

Minotti



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THE 2020 COLLECTION GOES TO XIAMEN

The **2020 Collection** takes to the stage in the **Minotti Xiamen** flagship store, opened in 2019 and the result of the brand's recent partnership with **Casa Bella**, renowned high end furniture retailer in China.

Located in the prestigious north-western area of Xiamen, one of the most sophisticated seaport cities in the south of the country, the store covers a surface area of 1,100 sqm spanning two floors, and boasts large floor-to-ceiling windows all along the facade, which flood the space with natural light.

The proposed settings, with their refined, contemporary character, are enhanced by an interesting black and white colour contrast and by high-impact decorative elements. These include backdrops in Calacatta marble alternated with partitions and floors in liquorice painted larch wood, a material that brightens up the spaces with a charming interplay of reflections. The most distinctive architectural elements of the space include a majestic fireplace framed by dark wooden panelling, which welcomes visitors into the showroom, and a second fireplace on the upper floor, covered with an original thin striped wallpaper.

Unexpected combinations of textures and materials reflected in the volumes and materiality of the furnishing elements: a careful selection of the most representative indoor products of 2020, accompanied by some of the bestsellers and distinctive pieces from the most recent Minotti collections.

The ground floor is distinguished by a warm, welcoming vibe and a stylish palette of natural shades such as green and cognac, enhancing the **Connery** and **Torii** seating systems, designed respectively by Rodolfo Dordoni and Nendo. Instead, the first floor is characterised by settings with a graphic look, evident in the sophisticated black and white chromatic duo of the composition that hosts the **Blazer** seating system by Rodolfo Dordoni and the **Fynn Saddle-Hide** armchairs by GamFratesi.

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 clientele of the sophisticated Chinese metropolis.

[Watch the video](#)

Minotti Xiamen by Casa Bella

SCE Building B, No.210, Gaoqi Nanwu Road,
361006 Xiamen - China

T: +86-592-5625266

E: info@casabellamobili.com