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THE LATEST COLLECTION HAS LANDED IN LOS ANGELES

Against the backdrop of the West Hollywood Design District, the **Minotti Los Angeles by Ecrú Inc.** flagship store gets a makeover and opens its doors to the designs of the latest collections.

The showroom slots harmoniously into the context of the Californian city and the open-space display concept, curated by **Minotti Studio**, appears as a play of perspectives and reflections, in a refined dialogue between light and dark tones. Enriched by a careful selection of materials and works of art that frame sophisticated settings, it is an expression of the blend between the brand's style and the spirit of the location.

A suspended fireplace in white plaster, a distinctive symbol of Minotti's stylistic language, stands out for its unique bas-relief, acting as a dramatic backdrop to a living area in which the **Dylan** seating system is the protagonist, accompanied by the **Twiggy** dormeuse and the **Brady** coffee table – all designed by Rodolfo Dordoni – together with the **Raphael** armchairs by GamFratesi.

The dark wood that characterises the ceiling, fostering a suggestion of a home with a contemporary atmosphere, also embraces the walls of the night area, which welcomes the **Horizonte Bed** designed by Marcio Kogan / studio mk27 together with the soft, enveloping lines of the **Torii Bold** seats by Nendo. A fusion of shapes in warm shades of brown that gives the room a cosy, intimate feel.

A space that invites visitors to discover, through an elegant design proposal, the essence of the dynamic lifestyle and creative character of Los Angeles, in perfect Minotti style.

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