

BATIMAT® RUSSIA

digest

EVENTS IN 2018

2018 FIFA RUSSIA
PRITZKER PRIZE
&
WAF + INSIDE
MOBILISTIC'18

ARCHITECTURE
& DESIGN

SPEECH

SERGEI TCHOBAN

STUDIO 44

WOWHAUS

ASADOV ARCH. STUDIO

SERGEI KUZNETSOV

DILLER SCOFIDIO + RENFRO

HEARGREAVES ASSOCIATES & CITYMAKERS

IND ARCHITECTS

STUDIO SPARK

BALKRISHNA VITHALDAS DOSHI

SUNDUKOVY SISTERS

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2018 RESULTS & EVENTS



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BATIMAT RUSSIA – digest
#10 December 2018 – February 2019
Founder: MEDIA GLOBE
Publisher: BATIMAT RUSSIA – CROCUS

Address: 3/2 Per. Kapranova,
Moscow, 123242, Russia
Tel/fax: +7 (495) 961-22-62
Website: www.batimat-rus.com
www.mediaglobe.ru

Content and advertising queries:
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Direct circulation:
over 300,000 industry specialists



"SPORTING" ACHIEVEMENTS

KERAMA MARAZZI implemented sporting facilities are impressive: the Samara Arena, Luzhniki Stadium in Moscow, Nizhny Novgorod Stadium, Rostov Arena in Rostov-on-Don, Yekaterinburg Arena, Mordovia Arena in Saransk, Volgograd Arena.

Rostov Arena (Rostov-on-Don)
Projected by FGUP Sport Engineering
Area: > 60,000 sqm



For FIFA WORLD CUP RUSSIA 2018 dozens of stadiums were renovated and built in the country. As a result, beautiful outside and comfortable inside sports arenas appeared. The contractors did their best to finish construction works on time for the grand international event and met all the requirements of FIFA.

KERAMA MARAZZI, the leading European manufacturer of ceramic decorative and finishing materials, was the most active participant in construction.

The sports facilities, as places with high attendance, involve the use of materials with high wear resistance. KERAMA MARAZZI presents collections for any options of interior and exterior decoration. Each stadium gained its own "face" and individual architecture.

PROFITABILITY & ATTENDANCE at FIFA 2018

According to FIFA, the first place in attendance at the World Cup football matches belongs to the Russian fans. The second place however was referred to fans from a country where football is not very popular, this is the United States. They were followed by Mexico, China, Colombia, Argentina, Peru, Germany, Brazil and Egypt.

Yekaterinburg Arena
Developed by Sinara Development
Projected by FGUP Sport Engineering
Area: > 25,000 sqm

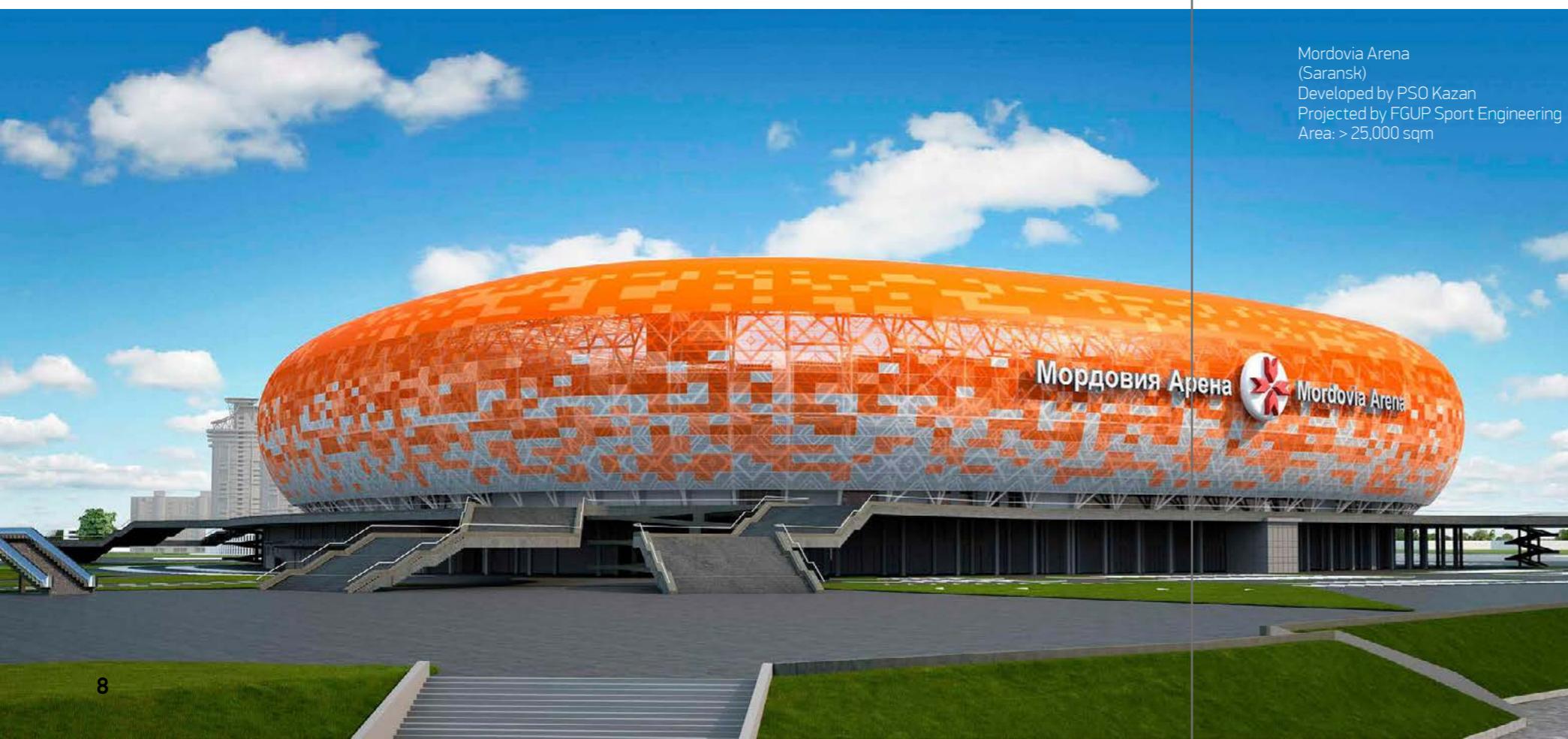


“ KERAMA MARAZZI is an example of a long fruitful cooperation between Russia and Italy. On the one hand, these are Italian technologies and a creative approach to the production of the renowned ceramic products. On the other, these are the production capacity and labor resources of Russia with its enormous potential.



Volgograd Arena
Developed by AO Stroytransgaz
Projected by FGUP Sport Engineering
Area: > 25,000 sqm

Mordovia Arena
(Saransk)
Developed by PSO Kazan
Projected by FGUP Sport Engineering
Area: > 25,000 sqm



For the 2018 World Cup 2018, Russia was preparing for 7 years and spent more than \$14 billion, according to McKinsey & Company this figure reached \$1.2 trillion. Profitability and direct revenues were much less than the costs incurred. However, there were no purpose to hold a profitable tournament, and financial results were not the main thing for the tournament organiser. The investments to the 2018 World Cup were comparable to the expenses for the 2014 Olympics – it was also an image event that already began to give its economic effect. According to the VISA payment system, visitors from the United States, China and Mexico spent more money in Russia. The main areas of business that have been positively influenced by the World Cup are the restaurant and hotel business, logistics and transport, insurance companies and medicine. Domestic tourism has been developed and the tourist attractiveness of our country has grown. The 2018 World Cup has significantly enhanced the image of Russia; it has become an advertisement of Russia as a country that can be

“ The President of the Russian Federation Vladimir Putin thanked Gianni Infantino for the fact that FIFA was loyal to the decision adopted in 2010 and did not change it, despite the unprecedented pressure, for believing in Russia as a reliable business partner.

a large-scale international revenue of a high level, ensuring the comfort and safety of visitors and participants. Of course, among the winners, there were also fans, since their emotions and posts on social networks directly formed the hospitable image of safe and comfortable Moscow. The World Cup is over, and the economic effect will be noticed for a long time after. These were long-term investments in the development of countries.

Thomas Bach, the President of the International Olympic Committee (IOC), noted that Russia can be proud of how it held the championship, “This is undoubtedly a tremendous success for all Russian people, who have shown that they are warm-hearted and friendly hosts. I think that the warm welcome



Samara Arena
Developed by PSO Kazan
Projected by FGUP Sport Engineering
Area: > 20,000 sqm



Nizhny Novgorod Stadium
Developed by AO Stroytransgaz
Projected by FGUP Sport
Engineering
Area: > 55,000 sqm

shown by Russians to foreign guests has perhaps changed many assessments that could be heard in various countries, and proved that Russia is indeed a kind and friendly host.” In his opinion, sport has once again shown that it contributes to unification and mutual understanding between nations. We once again congratulate France with a well-deserved victory, congratulate Russia with excellent organisation, and all the fans and sympathizers with the unforgettable impressions and emotions that FOOTBALL gave us.



INTERNATIONAL AWARDS WINNER

Architect Sergei Tchoban was awarded the European Prize for Architecture 2018 established by the European Centre for Architecture, Art and Design in cooperation with the Chicago Athenaeum.

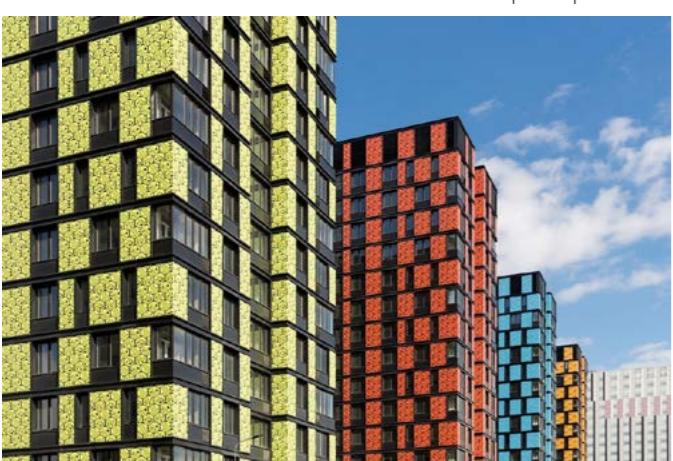
The European Prize for Architecture is awarded annually for a significant contribution to the development of the profession to an architect who is actively working in several European countries. As noted in the official press release, "Sergei Tchoban, has been selected as this year's Laureate of The European Prize for Architecture for his powerful designs and a unique design vision that celebrates the best of modernist buildings that are internationally iconic, complex, enigmatic, provocative, and profoundly artistic." "Sergei Tchoban's



architecture encompasses an endless variety of forms, surfaces, colours, poetry, using the most contemporary methods of planning and sustainable solutions, in a variety of areas, ranging from cultural facilities to commercial, office, and religious buildings—all with the purposes of achieving the highest intellect and, ultimately, a complex cultural content," states Christian Narkiewicz-Laine, President of the Chicago Athenaeum. "He has been instrumental in shaping in our time an unprecedented and inspiring discourse between art and architecture with the keen

