



Modulnova: new Flagship Store in Vienna

The showroom, created in partnership with Eskole and the Leiner Group, narrates the lifestyle of the Italian brand

Overlooking Franz-Josefs-Kai, one of the main arteries of Vienna's historic city centre, the new Modulnova Flagship Store invites **architects, interior designers** and **customers** to get to know the brand's philosophy thanks to an exhibition itinerary covering a total area of 300 square metres and developed through environments that communicate a precise idea of **lifestyle**.



Overlooking Franz-Josefs-Kai in the historic centre of Vienna, the new Modulnova flagship store covers a total area of 300 square metres through rooms that communicate a precise lifestyle idea.

The luxury of made in Italy

The new **showroom** is the result of a partnership with Eskole and Gruppo Leiner, a reference point for interior design in Austria. "This fortunate **collaboration** makes it possible to bring together, in a single space, the **luxury of made in Italy** and the efficiency of the best professionals at the service of design, and it does so in the context of a creative city with a long history linked to **art and architecture**, a centre of great strategic importance for our brand," emphasises **Dario Presotto**, Modulnova president.



The new showroom is the result of a partnership with Eskole and the Leiner Group, Austria's leading interior design company.

A demanding clientele

"The decision to open a single-brand shop was born out of the desire to respond adequately to the demands of a demanding **clientele** such as the Viennese," explains **Reinhold Güterbier**, CEO Leiner, who emphasises the Austrian public's growing interest in the **kitchen**, a privileged environment for expressing their own style and philosophy of life.



The showroom brings together the luxury of made in Italy and the efficiency of Austria's best professionals in the service of design.

The kitchen at the centre

And the kitchen is declined through four different Modulnova systems. Starting with **Blade Lab**, with its iconic **island** proposed in shades of matt polished Emperador Marrone **marble** with a peninsula in Eucalyptus. Also on display is the **Skill Gres/Frame** composition defined by the chromatic contrast between the Gold Brown stoneware of the island and the Milan Walnut of the columns. This space opens onto a further room used as a wine cellar and characterised by the Industrial system. The kitchen proposal is completed by the **MH6** system in Milltech Iron and the **Frame/Skill** composition defined by the elements in Grey Calm Lacquer.



The new Flagship Store invites architects, interior designers and customers to experience the brand philosophy.

From bathroom to living, to outdoor

The exhibition continues with the Blade **bathroom** in Piasentina stone, the MH6 living area with elements in Gres Piasentina Fiammata, Rovere Fumo and Lacquered Grey Calm, and an **outdoor** proposal composed of an Unlimited bookcase in Iron and an island in Gres Dark Depth and Gres Gaphite Raw. The itinerary ends with **Modulnova Lab**, an exhibition space dedicated to materials and a place for design, where ideas take shape thanks to the advice of qualified personnel. The **interior design** of the settings is carefully planned down to the smallest detail: the result is a set of evocative atmospheres in which **materials, shapes and colours** reflect the sensitivity and personality defined by the brand.



The decision to open a single-brand shop was born out of the desire to respond adequately to the demands of a demanding Viennese clientele.

Watchword: customise

"With Modulnova, we have succeeded in bringing an Italian brand to Vienna that offers an innovative way of conceiving the kitchen. This was also made possible by the introduction of the **customisation** concept, thanks to a system that allows each room to be defined on a customer-specific basis," concludes Güterbier.