



JULY 2019

## A NEW MINOTTI FLAGSHIP STORE HAS OPENED IN SHENZHEN BY DOMUS TIANDI

A new Minotti flagship store has opened in **Shenzhen**, thanks to the strategic partnership with **Domus Tiandi**, China's leading high-end furniture retailer and successful Minotti case history in Shanghai and Beijing. The new flagship store is nearly 1000 sqm, located in one of the most vibrant commercial real estate complex in Shenzhen, a young thriving city which is eagerly embracing international contemporary design and lifestyle.

The project is a joint effort of Minotti Studio, the creative department at Minotti HQ, and Domus Tiandi's commitment to excellence and attention to every single detail. Domus Tiandi also gives a bit of creative touch in art and accessories, in order to make Minotti more relevant among the Chinese culture and lifestyle.

Characterized by a monumental facade, with a sophisticated "urban" cut, designed for the particular context in which it is inserted, this new space expresses grandeur and contemporaneity.

Inside, the interior design concept aims at emphasizing the extraordinary height of the space. The store is spread over 2 independent floors, both characterized by the architectural element of the fireplace, a recurring distinctive symbol in the Minotti code.

On the ground floor, the imposing 5,5 mt high fireplace reinterprets the particular octagonal shape of the first Minotti fireplace which is located in the family home in Meda, chosen to represent the company's 70th Anniversary last year. Adjacent to it, a sculptural reception desk in satin bronze finish welcomes the visitors. A peculiar architectural element acting as a background is a big size height light-wall with modular "tatami" design effect.

If the ground floor expresses the brand values spectacularly, the first floor is designed as a domestic environment which has access through an elevator that introduces to an elegant Minotti-style lobby. The visitor is then accompanied to an apartment in which living areas, a dining room, a studio and a master bedroom follow one after the other, and the moka tones of the boiserie, the sloping ceiling and the soft light give the room at the same time an intimate and glamorous look.

In the name of "Italian Authenticity", on June 16<sup>th</sup>, a store grand opening event celebrated Minotti's

latest collections. Distinguished and selected guests such as major developers in China, designers, architects, journalists, entrepreneurs and design connoisseurs, artists and important customers of Minotti's, were warmly welcomed by Domus Tiandi and members of the Minotti family.

Surrounded by authentic food and intriguing music, the complete lifestyle picture, authentically Made in Italy, made the high-class society well-prepared to welcome the new 'home and living' phenomenon that Italy gives to the world. And Minotti and Domus Tiandi are both looking forward to take further steps to Shenzhen, a unique and surprising market offering unlimited possibilities.

#### **MINOTTI SHENZHEN**

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[SHENZHEN OPENING EVENT](#)