



NOVEMBER 2022

## THE NEW MINOTTI FLAGSHIP STORE BY STOPKA OPENS IN PRAGUE

**Minotti** is opening a new flagship store in the heart of the capital of the Czech Republic, the first one in the Central Eastern Europe, strengthening its long-term partnership with renowned design studio and furniture retailer **Stopka**.

"We have been collaborating with Minotti for years and, for us, opening **Minotti Praha** is the natural evolution of our partnership. We are very proud to be the first Minotti flagship store in the Czech Republic" says **Jiří Stopka**, owner of the family business that bears his name, which has operated in the territory for over 30 years.

The store is located on the ground floor of a charming Neo-Renaissance style building designed by architect Karel Janda. Its facade is exquisitely decorated with semi-columns and windows topped by triangular and semi-circular pediments, and large arched windows that perfectly embrace the internal space, flooding it with natural light.

The interior design, by **Minotti Studio**, the brand's in-house creative department based in the HQ, presents an interesting proposal of materials and decorative elements characteristic of the Minotti showrooms, such as wenge oak, travertine and the large wall-mounted fireplace, chosen to blend in seamlessly with the existing architecture and the original finishes, such as the parquet floor, in the typical Chevron design.

The main entrance invites visitors to explore a succession of sophisticated, welcoming atmospheres in which they identify themselves. Here, many bestsellers and furnishing pieces of the **2022 Collection** inspire living and dining room settings that interpret and bring to life the Minotti philosophy of living: collections that furnish and style every space with class and refinement, complemented by an important selection of contemporary art pieces.

In addition, **Minotti Praha** also presents itself as a location for receiving guests and for the design process - with a dedicated meeting room to support the exclusive service offered - a true place of reference, inspiration and conversation where architects and designers can explore the Minotti collections and solutions.

"Relating the brand vision in a historical building has enabled us to complete a very stimulating exercise in terms of style and tailoring, which aims to place our furnishing proposals in stylish settings with a homely feel. An extremely successful project which authentically interprets the brand's identity and values, expertly mixing the contemporary taste for which our collections are known with the neo-classical context that hosts them", says **Susanna Minotti**, Head of Interior Decoration and member of the third generation in the family company.

With the opening of **Minotti Praha**, the 49th flagship store in the world, the brand reinforces its presence in the area - taking a new important step in a market that is growing exponentially - through an elegant, accurate presentation designed in absolute harmony with its architectural surroundings and with the real essence of Minotti.

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