



MARCH 2021

## THE 2020 COLLECTION GOES TO CHENGDU

Located in the elegant financial district of the dynamic Chinese metropolis of Chengdu, the **Minotti Chengdu** by LHC flagship store hosts a vast selection of indoor and outdoor products from the **2020 Collection** in a refined, modern architecture.

A magnificent, ultra-bright showroom space with extremely high ceilings and extensive floor-to-ceiling windows, enhanced by sophisticated colour combinations, a rich selection of accessories and lights with a striking decorative effect, and a spectacular fireplace covered in Tobacco painted chestnut wood panelling. Located in the centre of the store, the fireplace is the focal point from which all the settings radiate, in an ordered sequence of relaxation, dining, night and outdoor areas, effortlessly hosting the most representative designs of the 2020 Collection. These include the **Blazer** and **Torii** seating systems by Rodolfo Dordoni and Nendo, the **Fynn** and **Daiki** seats by GamFratesi and Marcio Kogan and the **Linha** dining table, also by the Brazilian architect – alongside a few bestsellers and distinctive pieces from the most recent Minotti collections.

Large portals in black mirror mark the transition from one setting to the next, while systems of rotating slats lacquered in a welcoming shade of "Warm Grey" act as a delicate filter between the various environments.

A showroom design created with painstaking attention to detail that successfully combines the characteristic materials and colours of the brand with a special focus on the lifestyle and tradition of Chengdu. The result is a space with a sophisticated taste, in perfect harmony with the spirit of the place, and faithful to the distinctive Minotti style.