

# Minotti



## MARCH 2024 A NEW DISPLAY IN SÃO PAULO

An architecture designed to merge with Brazilian nature and Italian design: the **Minotti São Paulo by Atrium** flagship store, which celebrates its 15th anniversary this year, renews its showroom display, punctuated by changing heights, interplays of volumes and striking light effects.

Located in the Jardins area, the store features a large floor-to-ceiling window revealing bright spaces inside. The vibe is rationalist, with well-balanced proportions and precise lines, but the space also effortlessly conveys a sense of domestic warmth: the presence of the fireplace is characteristic of Minotti's atmosphere, while a lush vegetation permeates the architecture, providing acting a backdrop for the different settings.

Licorice-coloured larch serves as a trait d'union between the various levels of the display space, alternating with the unmistakable Warm Grey nuance of the panelling, and with the volcanic Basaltina stone and white plaster ceilings. Decorative elements and works of art from the owners' private collection embellish the settings, highlighting the connection between the city's cosmopolitan allure and the authentic character of the showroom.

The layout design, curated jointly by **Minotti Studio** and **Atrium**, accompanies the visitor through an evocative proposal of best-sellers and furnishing pieces from the most recent collections, enhanced by a variety of different materials and sartorial details. The **Twiggy** family of seats by Rodolfo Dordoni, with its 1970s aesthetic and elegant, warm cognac colour, is the protagonist of an area near the entrance on the ground floor. On the other hand, the **Horizonte** seating system and the **Brasilia Bed** are designed by Marcio Kogan / Studio MK27, interweaving an aesthetic inspired by Brazilian modernism with Minotti's savoir-faire.

In a harmonious succession of living, dining and night areas, the exhibition path develops as far as the mezzanine floor, conceived as a suspended platform: here, on one side, a sinuous composition of the **Daniels** seating system by Christophe Delcourt and, on the other, the volumes of the **Goodman** seating system by Rodolfo Dordoni.

"Through our collaboration with Minotti Studio, over the years we have realised that, rather than simply presenting design products, Minotti São Paulo has followed a path characterised by experimentation and the interpretation of a Minotti atmosphere with its own distinctive, authentic identity, close to the

cultural reality of our customers," says **Marcio Barboza**, owner of Minotti São Paulo.

A dramatic space that expresses an evocative alchemy of architecture, furniture and decoration, exquisitely blending Italian and Brazilian elegance.

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