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## THE 2020 COLLECTION GOES TO MARSEILLE

Located in lively Rue Paradis, one of the most important roads in **Marseille** and home to many trendy boutiques and stores, the **Minotti Concept Store** by **Silvera** plunges customers into the world of Minotti, where they can discover some of the most emblematic indoor designs of the 2020 Collection and the brand's most recent collections.

A design with a discreet elegance, featuring soaring ceilings, large arches that serve as veritable gateways into the various spaces, concrete floors, and walls painted in shades of cream and white.

The sunny personality of the interiors, accentuated by the natural light that filters through the large floor-to-ceiling windows, duets with the sophisticated, bright colour palette of the furniture, notably including two of the most distinctive seating systems of the 2020 Collection, **Connery** by Rodolfo Dordoni and **Torii** by Nendo, and the new **Mattia** seats, again designed by Dordoni.

A carefully-chosen display, conceived in complete harmony with the architectural surroundings, it successfully conveys the distinctive mood of the 2020 Collection, as well as the authentic essence of Minotti.