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THE NEW FLAGSHIP STORE BY PEPE CABRERA OPENS IN VALENCIA

Minotti opens its third Spanish flagship store in Valencia – renowned city bearer of culture and creativity in the world - consolidating its historical collaboration with **Pepe Cabrera** forged over twenty years ago.

Two family businesses linked by the same close focus on the quality of design have created a true design boutique, with an exhibition area of 200 sqm, capable of fully expressing the spirit of the Minotti collection and the common vision of architecture and interior.

Following Pepe Cabrera's initial restoration and conservation of the original building - which dates back to the beginning of the 20th century - the interior design project was developed in collaboration with Minotti Studio to create a **relaxed, welcoming atmosphere** as well as to enhance its historical and multifunctional surroundings, fitting perfectly with the pre-existing design. A minimalist space, in which a **showroom area and a design studio** coexist, set in a prestigious location next to the Bancaja Foundation, the Cervello and Valeriola Palaces, in which the furnishing pieces dialogue with the architecture, emphasised by the exposed brickwork, the original restored wooden beams and natural materials.

The flagship store, with a double facade looking onto the Carrer del Comte de Montornés, welcomes guests with indoor and outdoor furnishings and a **proposal of the 2024 Collection**, accompanying them in a sophisticated exhibition path that alternates dining/living areas with lounge and night-time settings. Here, the silhouettes of the furnishing pieces from **recent collections and the brand's most iconic ones**, such as the Horizonte seating system by Marcio Kogan / Studio MK27 and the Torii Nest Outdoor armchairs by Nendo, finely dialogue with each other.

With the opening of **Minotti Valencia**, the 59th flagship store in the world, Minotti takes a new important step in a long-standing and strategic market for the brand through an elegant, accurate presentation designed in absolute harmony with its architectural surroundings, and fully in sync with the real essence of Minotti.

Minotti Valencia by Pepe Cabrera

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