

Minotti



MAY 2021

THE MINOTTI BEIRUT FLAGSHIP STORE REOPENS

The **Minotti Beirut by M-Group Sal** flagship store has reopened its doors to welcome professionals and design enthusiasts into a new space, completely renovated following the tragic explosion of last August.

Today's rather complex moment in history has in no way conditioned the strong will of M-Group Sal to complete the reconstruction of the showroom, nor has it slowed down the project timeline, which proceeded regularly without any delays. In a bid to ensure continuity, the original design developed by Minotti Studio - the creative department within Minotti HQ - was re-proposed, updated and set up.

The store, located in the prestigious Ivory Building in the exclusive old neighbourhood of Achrafieh, first opened in 2011. It spans 700 sqm, covering two floors connected by a refined ceramic staircase and features six floor-to-ceiling windows, including a bow window, which allow the daylight to flood in.

Floors in light-coloured stone, wood panelling with a Moka finish alternating with walls painted in the characteristic Minotti grey, settings in Calacatta marble and reflective surfaces that expand the environment and bathe it in light, all creating warm atmospheres with a decidedly contemporary taste. The spaces sport a distinctive, interesting contrast of colours and textures, where light and dark, shiny and matt finishes duet to offer an authentic and stimulating visual and sensorial brand experience, capable of engaging the sophisticated local clientele.

A detailed interior design concept, which aims to arouse different sensations as the visitor gradually passes through the store, in a fluid alternation of large, bright spaces on one hand and cosy, intimate environments on the other, all animated by the most representative solutions from the **2020 Collection**. These notably include the **Connery** and **Blazer** seating systems by Rodolfo Dordoni, set alongside some of the bestsellers and distinctive pieces from the latest Minotti collections.

A large open-air area hosts a lounge bar for entertainment and features an exquisite selection of outdoor furniture, including the **Sunray** seating system and the **Fynn Outdoor** armchairs, designed respectively by Rodolfo Dordoni and GamFratesi.

The reopening of Minotti Beirut, just a few months after the tragic event that struck Lebanon and shook the whole world, is tangible proof of the determination and stability of the Martinos family behind M-Group Sal, and offers an important message of strength and hope for the rebirth of the city, through the exceptional beauty that has always been Lebanon's distinguishing feature.

Minotti Beirut by M-Group Sal

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Open from Monday to Saturday from 9am to 6pm

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