



MAGGIO 2018

AUSTRALIA: NEW MINOTTI MELBOURNE FLAGSHIP STORE OPENS

Thanks to the long-standing partnership between the **Minotti** and **Engelen** families – the latter at the helm of Dedece for 40 years – Melbourne welcomes the new home of the Minotti monobrand. It is the second in Australia, after Sydney, which opened in 2005. Launched at the Russell Street address in 2006, the store now has an exciting new location in Dale Street near the renowned **Melbourne Central Business District**.

The award-winning **CO-AP Architects** is responsible for the elegant, modern design project. It features an extensive display area with large floor-to-ceiling windows and occupies two floors connected by a dramatic stairway that adds energy while visually separating the spaces.

The brand's lifestyle and uniqueness are clearly and accurately reflected in the interior design by Minotti Studio. Grey concrete floors and mink-color larch panels alternate with black brushed oak slats, establishing a sophisticated setting where everything conspires to recreate a brand experience as satisfying as it is complete.

Once inside, visitors enter a foyer that is the first step in an enthralling journey through a series of extremely eye-catching settings, arranged over a 330 m² area, furnished with some of the most exemplary pieces from the Minotti collection.

Among the key pieces, the **Lawrence** seating system and several **Jacques** seating elements, flanked by a more intimate and cozy dining area furnished with the **Lou** table and **Fil Noir** chairs.

In the adjacent area, a generous composition of the **Freeman** seating system is paired with **Creed** small armchairs and a dining area is arrayed with the **Bellagio** table and **Leslie** dining armchairs. Visible beyond this, the **Andersen** seating system, paired with **Aston** armchairs and **Cesar** and **Still** coffee tables, attracts the eye.

Placed alongside the best sellers from the most recent collections are some pieces from the **Albert&Ile** special edition designed by Gigi Radice and pulled from Minotti's historic archives, re-edited this year in honor of the company's 70th anniversary.

With the opening of the new **Minotti Melbourne** store, the company again sets the standard for those seeking style and sophistication in the Australian metropolis and further strengthens its presence in a rapidly-expanding market that has consistently shown its appreciation for the timeless style and quality of Minotti products.