

# Minotti



LUGLIO 2022

## THE SECOND MINOTTI FLAGSHIP STORE IN JAKARTA BY MOIE OPENS AT PACIFIC PLACE

**Minotti** opens its second flagship store in partnership with **MOIE**, the renowned interior and home lifestyle retailer in Indonesia.

Set in the strategic Central Business District, a consistent style of contemporary atmosphere runs through the entire

**Minotti Pacific Place Jakarta**. A broad range of **Minotti** best-seller and prominent collections display a generous presentation of interiors aiming for a refined taste and implementing the principle of timeless elegance, artisan savoir-faire and continuity in the sign of tradition.

The spaces are enhanced by extremely sophisticated settings featuring a neutral colour palette, where the pieces of the **Minotti** collections are presented through interesting aesthetical and functional configurations. Various indoor settings of domestic flair are suggested through a seamless flow between them complemented with wooden accents, highlighting the contemporary mood of the collection.

Among the featured pieces are **Rodolfo Dordoni's Connery** and **Freeman** seating systems, **Marcio Kogan / studio mk27's Daiki** armchair and the **Boteco** family of sideboards, **GamFratesi's Angie** armchair and dining little armchair as well as **Torii** seats, the **Easel** cabinet and the **Wedge** table all signed by **Nendo**.

The unique feature of the new **Minotti Pacific Place Jakarta** flagship store is the creation of a special outdoor display installed in front of the indoor area. The boutique presents itself as an exclusive exhibit intended to enhance the value of the collection in an architectural context that conveys a rational language entirely inherent to the characteristics and the identity of the brand.

Outdoor projects such as **Rodolfo Dordoni's Sunray**, **Marcio Kogan / studio mk27's Quadrado** and **Daiki Outdoor** are staged amid lush and luxurious greenery for a welcoming warmth and a more intimate connection with nature.

With this second opening in Jakarta, **Minotti** reaffirms its benchmark's role for design and lifestyle in the city and offers a sense of belonging and harmonious style between indoor and outdoor with continuous desire to showcase furniture design that are even more exclusive and extraordinary.

**Minotti Jakarta Pacific Place by Moie**

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