



JULY 2019

A NEW MINOTTI STUDIO BY NOVALIS-O

The evolution of the partnership between Minotti and **Novalis-O** in Oisterwijk, in the south of the Netherlands led to the opening of a new Minotti Studio, an operation designed to further boost the brand's presence in the market.

Located in a strategic area of the Netherlands, the space designed by Minotti Studio, the brand's in-house creative department at Minotti HQ, unwinds to span a floor area of approximately 250 sqm., and presents a selection of the most representative pieces from the latest collections.

The elegant, contemporary exhibit space is characterised by a series of decorative elements that faithfully reflect the style and design vision of Minotti. In the centre there is a large fireplace, a symbolic feature constantly present in all the Minotti retail spaces worldwide, interpreted here in a free-standing version with a linear shape, covered in white plaster and decorated with Doric grooves.

During the event on 14th June, Novalis-O presented the new display spaces to customers, architects and brand lovers. With the new Minotti Studio by Novalis-O, Minotti further consolidates its presence in the Netherlands, offering a concept of lifestyle with an international, yet discreet and elegant feel, where ideas and inspiration can be found.

WATCH THE VIDEO:

[NOVALIS-O EVENT](#)