

Minotti



GENNAIO 2022

MINOTTI BOSTON BY DDC GROUP HAS BEEN AWARDED "BEST NEW SHOWROOM" BY THE BOSTON HOME MAGAZINE

The **Minotti Boston by ddc Group** flagship store has been awarded "Best New Showroom" of the American city by the **Boston Home** magazine and its Editor in Chief Andrea Timpano.

Opened in June 2021, and overlooking Stuart Street, in the heart of the city, the showroom was conceived by **Minotti Studio**, the company's creative department at Minotti HQ, which was also responsible for its interior design.

The flagship store, set out over two staggered floors, is harmoniously interspersed with a carefully placed, alternating exchange of perspectives and visual details, including portions of walls and mirrored ceilings. The store flawlessly combines the characteristic features of the Minotti style in a space capable of offering a stimulating brand experience.

In tune with the vibrant taste and lifestyle of America, the interiors of **Minotti Boston by ddc Group** become a dynamic mix and match of volumes, colours, and sophisticated textural choices.

"Awards like this encourage us to pursue our passions in life. Special thanks to Boston Home magazine for having selected our space as the city's best showroom!" says **Siamak Hakakian**, Partner of **Minotti Boston by ddc Group**.