ARCHITECTURE

RUSSIA / GERMANY



The Technopark Apartment

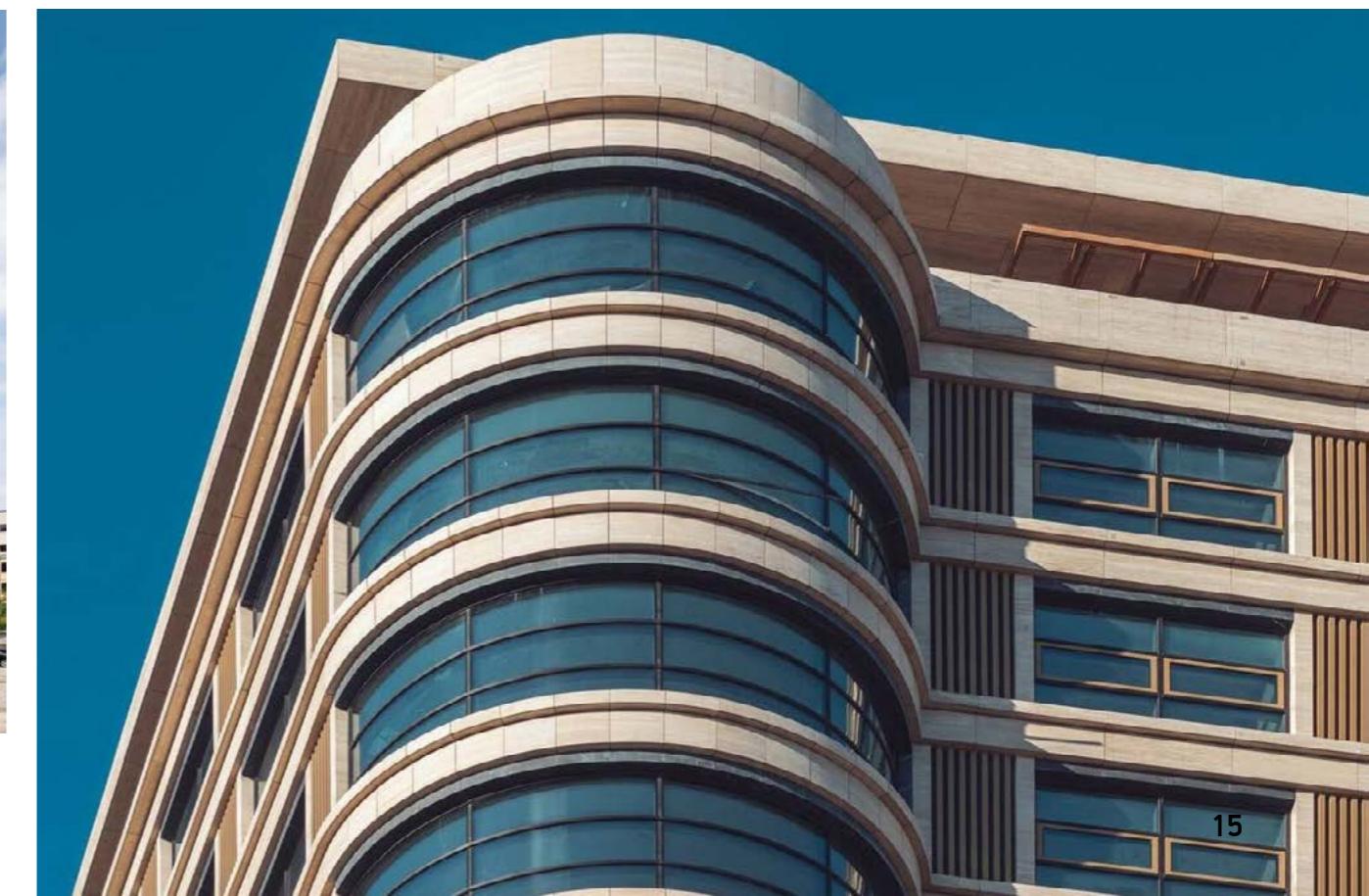


The Coca-Cola Office in Berlin



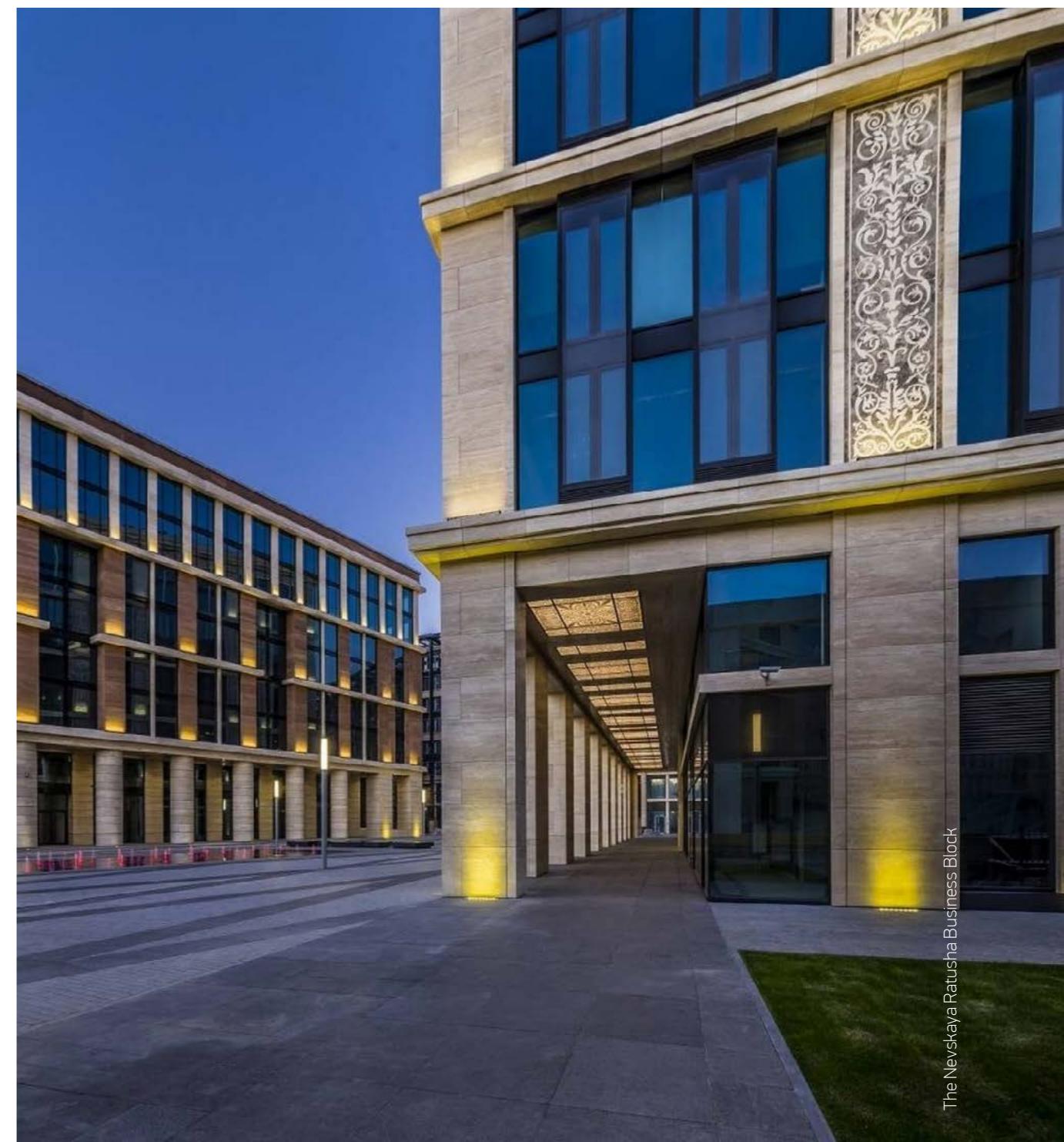
The Federation Tower

Hyatt Regency Moscow



“

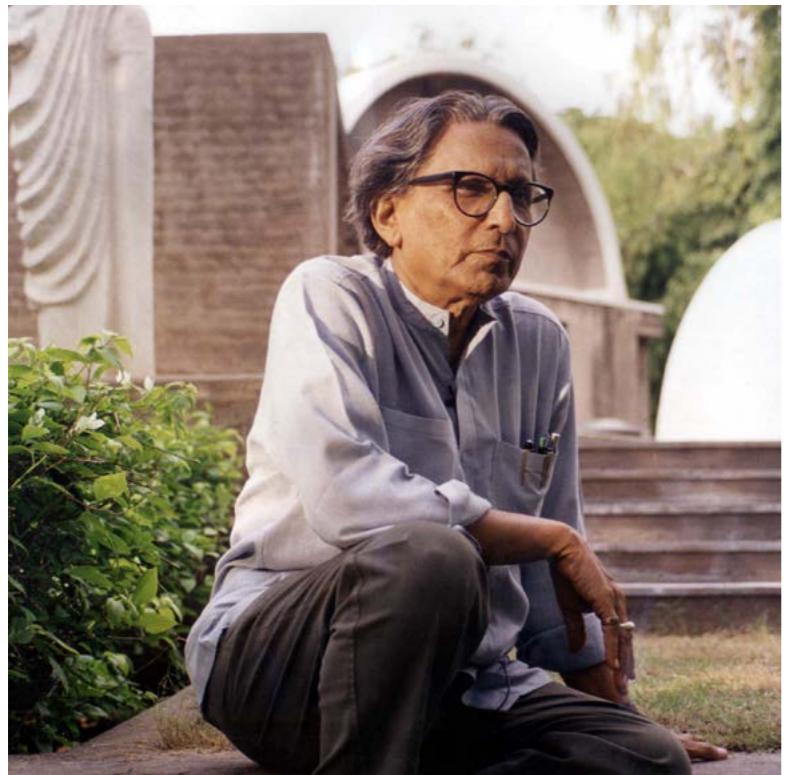
Sergei Tchoban is a member of the Union of Architects of Russia, the Union of Artists of Russia, the Association of German Architects (BDA), academician of the Moscow branch of the International Academy of Architecture, and honorary academician of the Russian Academy of Arts.



ability to bridge and transform imagination and the creative mind into the actual built works in the environments in which they are placed,” notes Mr. Narkiewicz-Laine. The solemn ceremony of the European Prize for Architecture 2018 was held on September 28 at the foot of the famous Acropolis in Athens. On the same day, the exhibition Sergei Tchoban: Architect-Visioner, representing the most significant architects in Russia and Germany, began its work in the Contemporary Space Gallery. Read more at: www.speech.su

THE OSCARS IN ARCHITECTURE

The Indian architect Balkrishna Vithaldas Doshi, who is able to combine Western architecture with centuries-old Indian culture, has been selected as the 2018 Pritzker Architecture Prize Laureate.



This is not the first time the Pritzker Architecture Prize has been awarded to an architect who is not renowned in the world, but is the most authoritative in his home country. In recent years, the main prize of world architecture has changed fundamentally. It has become more often awarded to architects from developing countries having a social orientation in creativity. Also this year, Balkrishna Doshi is the first Indian architect to be awarded the prize. In his 90 years, Balkrishna Doshi became the patriarch of architecture in his homeland, a man who significantly influenced the face of the contemporary India. Maitre formed his personal philosophy of architecture in combination with the landscape. Doshi was a student of Le Corbusier and Louis Kahn, now he himself creates institutes and teaches.

The jury notes that the main feature of the architect's works is "an equilibrium and peace among all the components – material and immaterial." Balkrishna Doshi believes there is a sudden consciousness, propelled by beautiful spaces, where we are aware of our inner feelings – that's when we feel happy and we create. The most complete expression of the creative ideas of the master is his Sangath Architect's Studio. The space features a series of sunken vaults sheathed in china mosaic. The flow of interior and exterior spaces makes the building a continuation of nature, and an outdoor amphitheater and patios have become part of the landscape.

The architect has developed many residential projects for different cities of India, and became the "pioneer of affordable housing" in his country. Aranya Low Cost Housing in Indore, India is his largest project. It accommodates over 80,000 individuals through a system of houses, courtyards and a labyrinth of internal pathways. Doshi said that architects and urban planners involved in low-income housing



Photos: Sangath Architect's Studio (photo VSF)



ARCHITECTURE

projects – as well as architectural education – needed to move away from their focus on the designer as individual to being far more collaborative, compassionate and invested in the dignity of those they house. All residential districts of Balkrishna Doshi are characterized by one strategy – the functionality and simplicity of the buildings in combination with the traditional arts of India.

