

Minotti



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THE NEW MINOTTI FLAGSHIP STORE BY SCHALLER OPENS IN BOGOTÁ

Minotti opens a new flagship store in **Bogotá**, thanks to its strategic partnership with **Schaller**, leading retailer in the high-end furniture market in Colombia.

Located in the prestigious El Chicó district, one of the city's most dynamic areas, not far from the lively Parque 93 recreational and commercial park, Minotti Bogotá is an elegant, modern project designed by architect **Sandra De Nutte** in collaboration with **Minotti Studio** – the in-house creative department in Minotti HQ – which precisely and accurately reflects the brand's style and its unique features.

Spanning a surface area of 400 sqm, the new monobrand store is characterised by a large showroom space, on two levels, animated by sophisticated settings and a selection of living and dining solutions, carefully chosen to reflect the elegant lifestyle that has always distinguished Minotti internationally.

Once inside, visitors are welcomed into a spacious environment full of natural light, which filters through the four store windows and many floor-to-ceiling windows. The ground floor has been designed as a large open space, where grey concrete floor, wood panelling and staves in moka-coloured oak create a stylish, contemporary mood. Instead, the first floor is characterised by a cosier, more welcoming environment, recreating a real homely vibe.

The most distinctive architectural elements of the space include a refined steel staircase, which connects the two levels, making the exhibition path more dynamic.

A curated selection of contemporary artworks further enriches the atmosphere and complements the character of the spaces.

Conceived to charm design professionals and enthusiasts, the store aims to offer an authentic, stimulating brand experience, spotlighting the company's main bestsellers, including the **Hamilton** and **Lawrence** seating systems by Rodolfo Dordoni, and some of the most distinctive pieces of the brand's more recent collections, such as the **West** seating system, also by Dordoni, and the **Wedge Dining** table, designed by Nendo, both from the 2019 Collection.

The new products of the **2020 Collection** will feature in a special display from February 2021.

By opening the flagship store in Bogotá, the third in Latin America after São Paulo and Mexico City and the fortieth worldwide, the company strengthens its presence in the area, and takes a new, important step in a key, growing market, that has consistently admired the timeless style and the high quality of the Minotti products.

MINOTTI BOGOTÁ BY SCHALLER

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