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## THE NEW MINOTTI FLAGSHIP STORE BY DDC GROUP OPENS IN BOSTON

Last June, **Minotti Boston**, the company's fifth flagship store in the U.S. – after New York, Miami, Los Angeles and Chicago – opened in the heart of the iconic Theatre District. The District not only boasts a thriving entertainment scene of restaurants, music venues and theatres such as the Wilbur, Wang, and Orpheum, but its quickly becoming a destination for interior design professionals. Innovative brands and luxury designers, along with Minotti, have established an address along the city's Stuart Street. The large exhibition space, of over 5,300 square feet concentrated on a single level, was launched with **ddc Group**, already a partner of the company for the flagship stores in New York and Miami, further consolidating the historical collaboration with the U.S. dealer.

The interior design, conceived and created by **Minotti Studio**, the company's in-house creative department, presents a lively variety of sizes, shades, and sophisticated textural choices, in perfect harmony with the taste and the lifestyle of the cosmopolitan city. Once visitors step inside, through a long slatted wood signature hallway in a deep, rich tobacco hue, they are welcomed into a warm, relaxing space, bathed in the natural light filtering through the large floor-to-ceiling windows overlooking Stuart Street.

The showroom is harmoniously interspersed with a carefully placed, alternating exchange of vignettes and visual details, including portions of mirrored walls and ceilings. It combines the typical characteristics of the Minotti style in a design capable of expressing an exquisite compositive quality.

The window displays, warmed by the tobacco tinted nuance of the wooden floor, centers round the **Quadrado** outdoor seating system by **Marcio Kogan / studio mk27** and the **Connery** indoor modular system by **Rodolfo Dordoni**, in a stimulating interplay between in and out. An invitation to discover the Minotti world in a characteristic fluid space, within an environment designed to reflect the elegant and sophisticated atmosphere that has always distinguished the brand internationally.

The slatted wood accent can be found throughout the Minotti Boston showroom. It is cleverly applied to a striking fireplace, which represents the veritable relaxed aesthetic that is a trademark of Minotti's style. At the heart of the exhibition space, it is the focal point from which all other displays take their cue.

The distinguishing designs of the **2020 Collection** are poised on a Piasentina stone floor on the lower level, as well as various bestsellers, including the **Hamilton** and **Freeman** seating systems by **Rodolfo Dordoni**, the **Daniels** system by **Christophe Delcourt** in the original chaise-longue configuration with curved seat, and the **Torii** small armchairs by **nendo**, enhanced by a wide selection of accessories and small furniture.

With the opening of **Minotti Boston**, 43rd flagship store of the company worldwide, the Italian brand strengthens its presence in the U.S., offering an authentic brand experience capable of accurately conveying the Minotti style.

[Watch the video](#)

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