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THE LATEST COLLECTION GOES TO LOS ANGELES

Stunning, striking settings play host to the **2020 Collection** at **Minotti Los Angeles** by **Ecrú Inc.**, the first Minotti flagship store in the USA, opened in 2004.

Located in the heart of the exclusive West Hollywood Design District, the charming showroom presents a modern architecture with minimal lines, and a fully transparent facade, distinguished by large floor-to-ceiling windows that reveal the quality and elegance of the brand's furniture solutions at first glance, tempting visitors and passers-by in to discover the world of Minotti.

A characteristic false ceiling in dark wood crosses the centre of the store, accentuating its longitudinal shape and tracing an ideal connection between the first and last setting, where walls with rounded corners endow the space with personality, creating a welcoming, sophisticated atmosphere.

The key element that characterises the showroom is an impressive architectural fireplace in white plaster, suspended in the middle of the "room", a distinctive symbol of Minotti's decorative style. Shiny resin floors in the shade of "Warm Grey", ceilings in white plaster and reflective walls amplify and add brightness to the spaces, while walls covered in black Marquina marble alternate with dark wood panelling, creating a graphic, sophisticated elegance.

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

A rich selection of works of art and decorative details with a vintage feel help create the mood of a contemporary home in line with the exclusive location and in absolute harmony with the taste and lifestyle of the refined LA clientele.