Balkrishna Doshi pays a lot of attention to education in India. Completed in 1966, Center for Environmental Planning and Technology looks amazingly cutting-edge. Inner premises that lead to spacious outdoor terraces provide optimal illumination of the classrooms and blur the boundaries between the building and its surroundings. The architect perceives study campuses as separate ecosystems where new ideas accumulate.

One of Doshi's most experimental projects is the Amdavad ni Gufa art gallery, which itself is the main exhibit. It consists of round domes lined with mosaics, and the entire main part of the building is hidden under the ground to protect the paintings and visitors from the heat. The vaults of the gallery are painted by the artist Maqbool Fida Husain, representing an inseparable synthesis of various arts. Drawings by Balkrishna Doshi are characterized by unique approach and national flair. Read more at: www.archspeech.com

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An aerial night photograph of the Neva Towers in Moscow, Russia. The towers are illuminated, showing their glass facades and unique curved designs. In the background, the city of Moscow is visible with its lights and landmarks.

The Superb
HIGH-RISE

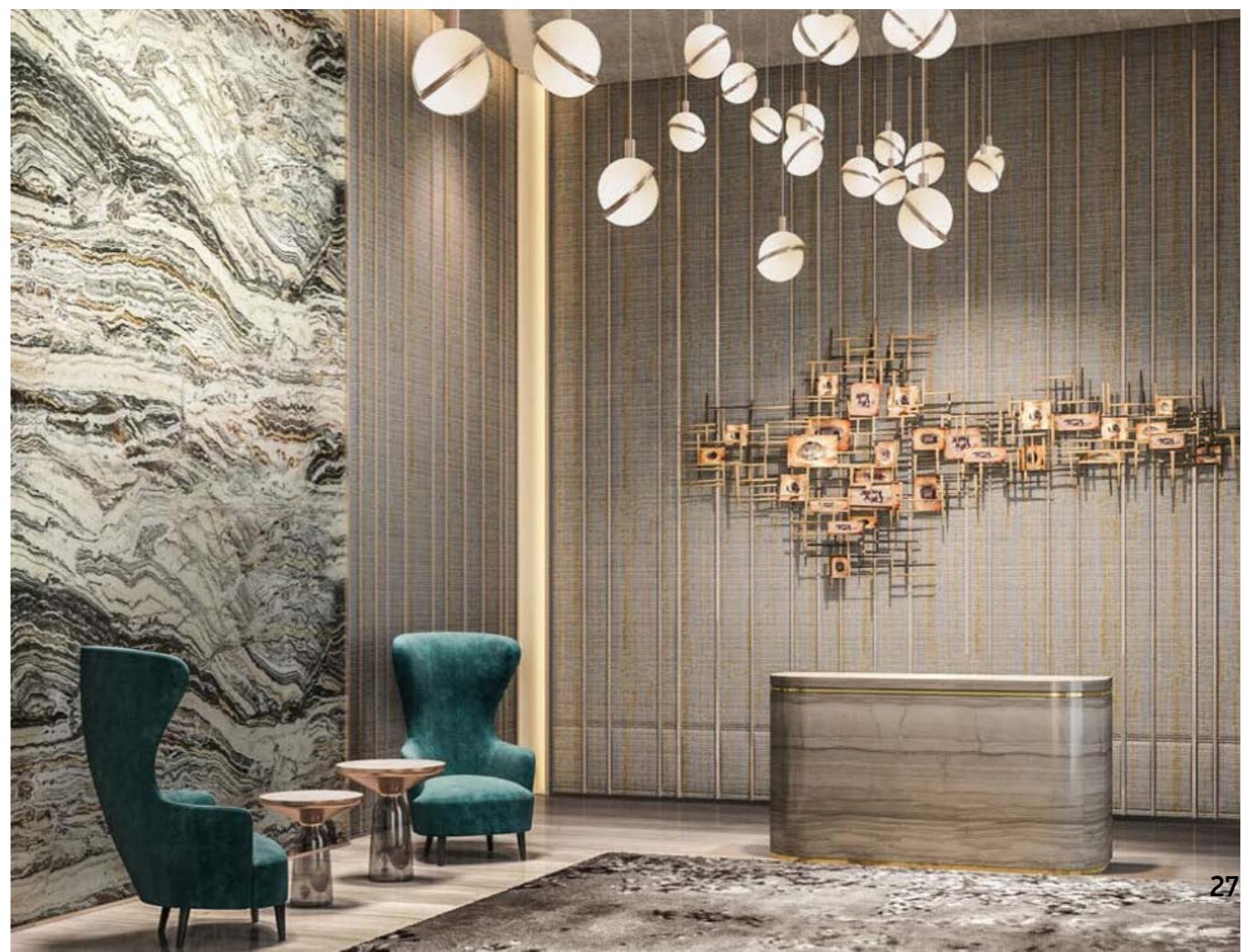
The flagship project of Renaissance Development being built on the territory of the Moscow International Business Center (MIBC) – the Neva Towers – was recognized as the best high-rise development in Europe with apartments, offices, commercial premises and a variety of facilities.



The Neva Towers, a skyscraper of Moscow City, has confirmed its status as the best project in Europe having received the Best of Europe title in two nominations – the Best Residential High-rise Development and the Best Mix-used Architecture and has also won the world award in the nomination the Best International Residential High-rise Development having become the first Russian world-winning project in that awards. Each year the prestigious International Property Awards event attracts attention of hundreds of real estate companies from all around the world.

The international team of 70 judges evaluates projects on base of their achievements in the sphere of design and architecture, quality and the level of service, innovations, concept originality and usage of modern energy-saving technologies. Initial stages of that contest are held all around the world including the regions of Europe, Africa, South-East Asia, the Middle East countries, Canada, the Caribbean countries, Central and South America, UK and USA. This year the International Property Awards ceremony has already been held for 26-th time.

The Neva Towers were designed by architects from SPEECH (Russia), HOK (USA), FXFOWLE (USA). Moscow City hosts a plenty of high-rise dominants that can boast extravagant shapes and silhouettes, but there were no towers designed in the tradition of historical skyscrapers of the early twentieth century, in the shape of which lightness of glass is complemented with massiveness of natural stone. Such an image is a momentary fashion, it is classic put into practice today. In



“ Spectacular views, a private park with an outdoor pool, a SPA, a fitness center, a private cinema hall, squash courts ... The Neva Towers are modern apartments with a unique concept of the Home without Borders club infrastructure.





Neva Towers, the magnificent outside view is combined with the feeling of a solid stone house that will stand for centuries. At the same time, it is important that the building is designed using all the most advanced technologies and requirements of modern man to the style and quality of life," describes Sergei Tchoban, head of the SPEECH Architectural Office, one of the authors of the project.

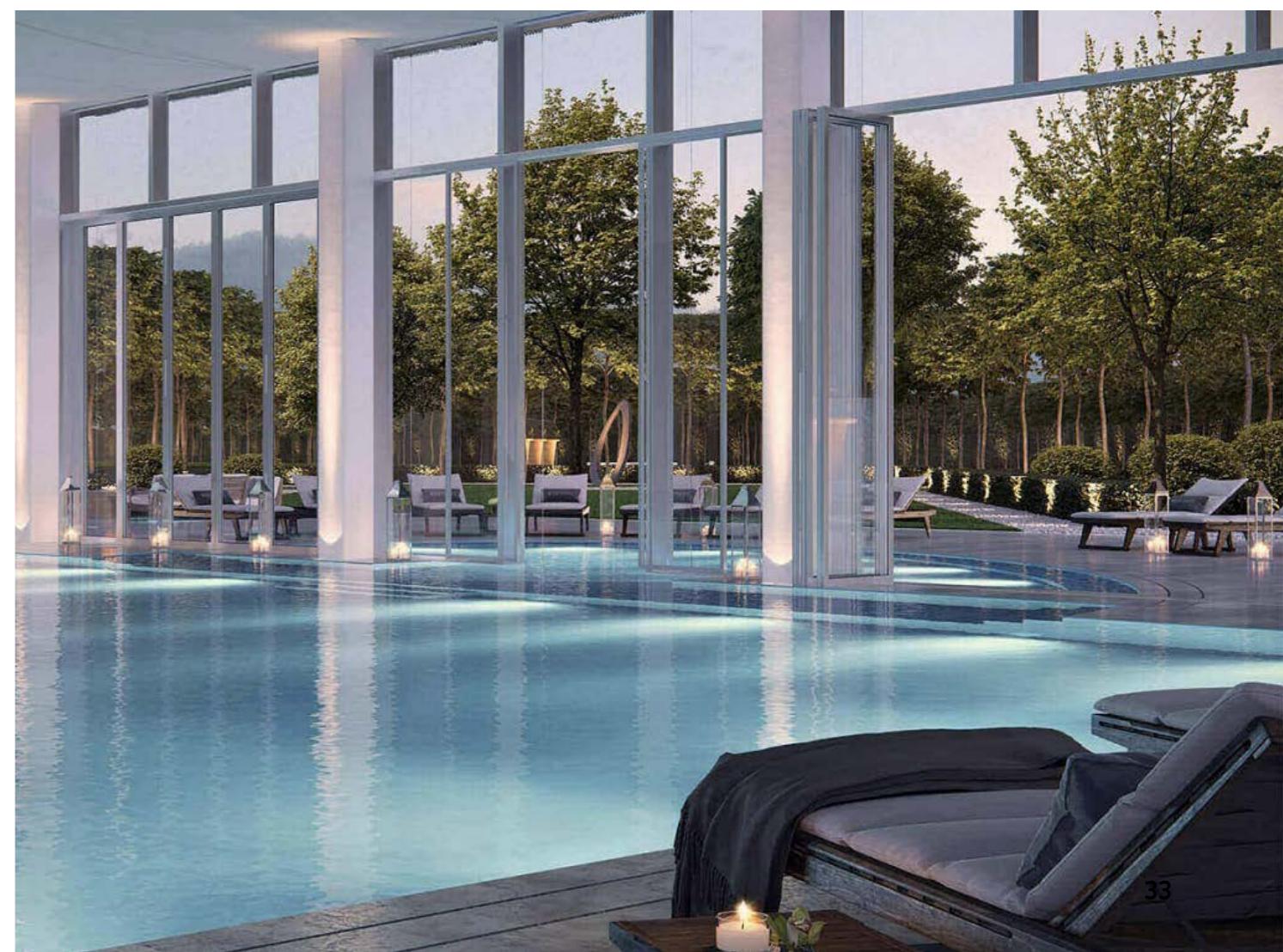
The public interiors were developed by the British company NVA, which is renowned for the design of the best hotels worldwide, for example, The Beverly Hills in Los Angeles or the Mandarin Oriental Hotel in Miami. For the apartments, by the end of 2018, the developer will provide space to the future residents, ready for laying finishing materials and implementing individual design, bypassing long and noisy repairs.

Green spaces in the centre of the metropolis are always a luxury. Therefore, an important part in the concept of the Neva Towers is a private lounge park, accessible only to apartment owners. It will be arranged on the roof of a four-story stylobate. A stadium-sized park will be built at the foot of two towers. Thanks to this, the Neva Towers will become one of the most current and green complexes in the center of Moscow, claiming the Gold rating according to the American LEED green building rating system. The lounge park will have a panoramic swimming pool. The club infrastructure for apartment owners only includes a fitness club with a spa studio, squash courts, a virtual golf hall, a private cinema hall, a music studio, and a karaoke studio.



“

In the warm season, the panoramic glazing of the pool is slid apart, making it open.



The Neva Towers are a good acquisition for those who are willing to invest not just in the walls and infrastructure, but also in their own emotions. There are magnificent views of the historic center, the Moscow River, pacifying landscape with a weaver of car headlights and the only view to the Moscow City towers and Presnenskaya Embankment. The new development is designed to create such a “landmark address” for life. And it does not matter whether this will be a family holiday and a home or the starting up a business empire; the main thing is that there is a worthy place for everyone in the Neva Towers.

