

# Minotti



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## MINOTTI OFFICIALLY OPENS THE NEW FLAGSHIP STORE BY DESIGN ITALIANO IN MUMBAI

**Minotti** opens a new flagship store in Mumbai, the third monobrand store in India, and the second - after the one in Ahmedabad - in collaboration with local partner **Design Italiano**.

In the historical Fort district, today the city's commercial and artistic heart, the flagship store is located inside the nineteenth-century Kitab Mahal building.

Entering through an arched doorway, visitors are welcomed into an elegant, cosy setting, where the neoclassical style of the original architectural elements, such as the vaulted ceiling and iron columns, blends with the brand's aesthetic codes.

The interior design, conceived and created by **Minotti Studio**, cleverly alternates colours and sophisticated textural choices, in perfect harmony with the architectural context: the concrete-look ceramic flooring is complemented by the wenge-coloured oak wood of the ceiling and the wooden panelling, highlighting the brand's distinctive stylistic language. The mirrored and reflective surfaces that decorate the arches illuminate and enhance the space, creating a sense of depth and an interplay of perspectives, while the succession of black and white columns marks the subtle boundary between indoors and outdoors.

At **Minotti Mumbai** three living room islands featuring some best-sellers add a dynamic feel to the space: the **Connery**, **Twiggy** and **Dylan** seating systems, the latter the protagonist of the 2023 Collection, all designed by Rodolfo Dordoni. The store also hosts two lounge areas with the **Oliver** table, accompanied by the **Lars** and **Sendai** seats by Inoda+Sveje, and the **Torii Bold** family of seats by Nendo. The outdoor area also welcomes iconic elements such as the **Florida** seating system by Rodolfo Dordoni and the **Bellagio Outdoor** family of tables by Gordon Guillaumier, in harmonious dialogue with the **Lido Cord Outdoor** family of seats by GamFratesi.

The store also hosts two private areas set aside for the development of interior design projects and a large meeting room on the first floor with the **Linha** table in the centre, accompanied by the **Daiki Studio** seats by Marcio Kogan / studio mk27.

**Minotti Mumbai by Design Italiano** reveals itself as **an exclusive place** created especially for design lovers, architects and designers: a real place of reference, inspiration and conversation where the many

Minotti collections and solutions are waiting to be discovered.

**Minotti Mumbai by Design Italiano**

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