



MARCH 2021

THE FIRST MINOTTI FLAGSHIP STORE IN SCANDINAVIA OPENS IN STOCKHOLM

Minotti has opened a **new flagship store in Stockholm** – its first in Scandinavia – thanks to the brand's strategic partnership with renowned high-end furniture retailer **Upgrade Living**, during **Stockholm Design Week**.

A small jewel in the heart of the exclusive residential neighbourhood Östermalm, **Minotti Stockholm** is located in one of the majestic 19th century buildings that line one of the city's most central roads, the **Strandvägen**, providing a charming architectural backdrop.

The project was created by **Minotti Studio**, the in-house creative department at Minotti HQ, to guide visitors on a trail of discovery through the latest collections, in an **engaging exhibition path** that winds its way through a fluid sequence of living, dining and night areas. Large arches treated with a metallic finish act as veritable gateways into the various environments, helping accentuate the **clever play on perspectives**, designed to arouse a series of different sensations as the visitor gradually enters the space.

The sophisticated mix of selected materials - including Travertine marble for the floors, wood panelling and slats in moka-tinted oak wood, alternating with walls in white plaster, and a striking slab of Panda marble - brings to life an **interesting black and white colour contrast**, endowing the proposed settings with a dynamic rhythm and a minimal, graphic aesthetic.

A concept of interior created with maximum attention to detail, immersed in a bright, welcoming space and illuminated by the natural light that filters through the three large arched windows. The result is a sophisticated set of evocative settings, in which materials, shapes and nuances perfectly reflect the sensitivity and well-defined personality of Minotti, in tune with the Scandinavian rigour.

The showroom spaces are animated by a carefully selected range of bestsellers, distinctive pieces from the latest collections and products from the **2020 Collection**, including the **Connery** and **Blazer** seating systems by Rodolfo Dordoni and designs by Marcio Kogan / studio mk27, Nendo and GamFratesi. A proposal with a multi-faceted and cosmopolitan spirit, where the different cultural backgrounds of the designers merge seamlessly to give form and voice to the "Minotti project".

Susanna Minotti, Head of Interior Decoration, says: "We asked ourselves how Minotti might fit into a reality where design has a strong identity and a long history, keeping the DNA of the brand recognisable

but at the same time creating something new. We wanted to stand out and create a new point of reference for design in the city, inducing the Minotti atmosphere to embrace the rigour and minimalism of Scandinavia. The result was a project in which the sober architecture is warmed by welcoming settings with a homely, yet sophisticated and 'glamorous' feel, in which every single detail exudes quality."

With the opening of the flagship store in Stockholm, Minotti strengthens its presence in Scandinavia and offers a new destination of international appeal for professionals and design enthusiasts charmed by the "Made in Italy" quality and excellence.

MINOTTI STOCKHOLM BY UPGRADE LIVING

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