The World Architecture Festival is the world's largest annual architectural event. It has been a unique meeting point for architects, suppliers and clients from over 80 countries since 2008.



Photo: © Benoy
Photo Sign: Gala Avenue Westside, Shanghai (China), projected by Benoy.



Photo: © Dianna Snape
Freyecinet Lodge Coastal, Tasmania (Australia),
projected by Liminal Architecture.

This year the WAF was held in Amsterdam (Netherlands). Architects and designers competed in more than 35 categories. Projects and realized developments applying for reward should be created within the last one and a half years. WAF stated that the 2018 awards programme received more than 1,000 entries for the first time, with numbers up 20 per cent compared with 2017, and 536 projects from 81 countries have been shortlisted for the 2018 World Architecture Festival Awards program. These were all types and sizes

of architectural projects, from private housing to urban areas, educational and health facilities, hotels and restaurants, religious and civil buildings, internal and landscape projects. Shortlisting judges noted the strength of the 'Old and New' category, with plenty of innovative ideas and creative re-use of old structures through extensions and additions.

Chinese practices submitted the most projects from any country, with 76 per cent more than last year. This reflects the significant level of ongoing development

in East Asia and Oceania, with Australia, Hong Kong and Singapore also ranking highly. In Europe, the UK was again well represented, with Turkey also featuring prominently. Architects and designers presented to international juries in front of festival delegates. The INSIDE World Festival of Interiors was added in the same venue and arranged at the same time as WAF; it hosted its own awards and conference programme. All delegates had access to both events. The award ceremony took place on the last day of the festival at the gala evening. WAF and INSIDE welcomed in Amsterdam more than 2,000 world's leading architects and designers.



Photo: © Benoy

“ Benoy unveiled design for Gala Avenue Westside. This is a green architectural design of a shopping center at a high-speed railway station. The new commercial and entertainment space will combine "East and West," "Old and New", traditional ornaments and modern materials. The complex consists of a 100-meter office tower and interlocked retail hubs linked by a chain of squares built in the traditional Shanghai style Shikumen.



Photo: © Hufton + Crow
King Abdullah Petroleum Studies and Research Centre (Saudi Arabia), projected by Zaha Hadid Architects.



Photo: © SPEECH
Business Building, Moscow (Russia), by SPEECH



Photo: © Studio 44
The Sirius Educational Centre for Gifted Children, Sochi (Russia), projected by Studio 44

Another World Architecture Festival record – the short list included the following 13 projects from Russia:

- Five projects by SPEECH, headed by Sergei Tchoban: projects of a low-rise residential area in Sergiev Posad and an office building in The 2nd Brest Street in Moscow, completed projects: the Luzhniki Stadium, the Federation Tower, and the exhibition pavilion in Lavrushinsky Lane.
- Two projects by the Studio 44, headed by Nikita Yavein: the Defense and Blockade of Leningrad Museum and Exhibition Complex in St. Petersburg and the

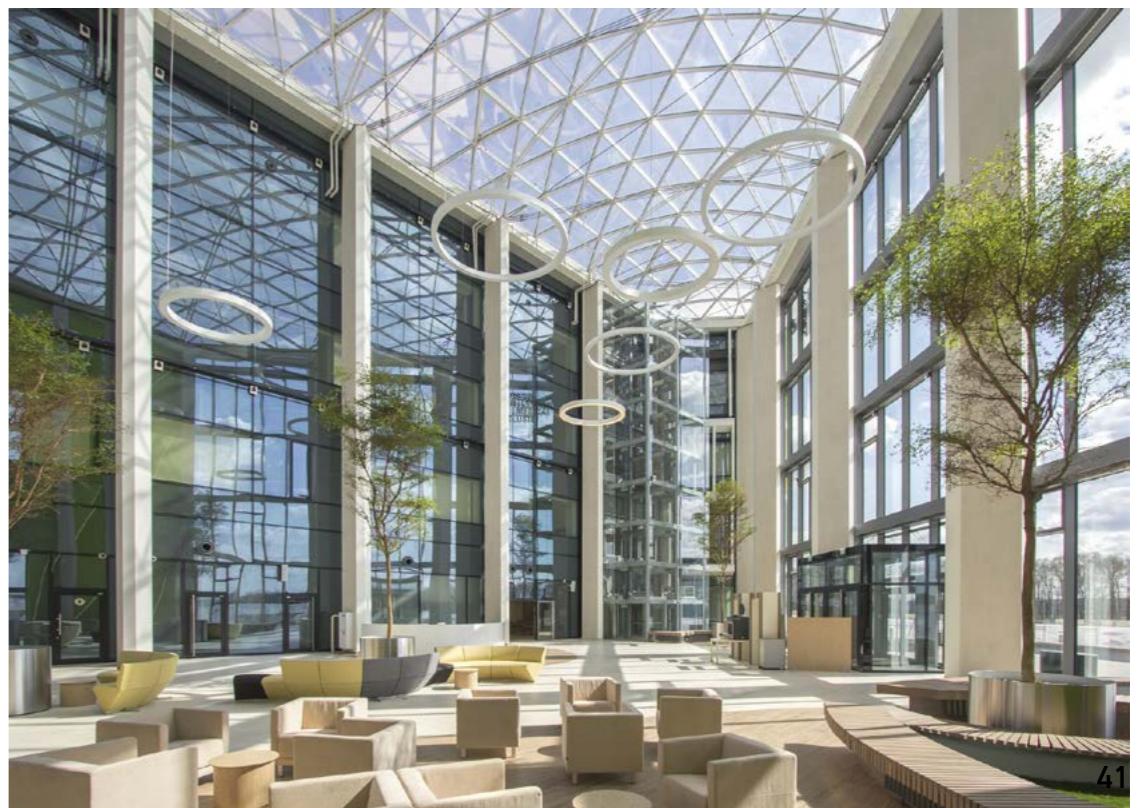


Photo: © Asadov Arch.
Studio
The International Medical
Cluster in Skolkovo,
Moscow (Russia), Asadov
Arch. Studio

ARCHITECTURE

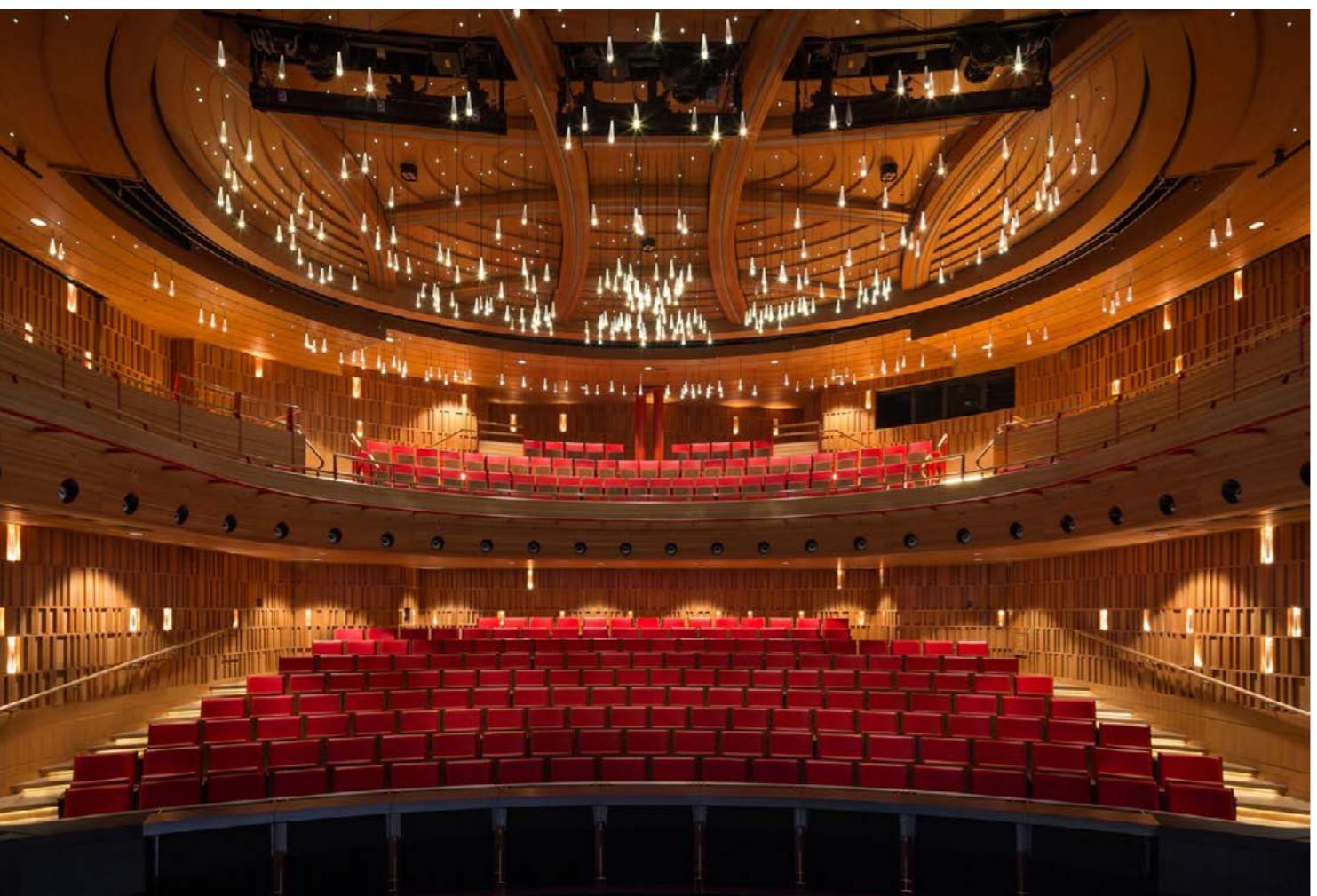


Photo: © Adam Scott
Royal Academy of Music
Theatre and Recital Hall,
London (Great Britain),
projected by Ian Ritchie
Architects.

Sirius Educational Centre for Gifted Children in Sochi.

- The project by Wowhaus: the revitalisation project for the Moscow monorail.
- Asadov Architectural Studio: the first building of the International Medical Cluster at the Skolkovo Innovation Center.
- Sergei Kuznetsov, Diller Scofidio + Renfro and Hearngreaves Associates & Citymakers: the Zaryadye Park in Moscow.
- Two projects by IND architects, CEO Amir Idiatulin: a design project for the Maple Boulevard metro station and a redevelopment concept of the water tower in Shcherbinka.
- The BRT RUS Design Bureau headed by creative director and chief architect Dina Dridze: the new MSU site.

Photo: an overview of the most interesting projects included in the WAF 2018 short list. Read more at: www.worldarchitecturefestival.com

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VERTICAL HOME FARM



A conceptual project that blends affordable retirement housing with urban farming to address issues surrounding worldwide aging population and food scarcity.

SPARK is a Singapore, Shanghai and London based team of designers and thinkers working in disciplines of architecture, urbanism, interior design, landscape design, research and branding. The specialists of the bureau constantly investigate the evolution trends of modern life and their influence on the environment. Their work has always been socially oriented

and has repeatedly been awarded architectural prizes, including in the nomination of The Future Experimental. Home Farm is a housing estate of the future designed by SPARK for Singapore with a rapidly ageing society. According to forecasts, by 2030, one in five Singapore residents will be aged 65 years and over. The swelling proportion of seniors

“ We designed this concept for Singapore, but there is the potential for it to be applied in any location. The concept is a realizable solution to real and pressing problems faced by many of the world’s growing cities.

