

# Minotti



MAY 2019

## RRESTYLING FOR THE MINOTTI FLAGSHIP STORE IN MADRID

The **Minotti Madrid by Concepto Dr** flagship store describes, through the new images, the renovation project designed jointly by Minotti Studio, the company's in-house creative team, with Diego Rodriguez, owner of the famous design studio in Madrid Concepto Dr and of the homonymous store. A presentation that expresses a synergic dialogue between the Minotti style and the decorative code that distinguishes the Madrid design studio.

The 300 sqm. store, developed on two levels, sums up the classic-contemporary style of the company with surprising decorative details and original texture combinations, fully in line with the spirit of the place.

A sunny, graphic mood characterises the exhibit space, mainly enhanced by neutral and light shades such as white, orange and sand. Walls painted in chalk white alternate with glossy lacquered and wooden panels, to create a warm, welcoming atmosphere in which to enjoy the ultimate relaxing experience. The most representative decorative elements include refined plasters on the ceilings, which are typical of a private residence, and the characteristic Doric fluting on the wall.

The various spaces, all sporting an elegant, refined look, offer a series of living solutions livened up by some of the most striking pieces of the 2018 Indoor and Outdoors Collections and by the company's main best-sellers, such as the Freeman seating system and the Bellagio Outdoor table, accompanied by the York Cord Outdoor armchairs and the brand's many complementary pieces.

Through the restyling of Minotti Madrid, the company confirms its status as a reference point for those seeking style and elegance in the Spanish capital and further consolidates its presence in a historical market for the company.