



MAY 2017

MINOTTI LONDON DOUBLES ITS DISPLAY SPACE

The Minotti London by EDC flagship store, located in Margaret Street, in the fashionable Fitzrovia district, has doubled its display area with the acquisition of the adjoining basement.

Overall, the space now exceeds 800 sq. meters. The two floors are connected by a dramatic brass, glass and concrete staircase.

The renovation project was created by Minotti Studio, which brought an original interpretation to the materials, shapes and colors emblematic of the brand's iconic style. Grey concrete floors, dark wood paneling and luxurious marble-clad walls breathe elegance into a space that forms the ideal backdrop for the innovative designs in the 2017 Collection – the Lawrence seating system, Pollock sofa and Jacques, Colette and Fil Noir seating elements, along with numerous accessories. A selection of the most popular products from the company's collection, like the Hamilton, Allen, Andersen, Seymour and Yang seating systems, are also amply represented.

The display space also includes an area dedicated to the presentation of the outdoor collection featuring the Indiana and Rivera seating systems.

With the expansion of its Minotti London by EDC flagship store, the company strengthens its presence in a lively market in one of the most influential cities in the world of architecture and contemporary design, home of the most prestigious and highly-respected architectural firms on the global scene.