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MINOTTI BERLIN PRESENTS ITS NEW SHOWROOM

Minotti Berlin enters a new chapter. At its long-established address on Lietzenburger Strasse 99, in the heart of Charlottenburg, the first German flagship store of the brand now opens in a **significantly expanded and newly positioned space** within the same historic building inaugurated in 2012.

Spanning two floors on a surface of 500 sqm., the completely redesigned showroom, joint and fruitful effort of **Minotti Studio**, the brand's in-house creative department, and the **Minotti Berlin team**, offers a more generous and immersive setting, a refined stage for interior design at the highest international level.

Since its opening in 2012 by **Arno Schneider** and **Claudia Ruhsek**, Minotti Berlin has been the expression of a close and steadily growing partnership with the **Minotti family** – rooted in mutual trust, shared values and a profound understanding of contemporary design culture.

The building's architecture features a symmetrical façade punctuated by large windows, allowing natural light to flood the interiors and offering passersby glimpses of the curated spaces within. Inside, the design harmoniously blends classic elements with contemporary touches, creating an ambiance that reflects both the building's heritage and Minotti's modern elegance. The interior palette of neutral tones and high-quality materials such as walnut Mongoy wood, brushed stainless steel, Verde Lepanto marble and glossy lacquered surfaces in Burnt Brown colour - alternating with mirrored and white chalk painted walls - complement the architectural details, providing a sophisticated backdrop for the brand's collections.

Next to the most **distinguishing bestsellers**, the new Berlin showroom also offers an exclusive first glimpse of the **2025 Collection**. Among the first pieces to be presented are **Riley**, a modular seating system by Hannes Peer, and **Laurel**, an elegant armchair designed by Giampiero Tagliaferri.

Minotti Berlin by Herrendorf

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