



MAY 2019

## MINOTTI LYON RENEWS ITS EXHIBIT SPACE

The **Minotti Lyon by Maison Home Design** flagship store located in the elegant Rue Auguste-Comte, a landmark destination for art collectors and design lovers, has recently restyled its 100 sqm. elegant exhibit space.

The store's renovation project, fully designed by Minotti Studio, the company's in-house creative team, has cleverly interpreted the spaces by summing up the Minotti lifestyle as effectively as possible, also focusing on the company's will to explore contemporaneity and elegance, always in line with the spirit of the place.

The exterior façade, characterised by large floor-to-ceiling windows with a completely new look,

has been complemented by integrated light systems bearing the company brand, inviting visitors to come in. A series of original colours and decorative elements, including the effects created by an interplay of different woods, the wide Doric fluting on the wall and the concrete floors distinguish the interiors, giving them a modern, laid-back vibe that frames some of Minotti's best- and long-sellers. These include the Freeman seating system accompanied by the Leslie armchairs, the Jacques sofa with Ring coffee tables and the Lou table with the Aston "Dining" chairs. Instead, some of the designs from the more recent collections on display include the Alexander seating system, the Tape armchairs and bergère, together with the Ring and Bender coffee tables.

An initiative that enhances the store and markedly consolidates the presence of the brand in France, for a long time now reference point in the region, admired by professionals and customers interested in the quality and style of Minotti.