

Minotti



SETTEMBRE 2022

A NEW LOOK FOR MINOTTI SHANGHAI

Minotti Shanghai by **Domus Tiandi**, the biggest Minotti flagship store in the world, gets a makeover, with an interior design project by **Minotti Studio** in which warm and contemporary settings give the space an original and timeless look.

Inaugurated in 2015 in the heart of the elegant Huangpu district, a renowned French neighbourhood of the Chinese city, the showroom is located inside a scenic circular architecture with large full-height windows: the two store floors, which face each other inside in a game of references and cross-references, span an area of over 1,300 sqm and are connected by an impressive spiral metal staircase.

The soaring ceilings, travertine walls, and wood panelling accommodate a careful choice of furnishing pieces that alternates the protagonists of the latest collections with the brand's best-sellers and iconic pieces.

A completely renewed presentation that fully expresses the cosmopolitan and contemporary attitude of Minotti's collections: today, the store reflects the brand's values and unique characteristics, making it an essential design destination for the Asian public.

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