

Minotti



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NEW LOCATION FOR THE MINOTTI BEIJING FLAGSHIP STORE

A new address for **Minotti Beijing** as it confirms its benchmark role for design & lifestyle lovers in the Chinese metropolis. The new venue picked for the flagship store is the renowned **Shopping Arcade** inside **The Peninsula Beijing** hotel on Wangfujing, the street populated by the most famous luxury and fashion brands.

The address may be different but the partnership with **Domus Tiandi** remains the same. An outstanding name in the Asian design community, it has collaborated with the Italian brand since its initial inauguration in the Chinese capital dating back in 2007 and is Minotti's partner in the cities of Shanghai and Shenzhen with two flagship stores that opened in 2015 and 2019, respectively.

"These fifteen years of collaboration between Minotti and Domus Tiandi have confirmed many things. For example, we shared the same intuition regarding the evolution of lifestyle in China concerning the top-end market, we both had the courage to lead the sector and insisted on staying loyal to our vision," says **Cathy Zhang**, the owner of **Minotti Beijing**.

This 385 sqm. showroom designed by **Minotti Studio**, the company's creative department, is an elegant open space that houses a sophisticated series of room displays in an exhibition layout that includes a reception at the entrance to welcome clients and visitors and a private meeting room to guarantee an even more personalised service, conceived as a real atelier to offer clients individual design assistance.

Immediately visible from the windows, **Torii** sofa by **nendo** on the right and **Mattia** armchairs by **Rodolfo Dordoni** on the left frame a reception in Iranian Silver travertine, animated by a videowall showing evocative images and inspirational videos that represent the brand. This is all set against walls in flamed open-pore walnut in a Moka colour and a sliding door allow glimpses of the elegant space behind, without revealing it completely. The showroom then continues down three aisles that make clever use of contrasting effect with a central ceiling in Moka-colour wooden slats separating the two side corridors with their white plastered ceilings.

Inside, each area has its own distinctive architectural features, like the Silver travertine fireplace on the right-hand side that separates the living area with **Lawrence** seating system from the night area with, central, the bestseller **Lawrence Bed**, both designed by **Rodolfo Dordoni**. Whereas on the left-hand side, the granite-colour lacquered walls act as a backdrop for the spectacular **Linha** table by **Marcio**

Kogan / studio mk27 and then welcome a small cosy setting furnished with **Alexander** seating system by **Dordoni**. In the middle, behind the reception, a welcoming living area features **Blazer** system, in front of which a raised dais in travertine forms a pedestal for **Connery** seating system, both by **Rodolfo Dordoni**.

The final area, which features sculptural table **Wedge** by **nendo** next to **Albert** sofa and **Ile** armchair, is screened and can be completely sound-proofed as required to guarantee maximum privacy for clients when discussing projects. It conceals Minotti's most exclusive side: its experiential approach, perceivable not only thanks to a sophisticated space where the choice of product is painstaking and diversified, but also where service aims to guarantee the end user personalised attention. Tailored, you could say.

Minotti Beijing is a clear example of how the company has managed to communicate its identity, moving in perfect symbiosis with the spirit and culture of its place, combining local and global in unique moods that are totally in line with the brand's essence. A successful collaboration that has taken shape in a country where Minotti landed more than 20 years ago and where today it has flagship stores in 8 major cities.

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