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## THE NEW MINOTTI CYPRUS FLAGSHIP STORE BY ASKOTIS RETAIL OPENS IN NICOSIA

In the heart of the third largest and most populous Mediterranean island, at the crossroads between Europe, Asia and Africa, **Minotti Cyprus** opened to the public at the beginning of 2021. This single-storied space, compact, but extremely capable of expressing a high quality of design, was born from the collaboration between **Minotti Studio** - the Company's in-house creative department - and **Askotis Retail Ltd.**

The new Flagship store, immediately recognisable from its shop front thanks to the large windows elegantly framed by grey linen curtains, combines the typical architectural elements of the Minotti style with the warm, Southern atmosphere of the island, in a display layout that immediately becomes an engaging design experience.

Every detail of the set-up is curated with sartorial attention, expressed through a sophisticated choice of materials and chromatic contrasts. The industrial flooring in micro-concrete is set alongside the tobacco-tinted flamed oak wood of the slatted false ceiling, while the walls are coloured Minotti grey, highlighting the unique aesthetic style of the maison and its peculiar characteristics.

A partition in wood panelling and mirrored details turns into the ideal wing of a theatre stage, tracing a separation between the different set-ups at the entrance and in the area in front of the window, which hosts outdoor solutions in Summer and indoor suggestions in Winter.

The presence of mirrored and reflective surfaces helps to illuminate and enrich the space, creating a sense of depth and a clever interplay of perspectives.

Five islands showcasing different living arrangements animate the showroom, while presenting a careful selection of the company's bestsellers, which includes the **Hamilton**, **Freeman** and **Alexander** seating systems by Rodolfo Dordoni, alongside designs by Christophe Delcourt, Nendo and GamFratesi. There is also space for a dining area with the **Wedge** table by Nendo, while the large meeting room - completely independent thanks to the installation of sliding doors in extra-clear glass - hosts the **Van Dyck** table and the **Aston** seats by Rodolfo Dordoni.

With the opening of **Minotti Cyprus** in Nicosia, the first Flagship store on the island and the forty-second in the world, Minotti strengthens its influence in the Mediterranean area, while consolidating its presence in an important, dynamic market that has always been receptive to the timeless charm and quality of the brand's products.

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