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## THE 2020 COLLECTION GOES TO SHENZHEN

The new **2020 Collection** is now the protagonist of the showroom concept at **Minotti Shenzhen**, inaugurated last year thanks to the consolidated partnership with the famous high-end furniture retailer **Domus Tiandi**, already a successful case history for Minotti in Shanghai and Beijing.

Located in one of the most exclusive residential complexes in this young dynamic city, which over recent years has shown a growing interest in contemporary design and lifestyle, this flagship store features an imposing façade in a typically urban graphic architectural style and a large number of floor-to-ceiling windows that allow the daylight to flood in.

Visitors are welcomed by a towering 5.5 metre tall fireplace as they walk in. Placed directly opposite the entrance, it is a distinctive symbol of the Minotti code and it emphasises the extraordinary size of this store, which showcases the new **Connery** and **Blazer** seating systems designed by Rodolfo Dordoni, and the **Torii** seating system by Nendo, alongside projects by Marcio Kogan and GamFratesi. A totally multi-faceted, international range where the various cultural backgrounds of the designers blend synergically to lend shape and voice to the "Minotti project". The sinuosity of the furniture and its delicate hues, gradually going from colder to warmer shades the deeper into the store one moves, contrast with the graphic style of the most distinctive architectural elements, including a satin bronze sculpted reception and an entirely backlit wall, decorated with an original tatami effect.

While the ground floor is the spectacular expression of the brand's values and offers a striking display of the 2020 indoor novelties, the first floor has a cosier, more welcoming, homey feel, with some of the most representative pieces from the most recent collections on show. The daylight softly filtered through the brise-soleil, the marble fireplace and carefully selected works of art, all help to recreate the mood of a contemporary home, in line with this exclusive location and the refined clientele of Minotti Shenzhen.

A sophisticated display that manages to convey the quality of the Minotti furniture and the brand's international identity, in tune with the taste and lifestyle of Chinese clients.

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