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## THE NEW MINOTTI FLAGSHIP STORE BY TERRAZA BALEAR OPENS IN PALMA DE MALLORCA

Minotti strengthens its presence in the Mediterranean with the opening of a new flagship store in Palma de Mallorca, thanks to the strategic partnership forged by the brand with the well-known Spanish dealer, **Terraza Balear**.

A refined space of about 300 sqm in the historical centre of Palma, it was designed by **Minotti Studio** in collaboration with **Terraza Balear**, and conceived to offer a vast selection of the Minotti collections, capable of blending the authentic values of Made in Italy craftsmanship with the splendid Mediterranean scenery of Mallorca, a melting pot of different nationalities and tastes.

Once inside the new showroom, the dialogue between indoor and outdoor is emphasised by a central axis that harmoniously joins the two spaces into one, creating a sense of stylistic coherence and a sophisticated atmosphere full of character.

Inside, alongside the company's bestsellers and longsellers by exceptional designers such as **Rodolfo Dordoni**, **Marcio Kogan**, **Nendo** and **GamFratesi**, the showroom hosts a carefully chosen selection of furniture from the current collection, including the **Connery** seating system, the **Linha** dining table and the **Torii** collection.

The distinctive characteristics of the flagship store include its extensive outdoor display space: close attention has been dedicated to the bright patio with its unmistakably Mediterranean flavour, which defines and enhances the identity of the various collections. The space is completely furnished with a vast range of iconic and more recent pieces, such as the **Sunray** seating system by Rodolfo Dordoni, the **Fynn Outdoor** armchairs by GamFratesi, the **Daiki Outdoor** little armchairs and the **Quadrado** dining table by Marcio Kogan / studio mk27, the latter accompanied by several **Tape Cord Outdoor** little armchairs by Nendo.

On 22 and 23 June, two events at the fascinating Minotti Mallorca store and at the exclusive Villa Bao celebrated the debut of the new flagship store in the Spanish market, offering a select group of guests - including important developers in the Palma area, designers, architects, journalists, well-known entrepreneurs, design enthusiasts, artists and top clients - the opportunity to discover the space and meet the owner, Mariana Muñoz, as well as two members of the Minotti family, Renato and Susanna Minotti. Special occasions where the guests were able to experience the quality and elegance of the collections firsthand and meet the protagonists of this successful partnership in person.

**Minotti Mallorca** - with its original Mediterranean touch, elegance and simple perfection - showcases a

sophisticated space with a contemporary spirit, a true destination for all design lovers. A store that cleverly mixes the iconic aesthetic style of the Italian brand with the local one, breathing life into a space that is one of a kind.

Go **behind the scenes** of the **Minotti Mallorca** project:

[Watch the video](#)

**MINOTTI MALLORCA BY TERRAZA BALEAR**

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