SPARK Director Stephen Pimbley

will place significant demands on social, economic and infrastructural systems. Home Farm will also help boost Singapore’s food security, which currently imports 90% of its food. SPARK proposed the concept of a unique residential complex with the functions of a vertical farm. Home Farm allows seniors live in a garden environment created by a vegetable farm, where they may also find employment. Read more at: www.sparkarchitects.com

1. Apartments
2. Aquaponic vertical farm
3. Soil-based linear farm
4. Traditional soil-based farm
5. Produce market
6. Organic supermarket
7. Agriculture center
8. Void-Deck
9. Roof garden
10. Carpark



THE PLACE OF PERFECT *sound*

Connoisseurs of classical music received a chic gift – the Zaryadye Concert Hall (Moscow) opened in September. There are two outside concert venues – the Large and Small Amphitheaters. The Large one is equipped with a unique high-performance acoustic system.





The general director of the hall, Olga Zhukova, told that "this project has no analogues among other concert halls". The Russian capital has not seen such a level for a long time. The venue hired the Japanese acoustician Yasuhisa Toyota, CEO of the Nagata Acoustics America Inc, who had previously designed the Walt Disney Concert Hall in Los Angeles and the Richard B. Fisher Center for the Performing Arts in New York, to make the hall sound spectacular. Thanks to modern technologies, which were used for the first time in Russia, the sound in the hall is truly fascinating.

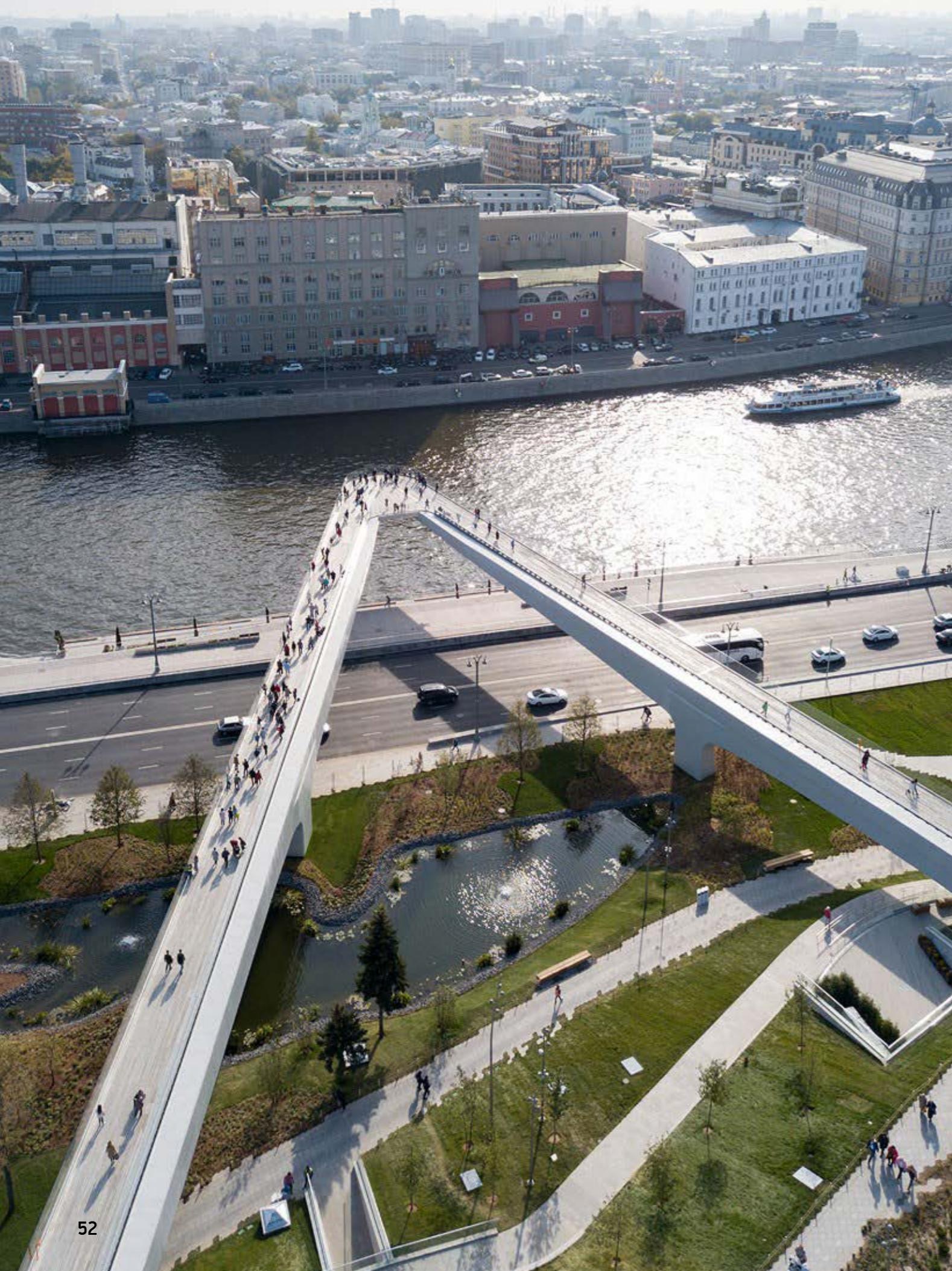
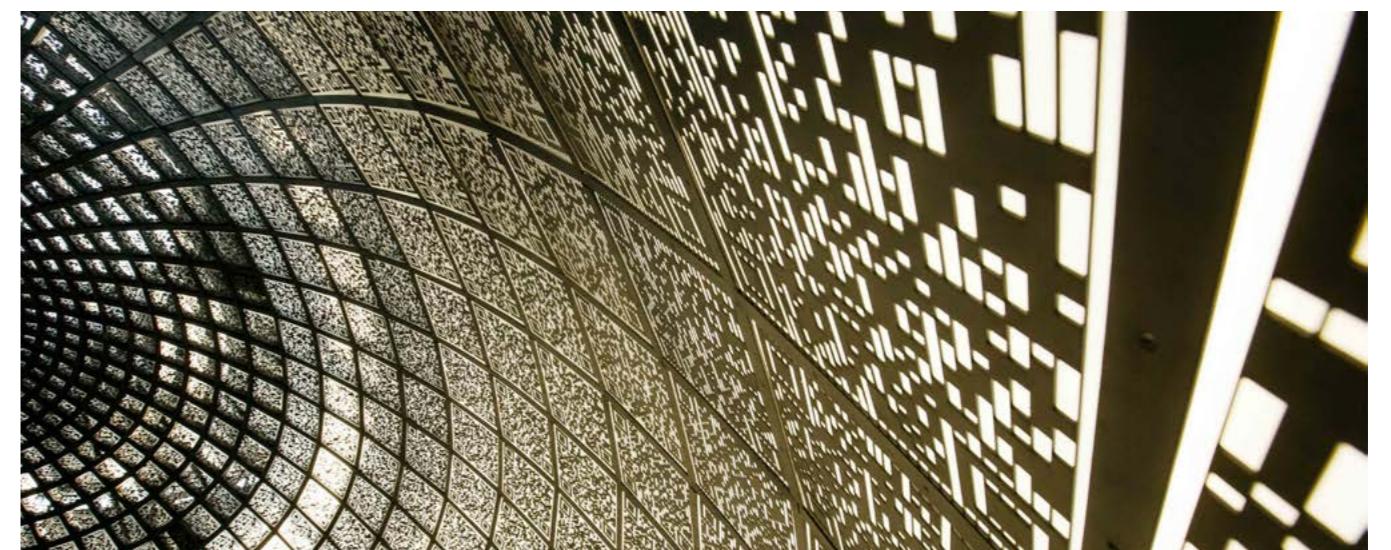
The big hall of the MKH Zaryadye has the capacity of 1600 spectators, has a scalable parterre, an orchestra pit and a stage. The rows of seats behind the stage consist of elevator platforms with a sound chamber and a curved telescopic bleacher. It only takes 40 minutes to completely transform the hall from the amphitheater into a single one-level space.

The spectator foyer has panoramic facade windows, walls with decorative wooden panels, a natural granite floor, and a ceiling with 2D panels of artificial stone with built-in lighting fixtures.

The flooring of the stage is made of a special kind of cedar that will provide high-quality acoustics and the necessary reverberation. The floor is covered with oak parquet planks. To create all the conditions for perfect sounding in the Zaryadye Concert Hall, specialists used 15,000 unique acoustic panels with elements of various tree species.

The concert hall Zaryadye has one of the largest — with 85 registers — pipe organs in Russia and Europe. The organ was manually assembled in France by the French firm Muhleisen in Strasbourg with traditional techniques and was designed specifically for the large concert hall Zaryadye. The building is covered with a most technically complex see-through



INTERIOR**RUSSIA**

structure, the Glass Crust that has an observation deck offering a panoramic view. It was developed by a consortium of architectural company Diller Scofidio + Renfro together with Transsolar. The two walls of the concert hall are fully deepened into an artificial hill, designed to remind you of the Pskov Hill, which once existed at this place. The eastern wall is entirely glass, and everything is invented so that only a thin glass barrier remains between the outer promenade and the Philharmonic Hall. The relatively small plane of the southern facade is given to a multimedia screen facing another amphitheater built into the hill.

Recently, foreign experts included Zaryadye Park in the list of the planet's 100 greatest places.

The location of the building, architectural, technological and organisational capabilities of the hall put it on a par with the best concert venues in the world.



New Hotels PLAYOFF: FIFA 2018

This summer, 11 Russian cities have hosted the World Cup. Preparation for it was another megaproject implemented in Russia over the past two decades. Construction of new stadiums, modernisation of airports, and new hotels! Sundukovy Sisters designed the Mercure hotels in Saransk and Kaliningrad with local historical elements and national flair especially implemented for the world championship.

