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THE 2020 COLLECTION GOES TO XI'AN

The new **2020 Collection** goes on display at the **Minotti Xi'an** flagship store. Opened in 2019, the store is the result of the brand's recent partnership with **J&C**, top high-end furniture retailer in Xi'an, the historical Chinese city which is currently developing fast and hosting a community eager to welcome international design and lifestyle trends.

Located in the prestigious residential neighbourhood of Daminggong, a short distance from the splendid Daming Palace National Heritage Park, the store sports an impressive classical-style architecture, with numerous openings on the exterior which allow the daylight to flood in, creating a harmonious dialogue between in and out. One of the most notable of these is an entirely transparent facade, characterised by large floor-to-ceiling windows offering a first glimpse of the brand's furnishing solutions, and inviting guests in to discover the world of Minotti.

An exclusive reception area with a large marble desk welcomes visitors, beckoning them into an extensive open space that spans two levels, connected by a stylish metal staircase in the new Light Gold finish. Located in the centre of the store, the staircase is the focal point around which all the settings revolve, designed to make the exhibition path more dynamic and offer guests the opportunity to make an engaging foray into the most recent Minotti collections, courtesy of its clever combination of perspectives and original layout.

The proposed settings have a minimal, graphic look: they are enhanced by an interesting black and white colour contrast and distinguished by discreet yet extremely striking decorative touches, such as walls in white plaster characterised by the typical Minotti "doric finish", reflective ceilings that expand and add light to the space, and Moka colour tinted wooden floors.

The showroom spaces are animated by a mix of bestsellers, distinctive pieces from the latest collections and new indoor products from the 2020 Collection, including the **Connery** and **Blazer** seating systems by Rodolfo Dordoni and the **Torii** seating system by Nendo, in addition to designs by Marcio Kogan and GamFratesi. The array of international designers underlines the cosmopolitan spirit of the new collection, which effectively expresses their own diverse styles as part of a fully coordinated and harmonious Minotti project.

A carefully planned presentation that accurately reflects the brand's values and the unique

characteristics of the Minotti collections, offering an unmissable stop for the sophisticated clientele of the historical Chinese city interested in the quality and lifestyle conveyed by the brand.

Minotti Xi'an by J&C

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