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## THE NEW MINOTTI CONCEPT STORE OPENS IN MARSEILLES, FRANCE

Last 5 December, Minotti opened its first concept store in France, in Marseilles, thanks to its long-term partnership with the **Silvera** family.

Located in the vibrant Rue Paradis, one of the most well-known roads in the city and home to countless boutiques and trendy stores, a display space spanning approximately 200 sqm. invites visitors to enjoy an immersive experience in the Minotti world.

The bright, sophisticated architecture of the spaces is distinguished by the presence of wide arches, full-length windows and walls painted in shades of cream and white, alternating with tobacco-coloured wood panelling.

A design with a discreet kind of elegance, studied right down to the tiniest details by Minotti Studio, the company's in-house creative workshop, which interpreted the new space by expressing the concept of the brand lifestyle precisely and accurately. The display spaces are animated by a mixture of best-sellers and new pieces from the 2018 Collection, including the Alexander seating system designed by Rodolfo Dordoni, and the Dan table by French designer Christophe Delcourt.

With the opening of its concept store, Minotti offers a new reference point in the south of France to professionals and customers interested in the quality and lifestyle conveyed by the Italian brand.