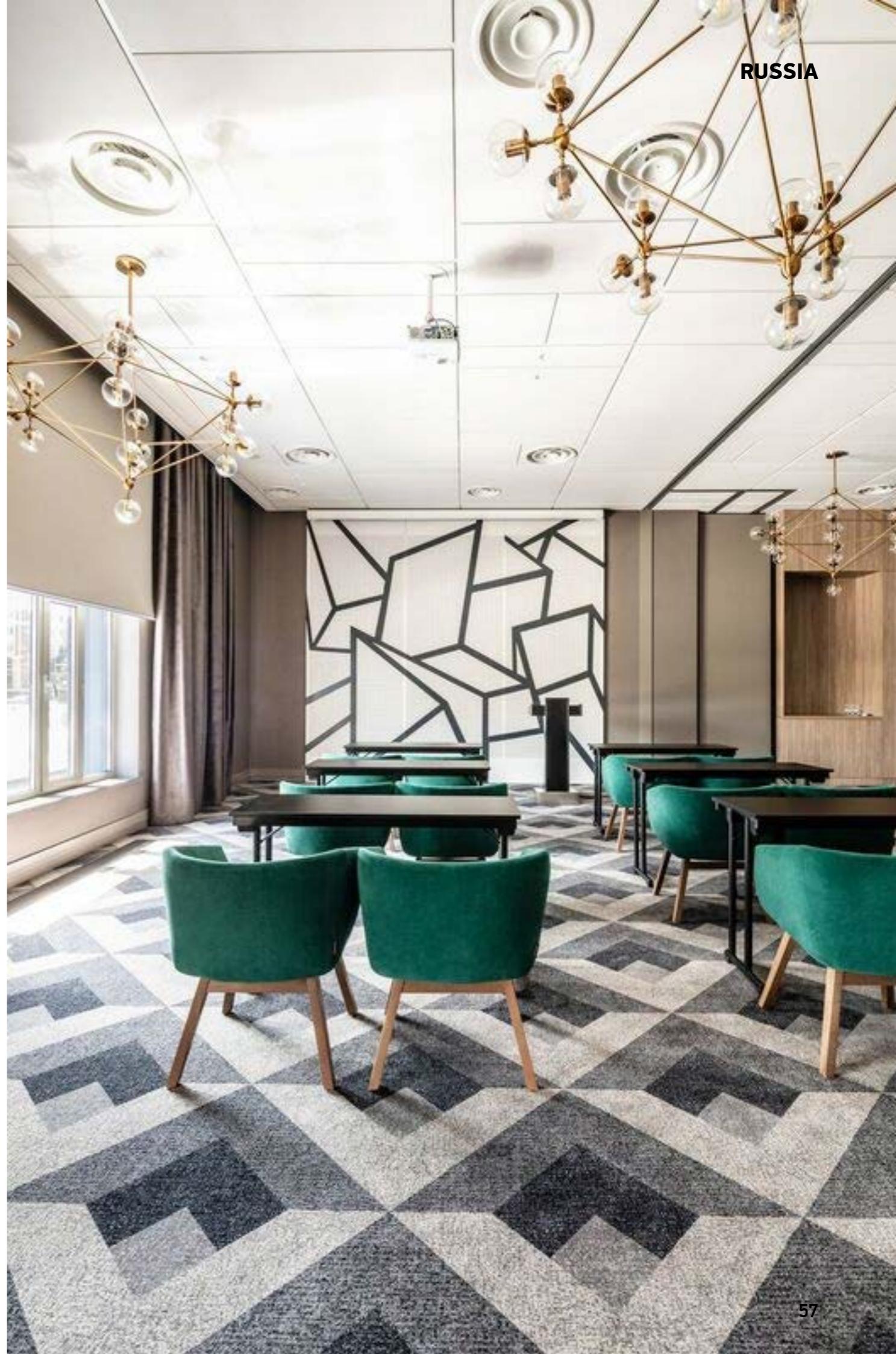


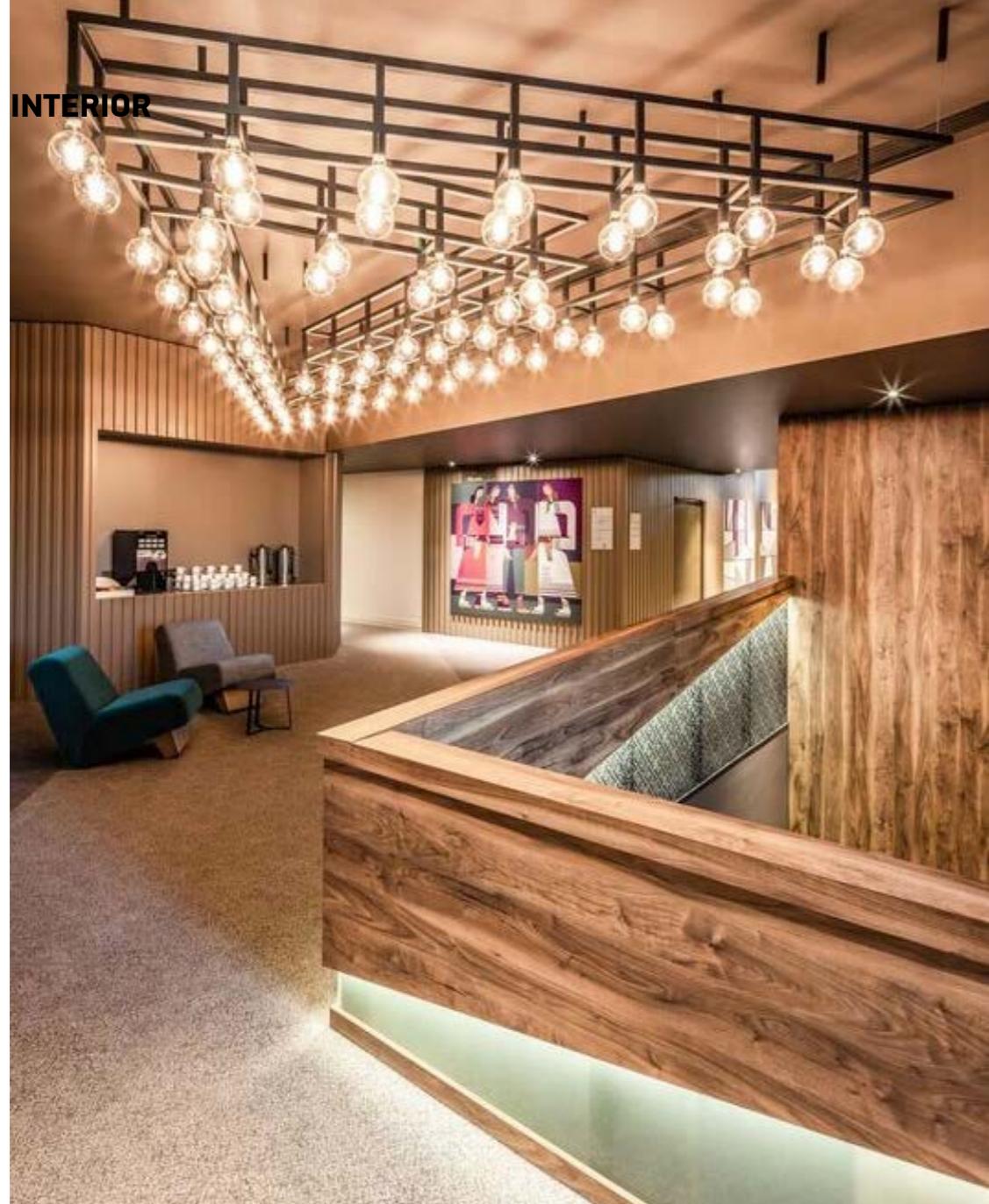
MERCURE SARANSK CENTER (SARANSK)

"Our task was to have the interior tell an authentic story of the locale, to create a design that is in harmony with the special characteristics of the local environment and the culture of its residents, which are the values that the Mercure brand supports", said the designers Irina and Olga Sundukovy. "The challenge was a split-level architecture of the hotel: every room has a different layout and different window levels, which is why we had to create an individual design for each room." The designers' idea was to include the carved patterns of the Mordovian folk craftwork and elements of the mythology of Mordovia's ethnic groups in the modern architecture of the hotel. Geometric

patterns and shapes of interior details and decorations blend with the broken lines of the building, creating a harmonic architectural image, and the vivid local colour brightens up the interior and adds coziness to it.

For inspiration, sister Sundukovy visited the museum of a famous artist, sculptor Stepan Erzia. Erzia's work is permeated with love for his people, the Erzya Mordvins. Throughout the hotel, the designers gave preference to natural materials and paints. They used a lot of wood in the finish and decorations, and chose pastel and green colours, the same as the museum, to emphasize the connection between the interior and the cultural heritage and history of the city.





Erzia is famous for his wood sculptures. This is why this material is used a lot in the design: the Mercure brand panel in this hotel is made of wood; there is wooden furniture, panels with Mordovian patterns, and a light fixture made from a solid piece of wood. Local artist Andrey Kiryushkin created the wood sculptures based on the designers' sketches.

In the décor, the creators accented Mordovian motifs in a delicate and modern way. Thus, a traditional ornamental pattern is created by perforations on black metal. The common areas offer the hotel guests a mini-gallery of paintings with scenes from local mythology, which were painted by a local artist specifically for this project.

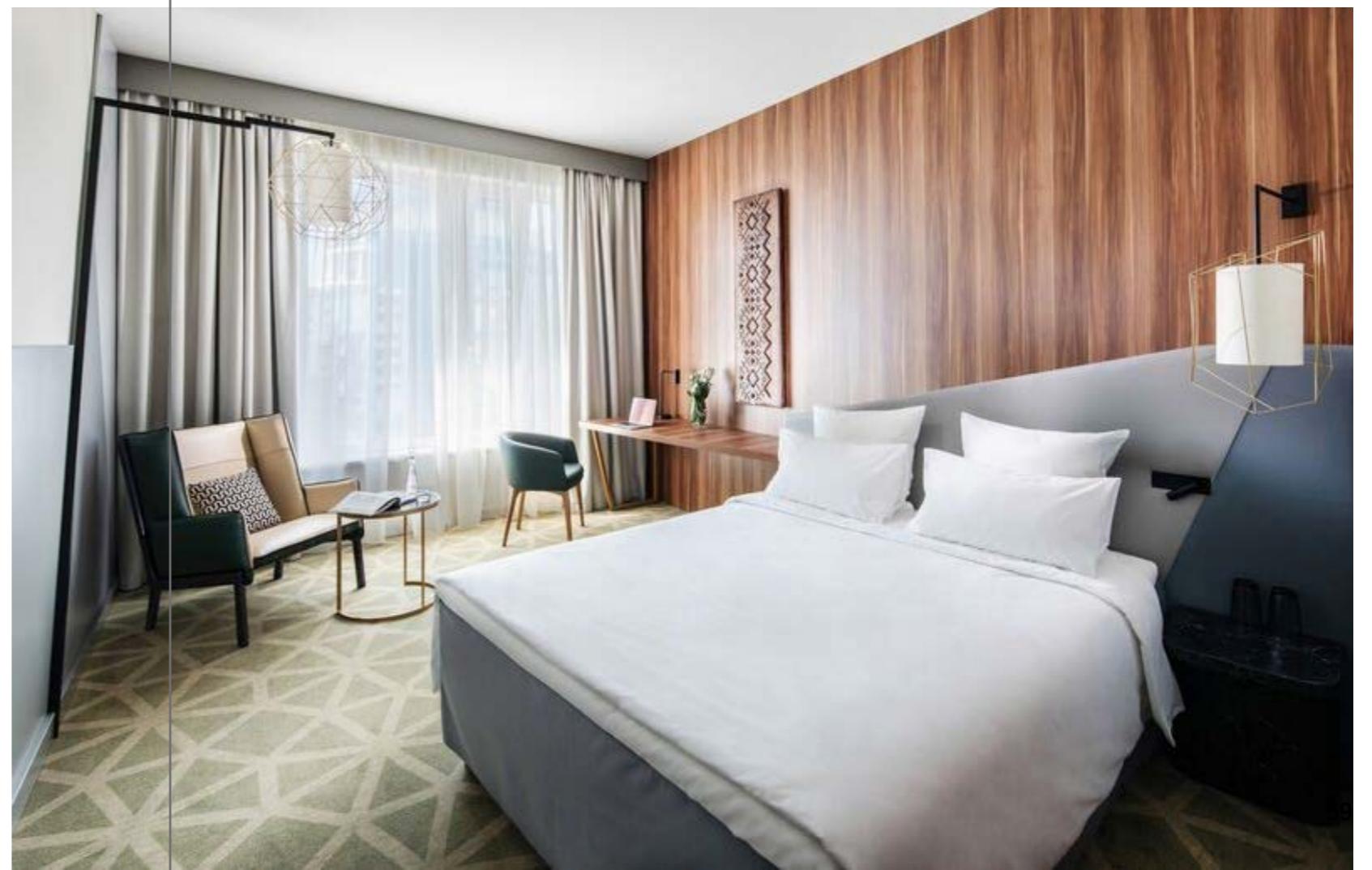
The complex yet ergonomic architecture of the building defined the geometry of the interior. There are many



straight lines and angles that pass from detail to detail, bringing them together into a single shape. A desk flows into a headboard, which spills into a portion of the wall with a built-in lamp. An ornamental pattern of triangles and hexagons on the floor continues the line.

The reception desks also copy the geometric shapes of the whole interior. "We made provisions for one tall desk and another lower one, for wheelchair-bound guests, according to Mercure standards. The hexagon-shaped bar is located in the center of the lobby; this is the original design that makes the bar accessible from all sides. It attracts both passers-by from the street and hotel guest from the lobby. We created partition walls for the restaurant to create the possibility of sectioning off some of the space at nighttime for special events and dinners", told Irina and Olga Sundukovy.

