Molteni&C

NEW OPENING
MOLTENI&C FLAGSHIP STORE – WASHINGTON, D.C.

Molteni&C opens its newest Flagship Store in Washington, D.C., demonstrating the brand's rapid growth in the contemporary design scene of the American market.

The Flagship Store is on the Potomac River in Georgetown, a historic neighborhood and commercial district northwest of the capital. Founded in 1751 as part of the Maryland colony, Georgetown predated the establishment of Washington, D.C. by 40 years. In 1967, Georgetown was designated a National Historic Landmark and is included in the inventory of Historic Places and the National Register of Historic Places. Georgetown is renowned for federalist architecture, historic brick and frame row houses, cobblestone streets, and grand estates dating back as early as the mid-1700s.

Georgetown is home to D.C.'s vibrant Art and Design District. This unique and fabled neighborhood is the place where artists, craftspeople, residents, businesses, industry, designers, and merchants unite under a common creative vision.

Over thirty design showrooms and stores, from contemporary decor to traditional home furnishings are present in Georgetown. Cady's Alley anchors the design district, with more than twenty home furnishing showrooms, fashion and specialty boutiques nestled in a cluster of historic industrial buildings.

As the majority landowner of Georgetown, D.C.'s retail properties and developer behind Cady's Alley, EastBanc continues to be a catalyst for the neighborhood's evolution as a leading furniture and design destination, bringing some of the most iconic, luxury and in-demand brands in the industry to D.C. Since EastBanc's vision started to take shape in 1999, Cady's Alley–the 120,000-square-foot nationally-recognized adaptive reuse project–has become a hub for furniture and design, bringing a European feel to Georgetown.

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Spanning over almost 7000 square feet, the store encompasses two floors (1130 sq.ft. ground floor and 5700 sq.ft. basement) including technical showrooms, bathrooms and offices that immerse visitors in the timeless Italian style of Molteni&C.
Combining the natural light from the six full-height windows, three on M Street and three on Cady's Allen, to the warmth of travertine tiled floors and wooden finishes, the space accentuates the high-end quality of the kitchens, wardrobes, furniture, and outdoor collections.

This Flagship Store is a conceptual celebration, an ode to the protagonists of the architecture world. Within the walls of the store are works by great masters and designers of cities, spaces, interiors, and furnishings, such as Vincent Van Duysen, Jean Nouvel, Foster + Partners, Ron Gilad, Yabu Pushelberg, Herzog & de Meuron, to name a few. In line with Molteni&C's ethos, the space exudes the idea of a cozy, reassuring and welcoming home, but one that also succeeds in evolving with the times.

From the main entrance on the first floor a dining area welcomes guests into the store. The room features a Mateo table designed by Creative Director Vincent Van Duysen and Porta Volta chairs designed by Herzog & de Meuron, together with a Vibrazioni rug by Marta Ferri. On the opposite side, an Octave sofa and Regent coffee tables, both designed by Vincent Van Duysen enrich the area.

The VVD island, designed by Vincent Van Duysen, is the centerpiece of the first kitchen area, surrounded by Devon chairs, designed by Milanese designer Rodolfo Dordoni.

Proceeding within the space, visitors discover a central living area featuring an Augusto sofa, Mateo table, Paula armchair and Louisa coffee tables, all designs by Vincent Van Duysen. An Old Ford table by Rodolfo Dordoni paired with Janet chairs by Vincent Van Duysen completes the area.

A second living area features the Marteen sofa designed by Vincent Van Duysen and Gio Ponti's iconic Round D.154.5 armchair.

Guests will delight in discovering the Dada Engineered Prime kitchen composition. The Dada Engineered R&D division skillfully conceived the Prime kitchen to please the most sophisticated aesthetic taste, together with a patented Sistema 7 doors mechanism.

Moving on though the store, guests encounter the Ovidio bed by Vincent Van Duysen, designed to be the centerpiece of the bedroom area, together with the iconic D.154.2 armchair, designed by Gio Ponti for the villa of the Planchart collectors in Caracas and part of the Molteni&C Heritage Collection.

Vincent Van Duysen's modern marvel, the Gliss Master walk-in wardrobe system is the hallmark of Molteni&C's bedroom collection, offering a fascinating closet solution that is on display in the Georgetown location. When paired together, the uniquely designed Gliss Master and the sophisticated Baltimora island unit by Matteo Nunziati create a serene and functional sleeping area.

The last kitchen area features a Tivalì kitchen complete with the iconic Arc table designed by Foster+Partners and Barbican chairs by Rodolfo Dordoni.

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Additional pieces like Foster + Partners' Arc sculpture table with all-cement finish were specially selected from the Outdoor 2022 collection to imbue an office or living space with a natural and inviting atmosphere. The Palinfrasca sofa, with its immediately recognizable iconic shape, pays tribute to the 1994 work by Luca Meda from which it takes its inspiration. Vincent Van Duysen's Phoenix armchairs round out the space.

On the second level, visitors discover a majestic kitchen area, centered on Vincent Van Duysen's award-winning concept, the Intersection Island, paired with Woody stools by Francesco Meda. Proceeding further into the space, Van Duysen's Hector project of upright modular bookcases lines the wall. Van Duysen's elegant Paul sofa and Elain armchair, together with a Pannacotta coffee table, by Ron Gilad create a harmonious composition while the Blevio table, part of the Heritage collection by Ignazio Gardella paired with Janet chairs, contribute to the thoughtful design.

The result of 7000 square feet of exquisitely crafted Italian products is a high impact setting that showcases the Molteni&C collection in all its splendor, with the aim of creating a warm, welcoming, experiential layout to inspire the culture of living well.

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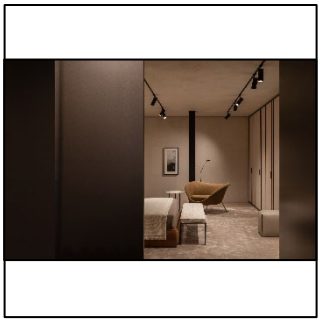

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