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THE 2020 COLLECTION GOES TO SHANGHAI

Indoor and outdoor projects from the new **2020 Collection** go on display at **Minotti Shanghai by Domus Tiandi**, the biggest Minotti flagship store in the world and undisputed go-to address for the Asian design community in this Chinese metropolis.

Inaugurated in 2015, in the elegant Huangpu district, the famous French quarter just minutes from the Grand Theatre, this charming flagship store features an extraordinary circular architecture with impressive floor-to-ceiling windows that seem to embrace the interiors, perfectly reflecting the brand's high-end positioning and refined lifestyle.

Over 1,300 sqm just waiting to be explored, on two levels connected by a striking spiral metal staircase located in the middle of the store that takes guests step by step through the new 2020 Collection and Minotti icons. Total sophistication with materials, shapes and colours that recall timeless original scenarios and hint at a unique, personalised experience.

The warm contemporary settings - marked by soaring ceilings, wood panelling alternated with walls in shades of grey and accentuated by carefully selected works of art - highlight the unique character of this store, recreating striking moods that reflect the brand's sophisticated design and interpret the identity of the new Minotti collections.

Protagonists for indoors include the **Connery**, **Blazer** and **Torii** seating systems, alongside projects by Marcio Kogan and GamFratesi that perfectly express the cosmopolitan dimension of the Minotti project running throughout its style and language and translating a finely tuned fusion of different design cultures.

On the top floor, as well as the most distinctive pieces from more recent collections, one section is entirely dedicated to outdoor proposals for 2020.

A surprising setting, a true in-store experience studied right down to the smallest detail, which engages the senses and conveys a global sense of the brand's values, in harmony with the feel of this location. A project with strong presence that embodies the international vision of Minotti, where environments steeped in personality and character provide inspiration for clients seeking the uniqueness and quality of Made in Italy design.

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