Both modern architecture and folk art came together to form a single image of the new Mercure Saransk Center hotel. The authors were able to create an interior that is comfortable for today's guests, but is also able to tell the story of the locale.



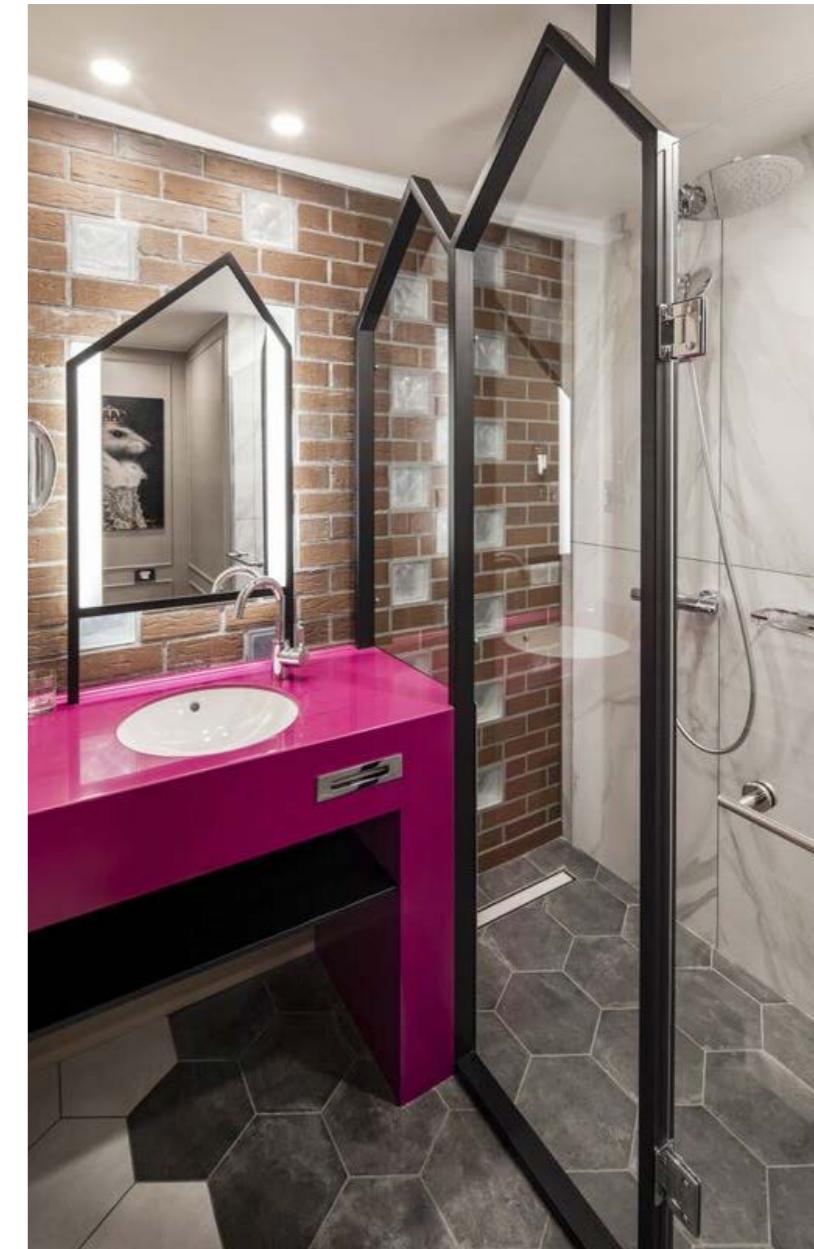
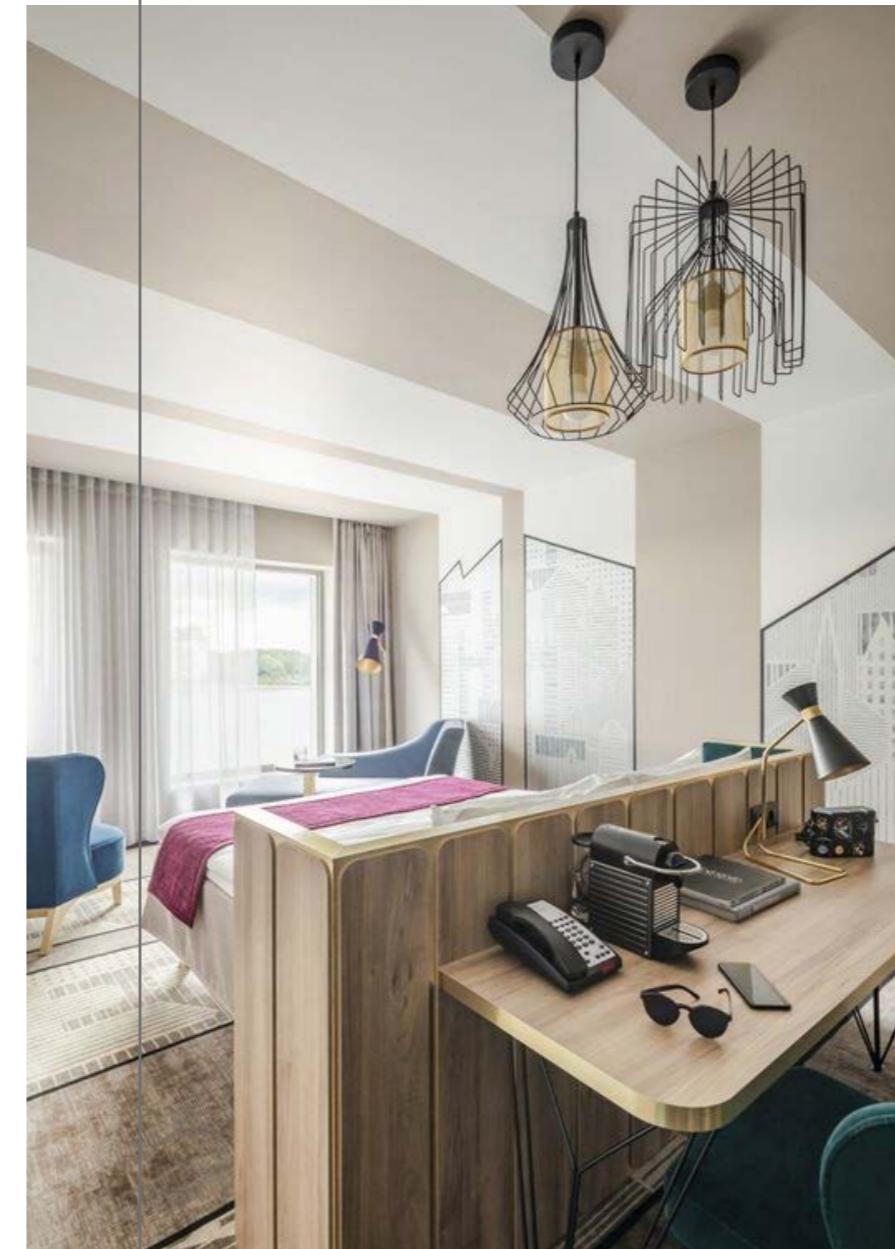


MERCURE KALININGRAD (KALININGRAD)

"Kalininograd is a city where different cultures and traditions intertwine", told Irina and Olga Sundukovy. "The famous storyteller Ernst Theodor Amadeus Hoffmann, the author of the magical tale of The Nutcracker and the Mouse King was born and worked in Kaliningrad. The tale was later turned into a no less magical ballet to the music of Pyotr Tchaikovsky... All of this creates an atmosphere of comfort, warmth, hospitality, and fairytale in the Mercure Kaliningrad hotel." The task was to create a hotel atmosphere that is inspired by local history and flair. The interior should send the guests on an adventure they will remember and talk about. The designers had a challenge to play on the cultural references, but not on the obvious one like amber;

to create an intense interior without sacrificing guest comfort. Upon entering the lobby, guests find themselves in an impressive theater interior where historical elements are presented in a contemporary way. The designers placed the Mercure Brand wall next to the entrance; it is a textured brick wall with an unusual brick layout. The construction of the wall creates a secluded internal space with paintings based on the Hoffman fairytale. They were painted by modern artist Igor Skaletsky who uses mixed media and combines collages with classical painting. Instead of a traditional tall reception counter, the standalone desks of different height were created with comfortable chairs next to them. There is also a cozy rug on the floor, burgundy velvet curtains, like in a theater, a crystal chandelier, and modern light





fixtures – all of them highlight the reception area and attract the attention of guests. In order to play on the hotel's waterfront location, the authors painted the ceiling and some of the walls a deep blue colour, and hung up curtains of the same shade.

Another important area is the bar, which is built from white marble. A modern fixture of LED lights of different length creates a cozy illumination for the lobby. To make the bar even more attractive, the back wall is decorated with a mirror that magnifies and emphasizes volume and shape. The room design is based on the image of the city of Kaliningrad – a modern interpretation of towers, steeples, and inclined roofs.

Graphic patterns of historic facades appeared on the floors, walls, and ceilings of the room. The wall separating the bedroom from the bathroom was built from burgundy bricks combined with glass blocks. In order to help the hotel guests relax in the rooms, the designers chose light and warm colours for the walls, but added bright accents: magenta bed runners, blue-gray chairs, and emerald headboards. The final interior design is dramatic and memorable, thanks to beautiful complex colours, theater lighting, art objects, soft expensive furniture, a modern rendering of bricks, and carefully planned layout of different zones. All of this creates an atmosphere of comfort, warmth, hospitality, and fairytale in the Mercure Kaliningrad hotel.

ANTICIPATION OF

New



This autumn, London once again became the capital of the world design. A whole series of landmark events dedicated to interior and item design took place there. Among them are London Design Festival and London Design Biennale, a must-see for those who are interested in the latest trends.





Visitors of the London Design Festival 2018, which took place September 15-23, were in the heart of the newest design. The event featured interactive installations and professional expositions. This festival is a venue where cutting-edge products meet the latest design trends, a synthesis of current achievements and an anticipation of future trends. In fact, the event consists of a set of diverse exhibitions that are held simultaneously at different venues in the British capital, including such as Decorex International, 100% Design, designjunction, Focus, London Design Fair, Design Frontiers.

In modern design, creativity and individuality are highly valuable. And the London festival is no exception. In order for the idea to become a reality, passion, dedication, ingenuity and courage are necessary, you need to see the potential possibilities of various building and finishing materials, as well as being open to everything new. In their search for visual inspiration and new interior solutions,

designers turn to different cultures, including Oriental and Exotic. In philosophical terms, this is a kind of search for oneself through dialogue, communication, interaction of representatives of different cultures while preserving their own national identity. New cultures and places are explored by means of design: creators of interiors and collections find inspiration in various parts of the world, playing with traditional motifs, shapes, unusual colour combinations, weaving fantasy into reality.

