorf**.

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