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RESTYLING FOR THE MINOTTI FLAGSHIP STORE IN VIENNA

The **Minotti Wien by Spaetauf** flagship store recently renewed its elegant showroom space of over 300 sqm located in the historic centre of Vienna.

Capital of art, architecture and decorative arts, from the period of the Baroque palaces, to the Imperial Style and the Biedermeier ornamental movement, Vienna is also the cradle of the Vienna Secession and of the Wiener Werkstätte, where modern rationalism has its roots.

Inspired by imperial Vienna that freed itself from all decorations and ornaments, for this new restyling project Minotti Studio created a rational, architectural and graphic aesthetic, the perfect synthesis between the spirit of the location and the DNA of Minotti. The objective was to highlight the strengths of the Vienna flagship store, placing the focus on its height of over 4 metres and on the light, one of the prime elements of this showroom, which floods in through a sequence of large floor-to-ceiling windows on two sides.

Rigour, clean lines and a certain classicism are the key points of the idea behind the design, while white plaster, dark brown oak - a special nuance inspired by the typical Viennese parquet flooring - and bronzed metal characterise the modern, elegant mood that hosts some of the most distinctive pieces from the current collection. The protagonists include the **Connery** and **Torii** seating systems, respectively by Rodolfo Dordoni and Nendo, set alongside a selection of bestsellers and iconic products from the latest Minotti collections.

With the Vienna flagship store restyling project, Minotti further consolidates its presence in a historical market for the company, with a complete project that coherently expresses the brand's vision and design style, placed in a European-style setting.