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MINOTTI OPENS THE NEW FLAGSHIP STORE IN CHONGQING WITH ANSEL HOME

Minotti consolidates its presence in the Far East with the opening of the new flagship store in the city of Chongqing in partnership with **Ansel Home**, bringing the number of single-brand stores to 11 in China, and 56 worldwide.

The showroom, located inside the prestigious Starlight 68 Plaza mall, spans two floors for a total surface area of approximately 800 sqm. The entrance, enhanced by a large video wall on the external facade showing the Minotti collections, welcomes visitors into a sophisticated and elegant space.

The interior design by **Minotti Studio** proposes settings with a contemporary mood, where every detail is taken care of with sartorial attention and stands out in a balanced play of contrasts: the linear or curved Wengé oak panelling creates a warm atmosphere, alternating with Travertine marble walls, polished stainless steel pillars and flooring in cement tones, to offer a colour palette in shades of grey that exudes exquisite elegance.

The ground floor is cleverly divided into three areas: a large living space featuring the iconic suspended fireplace hosts the Dylan modular seating system by Rodolfo Dordoni, the **Torii Bold** family of seats by Nendo and the **Superblocks** storage unit by Marcio Kogan / studio mk27; the adjacent, more intimate area is instead dedicated to spaces for nighttime use and is home to the sinuous seats of the **Raphael** family by GamFratesi. Lastly, the immersive path continues with an innovative movie theatre, designed as a real "home cinema".

The Travertine marble staircase embracing the movie theatre accompanies visitors to the first floor, unveiling a space surrounded by the warmth of the wooden flooring and the fireplace: it not only hosts original settings with the latest furniture proposals, but also two meeting rooms for facilitating the design process with customers. An innovative interior concept for an exclusive brand experience.

With the opening of the new **Minotti Chongqing** flagship store, the brand strengthens its presence in China's key cities, becoming a reference point for an increasingly demanding clientele with a deep passion for the quality and style of Made in Italy craftsmanship.

MINOTTI CHONGQING BY ANSEL HOME

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