

Minotti



MARZO 2022

MINOTTI OPENS IN WUHAN

For Minotti, opening an international showroom, especially a flagship store, is like opening a portion of its own home somewhere else. It is not simply a question of endlessly replicating the same design, but of breaking down the borders: all that happens, everything that is created, seen and felt in the headquarters in Meda is transferred to the world, adapting and interpreting it, while maintaining its coherence with the brand's signature style.

This is precisely how the story began in **Wuhan**, two years ago: a project that started at the end of 2019, with the official opening finally happening last February, in the **Jiangnan District**. The showroom is part of Wuhan's CBD, known as **Huafa Zhongcheng Commercial City**, a brand new district hosting several shopping malls.

The soft, wavy shape of the building, resembling the bow of a ship headed towards new horizons, inspired the unstoppable progress of the works. The flagship store spans large spaces on two different levels for a total of 890 sqm, both directly accessible from the exterior. Inside, it hosts display spaces, and reception and service areas. The transparent front of the mall, characterised by vertical columns that punctuate the glass surfaces, allow the visitor a glimpse of the latest Minotti collections on display before they even venture into the building: a half see-through effect, created by the glass and grey linen curtains, which invite the visitor to step inside and visit the showroom to discover the proposals by Minotti.

The fluid character of the collections creates a holistic concept of home, coherent in every space and season, indoors and outdoors. The outdoor environment blends seamlessly with the aesthetic of the interiors, to such a degree that the only line between outside and inside is not drawn by the materials and not by furnishings.

The fireplace, an iconic element of the Minotti display spaces and the winding staircase - which links the two display areas like a twirling ribbon - are the two key features of the new showroom architecture, complemented by the careful use of the dialogue between natural and artificial light, and the colours of the surfaces. With everything in its place, in pure harmony, the showroom space becomes a stage rather than an overbearing protagonist. But one with a personality that is strong and intense enough to make guests feel welcome in a memorable venue with a distinctive look.

Living, dining and meeting areas follow one another featuring a mix of bestselling furniture and solutions from the latest collections, including the **Connery**, **Freeman** and **Alexander** seating systems.

the **Aston** and **Seymour** seats - all designed by **Rodolfo Dordoni** - the sinuous **Daniels** system by **Christophe Delcourt** and the **Torii** seats by **Nendo**. The modular **Quadrado** system by **Marcio Kogan** / **studio mk27** and the **Fynn Outdoor** armchairs by **GamFratesi** bring the outdoor spaces to life.

Because the home of Minotti in Wuhan is primarily an experiential place with a warm, welcoming atmosphere, where visitors can learn how it feels, tastes and even smells to enter a home defined by Made in Italy quality and style, not just in Italy but also everywhere else in the world.

Minotti Wuhan by Augustwalden

Block Bg-L1-12 & 26 and Bg-L2-11

South of Fanhu Road East of Shuilibei Road

Northeast of Wangjiadun Business District

Jiangnan District, Wuhan City, Hubei Province PRC - China

T: +86 027 83769877 / +86 17302763033

E: info@minottiwuhan.com