

Minotti



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THE 2020 COLLECTION GOES TO TOKYO

An extensive selection of the indoor and outdoor proposals from the **2020 Collection** goes on display at the flagship store **Minotti Tokyo Aoyama by Sukeno**, Minotti's exclusive partner in Japan with which the company has worked closely for over fifteen years.

Opened in 2017 and located in the heart of the prestigious Aoyama district, one of the fastest growing areas in Tokyo and home to many famous luxury brands, Minotti Tokyo Aoyama is the brand's key flagship store in the Japanese capital. The concept of the space recreates the mood of a contemporary villa, developed on two floors, with floor-to-ceiling windows that offer an enviable view over a large patio. The patio is surrounded by a charming vertical garden, hosting many of the outdoor solutions from the 2020 Collection, notably including the **Sunray** seating system by Rodolfo Dordoni and the **Daiki Outdoor** and **Fynn Outdoor** armchairs, respectively by Marcio Kogan / studio mk27 and GamFratesi.

Real fil rouge of the project, highlighting the fluid dialogue between in and out, the original "tatami" effect graphic style that decorates the concrete floor of the outdoor area can also be found in the large windows as well as indoors in the characteristic white jute walls and the charcoal-coloured jute panelling that covers the incredible fireplace, the centrepiece of the space.

The refined settings - featuring concrete floors and walls covered in Moka larch panelling on the ground floor, whereas the upper floor is warmed by wooden floorings and walls lacquered in an elegant shade of grey, helping create a cosy atmosphere for relaxation - provide the perfect backdrop for the **Connery** and **Blazer** seating systems by Rodolfo Dordoni, and the other 2020 indoor proposals.

While on one hand Minotti Tokyo Aoyama carefully and accurately reflects the distinctive mood of the 2020 Collection and conveys all aspects of the brand's values, on the other, the **Minotti Tokyo Boutique Aoyama** flagship store, opened more recently also in partnership with Sukeno, and located less than 100 metres away, was designed to meet the requirements of smaller spaces.

The most distinctive architectural elements of the space include a sophisticated Light Gold metal staircase that connects the two levels, and a sculptural reception in the same finish, further enhanced by Zebrino marble. Floors and wall panelling in Liquorice coloured oak, reflective surfaces that expand and brighten up the environments and Warm Grey back-painted glass walls where the "tatami" graphic style returns to emphasise the connection between the two stores, animate welcoming settings with a homely feel and a sophisticated look, hosting a number of bestsellers and iconic pieces from the most

recent Minotti collections.

A rich selection of distinctive furniture and long-sellers of the Minotti collection, instead, breathes life into the display space of **Minotti Tokyo Court** by Sukeno, the first Minotti flagship store opened in the capital in 2005 and located not far from the other two.

Three strategically placed showrooms offering a panoramic view of the brand, reaching out to a varied, wide-ranging target, and providing an accurate expression of the timeless style and quality for which Minotti is known, in perfect harmony with the spirit of the location.

A multi-faceted offering full of character, this set-up is absolutely unique in the retail world of Minotti: three flagship stores in the same district, located a short distance apart, to offer a complementary, harmonised response to the variety of needs and the taste of the Japanese clientele.

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