

Minotti



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MINOTTI FIRENZE BY BELVEDERE FLAGSHIP STORE

A new **Minotti** flagship store is opening in the place that has been known internationally as a symbol of rebirth and Italian culture for more than half a millennium.

An innovative and strategic choice for the brand, which has 47 flagship stores worldwide but is also continuing to focus on expanding its Italian distribution network.

Now in the heart of Florence, in Piazza Strozzi, **Minotti**'s timeless vision of contemporary living is easing itself into the architectural style of the building that houses it, in a flagship store spanning two storeys and almost 250 sqm, characterised by historical arches on the facade. Most of the display space is on the ground floor, while the first floor hosts the operative offices, a boardroom and the management office.

With a close eye on the power of contemplation, the genius loci and maintaining a strong regard for the original elements, the historical features of the Renaissance exterior have been left intact and the showroom space has been developed based on the theme "second skin": capitals, vaulted ceilings, and half pilasters are free to express themselves, spectators as this contemporary box is lowered into their spaces.

The colour palette and choice of materials feature contrasts between wood panelling and false ceilings in wenge oak and the extensive use of white plaster and brushed steel, the reflection of which reverberates through the space, appearing both as a simple partition element and in the fireplace, the centrepiece of the entire showroom floor.

The layout follows the path marked by a succession of spaces leading one into the other, characterised by wenge oak portals that also become the architectural motif used near the breaks in the flooring. From larger living rooms, with the **Connery** and **Roger** seating systems by **Rodolfo Dordoni** as their protagonists, to more intimate ones with a Japanese- Danish vibe featuring the **Lars** and **Sendai** pieces by **Inoda+Sveje**, the showroom layout suggests various home and hospitality furnishing scenarios, proposing a host of brand new ideas. These range from the exclusive reception area with the **Clive** bench to the master bedroom with the **Roger Bed**, and the dining room with the exquisite **Marvin** table, all by architect **Rodolfo Dordoni**.

The store's mix of architectural grandeur and its "European domestic" mood define it as a place in which it is not only possible to learn about the new features and the furnishing pieces of the collection, surrounded by an important selection of contemporary artworks, but also to forge relationships and

spend time, enjoying the objects on display as if they were travelling companions, capable of stimulating the right ideas for the project we have still to imagine. Because to nurture an idea, you must stimulate a thought. This was true in the past, and is still valid today.

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