



JANUARY 2020

## THE NEW "MINOTTI LIVING CONCEPT" OPENS AT PESCH IN COLOGNE

During **IMM Cologne 2020**, Minotti officially opened the new "**Minotti living concept**" at **Pesch**, consolidating its long-lasting collaboration with a prestigious partner that has always been recognised as a benchmark for design in Cologne, and an unmissable stop during the Passagen.

Designed to offer a delicate taste of the 2019 Minotti outdoor offering, the main window of the store that runs along the Kaiser-Wilhelm-Ring showcases the **Quadrado** modular system and elements of the **Tape Cord Outdoor** family, respectively by Marcio Kogan / studio mk27 and nendo. An invitation to come in and discover the Minotti world which hosts a fluid sequence of living solutions on the ground floor, including some of the most representative indoor products of the 2019 Collection and the brand's bestsellers, such as the **West** seating system, the **Wedge** table, the **Angie** and **Shelley** chairs, the **Alexander** seating system and the **Russell** sofa.

The story continues on the first floor, where the charm of Minotti comes into its own: a suggestion of a home designed to express the refined, sophisticated spirit of the brand by offering a concept of interior created with maximum attention to detail, immersed in a bright, welcoming space. Spanning a total surface area of 160 sqm., the new "**Minotti living concept**" was designed by Minotti Studio, the in-house creative department based in Minotti HQ, to offer customers an engaging brand experience.

Having entered through the double door portal lacquered in clay colour, visitors are welcomed into an environment with a warm, relaxed vibe, enhanced by a floor to ceiling glass wall that offers a stunning view of the park. The space presents a series of contemporary settings animated by a carefully selected range of furniture, featuring bestsellers set alongside some of the new pieces from the 2019 Collection.

Near the entrance, the **Hamilton** seating system is matched with several **Lawson Lounge** armchairs, all designed by Rodolfo Dordoni. One of the most distinctive pieces in the space is the **Daniels** seating system designed by Christophe Delcourt, accompanied by the **Angie** armchair, by GamFratesi. Instead, the adjacent corner hosts the **Freeman** seating system, paired with the **Dibbets Rainbow** rug. The custom-made **Oliver** table and the **Catlin** table respectively offer a reception corner for welcoming customers and a dedicated studio area for guiding them as they choose materials and products.

