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MINOTTI CONCEPT STORE BY HORA

A new design project for the **Minotti Concept Store** by **Hora** thanks to a display realized by **Minotti Studio**, the company's creative department.

The new presentation of the brand's furnishing pieces, including best sellers and distinctive elements from the Minotti collection, expresses thoughtful elegant, contemporary settings that give the space an original, timeless look.

The showroom is located in Barneveld, in the heart of the Netherlands, and spans a surface area of approximately 600 sqm on the ground floor. The display space is divided into two main areas: the first presents the outdoor collection and is a prelude to the second, larger area, which brings together solutions for indoor spaces, in a seamless flow of indoor and outdoor environments.

Once inside, visitors are immediately welcomed into the outdoor area, outlined by a raised platform, and enriched by a spectacular high-impact green wall and large ornamental plants. A number of pivoting wood partitions are positioned so as to create dedicated separate but communicating areas. The large windows running all around the perimeter illuminate the rooms, enhancing their vibrancy: spaces of wellbeing outside and inside the home.

A glossy anthracite lacquered portal marks the beginning of the indoor space: past a small foyer, one enters the heart of the space, which revolves around a travertine wall with built-in fireplace. A distinctive furnishing element that creates a cosy and intimate atmosphere, energising the space. A large LED wall projects digital contents that help to communicate the brand philosophy. Large containers conceal catalogues, finishes and materials from view in two functional areas dedicated to the design process.

Continuing to explore the space, the travertine walls, Moka-coloured wood panelling and cement resin floors accommodate a careful choice of furnishing pieces that alternates the protagonists of the most recent collections with some of the brand's icons. In a central position, the new **Horizonte** seating system designed by **Marcio Kogan / studio mk27** dialogues with the **Yoko** and **Sendai** armchairs by **Inoda+Sveje**. The new proposals integrate perfectly with the previous collection, enriching it with nuances and creating new combinations.

The extension of the space helps tell the story of the Minotti proposals in a path that makes the brand experience even more immersive. A presentation that recalls the feel of the company headquarters and enhances the cosmopolitan sensitivity of the collections.

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