Minimalism gradually has to make way under the onslaught of multi-layered "maximalism", where various colours, textures, patterns and shapes create a kind of designer narrative, a space that evokes a lively emotional response, because in this space the individuality of its creator is much more pronounced. Eclecticism retains its position as a combination of different styles and objects from different epochs in the interior: vintage and modern style, Oriental and Scandinavian, pop art and classic. In this case,



the designers are usually limited to two or three styles, combining them with colour, textures, shapes, and lighting. The desire for eco-friendly designs is relevant as well, i.e. the creation of such a space that would combine not only comfort and functionality, but also preserve the feeling of living space, giving physical and emotional health. The London Design

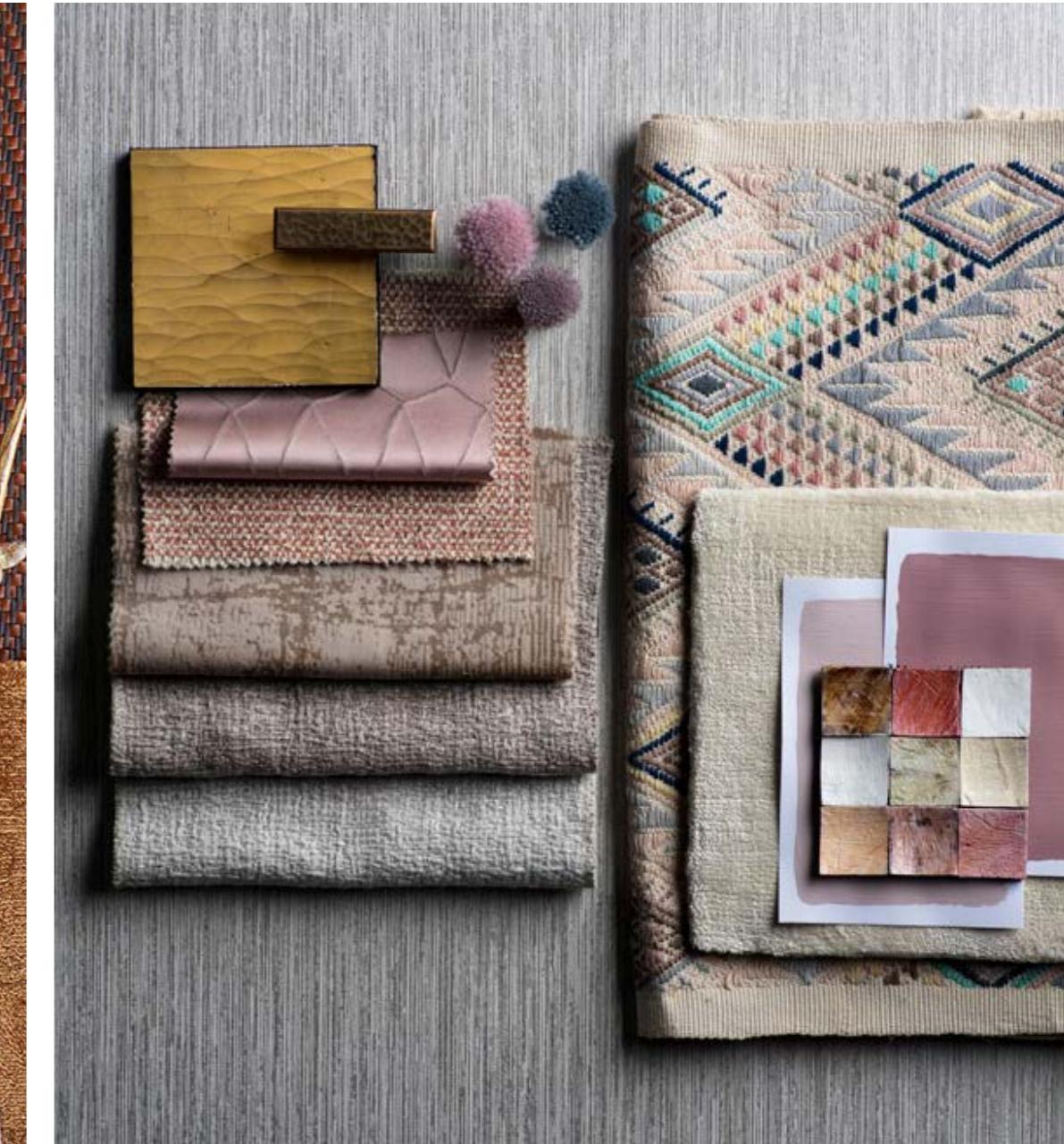
Festival hosted examples of the wooden interiors with particular emphasis on the efficient use of natural materials, which does not lead to depletion of forest resources. As part of this eco-trend, solutions for lighting in the interior were also presented. So, the new 001 LED lamp by Samuel Wilkinson proves that energy efficiency can be beautiful. The lamp is



completely self-sufficient and recyclable through the use of materials that are safe for the environment.

Traditionally, Material of the Year was chosen – the universally used plastic. This year, the designers demonstrated a lot of unconventional approaches to its use and processing. So, the refined marbled surface of the Weez & Merl table and lamps made from recycled plastic, as well as brightly painted pots and vases by Charlotte Kijger, created from polyurethane foam and acrylic resin, demonstrate the potential of using waste-free production in the contemporary design.

Glass was another material widely presented at the London Design Festival. According to the designers, the possibilities of this material, in fact, are endless.



The exhibition featured designer products made from a mixture of glass with sand and ceramics. According to one of the festival participants, Finnish designer Ekin Kayis, this material will never go out of fashion, since it is almost impossible to find a full replacement for it. In addition, the development of modern technologies opens up new possibilities for using glass in interior design and architecture. Hideki Yoshimoto, Ekin Kayis, Raw Edges, Yana Nemtsova, Studio Sahil and others demonstrated examples of non-standard use of this material in the manufacture of designer products in London.

The participants of the London Design Biennale 2018 also demonstrated an unusual approach to the use of glass in design. This event took place September



4-23 at Somerset House. Glass became the material for the installation of the Latvian team, which won the Biennale including the artist Arthur Analts and the interdisciplinary design company Variant Studio. According to the authors of the installation, they were inspired by the Latvian nature, the city of Riga, the surrounding forests and the Baltic Sea with its unique atmosphere.

The glass in the installation becomes an interactive communication platform: the Biennale visitors could

write their messages on its surface, just like in childhood they painted on a misted window.

The 2018 London Design Biennale is devoted to the theme, Emotional States. Representatives of forty countries from five continents solved this problem, trying to show how design can cause emotions, delight, surprise, and educate. According to the organisers, emotions are a universal opportunity to understand each other, "to destroy the borders" between countries. The exhibition featured interactive



installations created by renowned international designers and architects, as well as museums from around the world, including V&A, Cooper Hewitt, Smithsonian, MAK, and Triennale Museum. At the Biennale, design is understood as widely as possible – as a means of learning and exploring the world, as a way of uniting and dialogue of cultures. And emotional states should become the language in which the designer's "story" of a certain country is told.





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PRIME & GLOBAL

This year, BATIMAT RUSSIA 2018 hosted the first international WorldSkills Championship. Contestants from Russia, South Korea, China and Japan entered the competition for the title of the best industrial designer.

The contestants for three days created models of mixers on a competitive task provided by GROHE, the sponsor of the competition. In Russia, competitions in the competence "Industrial Design", initiated by the domestic professional community, were held at the level of international championships for the first time at BATIMAT 2018. On the fourth day of the exhibition, the competition winners were awarded in the Design of Mixer Taps for Bathroom and Kitchen category. Experts carefully observed the proper performance of the technical assignment and incredible transformation of a pencil sketch into an accomplished 3D model. All the contestants were evaluated according to the WorldSkills International Scoring System. Every participant received a memorable gift from the sponsor. The winner from China was invited for an individual excursion to the GROHE production site. The BATIMAT RUSSIA 2018 exhibition also became a training place for WorldSkills Russia national team in competences "Brickwork" and "Tiling". In addition, BATIMAT RUSSIA 2018 hosted the first industry

plumbing championship – Plumbing Star Russia 2018 with participants from Russia and Belarus. The winner gained an opportunity to become a coach of the Russian national team for the competence "Sanitary Engineering and Heating" and represent the country in international WorldSkills championships. The GROHE Company was a sponsor of the competition "Design of Mixer Taps for Bathroom and Kitchen". Mr. Jonas



Brennwald, Vice President of GROHE, praised the competition of young professionals, "WorldSkills was a discovery for me. I haven't seen anything like this at other exhibitions. It's important to give these young guys and girls space for the future, because they are the future!"

The WorldSkills International (WSI) movement dates

back to the post-war years in Spain (1947), when the world was sorely lacking skilled labor. The first championships were held in order to popularize the working professions and enhance their prestige. Today, it is an effective tool for training personnel in accordance with world standards and the needs of new high-tech industries. Now, over half a century 79 countries have joined WorldSkills. Russia did it in 2012.

EXHIBITION



Over the past five years, about 500 regional, corporate, university and national championships were held with more than 100 000 participants. Once every two years, one of the 79 countries participating in the movement hosts world professional championship. In 2019, it will be held in Russia (WorldSkills Kazan 2019).

The WorldSkills Championship is held with personal support of Russian President Vladimir Putin. The head of state noted, "WorldSkills is one of the most important tools for enhancing prestige of the working professions, it sets high standards for profile education, provides excellent opportunities for creative and friendly communication, raises rating of working professions among young people.

At the competition, young professionals demonstrate their skills and creativity in a variety of competencies. And their mentors, experts, heads of technical vocational schools and colleges are actively discussing issues related to the situation in labor market, revival of vocational guidance in schools, introduction of modern educational technologies in training of skilled workforce. All this is of great importance for the

further development of the economy, primarily the high-tech industries."

BATIMAT RUSSIA 2019 March 12 -15 will host a training space for the national team of WorldSkills Russia at Crocus Expo IEC; a special industrial design exposition will be organised for the first time. Read more at: www.batimat-rus.com

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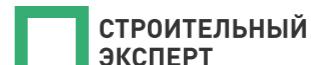
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ИНФОРМАЦИОННЫЕ ПАРТНЕРЫ





FLASH FORWARD

The premiere in Europe MOBILISTIC'18 is an innovative technology festival. It ran August 29 – September 9 at the Crocus Expo in parallel to the Moscow International Automobile Salon (MIAS).



At the festival, the Crocus Group presented an overview of the innovative projects that rapidly change our life, such as electric cars, autonomous driving, alternative fuel, transport infrastructure, and smart cities. Bringing a focus on electro mobility, the Crocus Group initiates a movement towards sustained development of the future technologies with the support of the United Nations, beginning of an official cooperation with which was announced at the Mobilistik'18 Press Conference.

The press conference was attended by Emin Agalarov, Senior Vice President of Crocus Group and the founder of MOBILISTIC, Georg Redlhammer, the author and conceptual mind behind MOBILISTIC, Kari Aina Eik, General Secretary of Organisation for International Economic Relations, Thomas Staertzel, CEO of Porsche Russia, and Vyacheslav Kuzyakov, General Director of Jaguar Land Rover Russia.

Steven Seagal, the festival ambassador and an environment protection activist, who recently has been appointed as a special envoy of the Ministry of Foreign Affairs of the Russian Federation for Russian-US humanitarian relations, delivered a welcome speech, "We must take care of our planet. The human race has knowledge and possesses the resources required to ensure environmentally-friendly and sustained mobility. All we need to do is just to switch a trigger in our way of thinking and become open to the solution. It is my privilege to support the Crocus Group in its efforts to change Russia for the better."

Kari Aina Eik, Georg Redlhammer, Emin Agalarov



Emin Agalarov admitted his excitement about innovative solutions on mobility and transport. That's exactly why he had made up his mind to establish MOBILISTIC. "Crocus Group's motto is Developing the Future. It is no wonder that it was Crocus City where an idea of MOBILISTIC leaped into my mind. Over recent years, our "city" has grown a lot. We intend to build skyscrapers and create such an environment that will be life- and work-friendly. We also will be required to offer smart transport solutions in the Crocus City. MOBILISTIC will tell people about the innovative technologies that are already in the market and those that will appear in future."

Georg Redlhammer, the conceptual mind behind MOBILISTIC, explains, "We would like to give people a holistic view of the future, show the mobility technologies designed for people and goods, and get people thinking about use of alternative engines for transport. Electric cars are already a part of our reality. Yet, mobility of the future is much larger and brighter! We live in the era of evolution developing into revolution."

And we intend to demonstrate it here, at MOBILISTIC." Kari Aina Eik, General Secretary of Organisation for International Economic Relations, introduced an UN program "Sustainable Development Goals" (SDGs) at the press conference, where benchmarks for international cooperation up to 2030 are formed.

This refers to seventeen interconnected global goals that ensure balance between three components of sustained development of the countries: economic, social, and ecological. The goals and targets in the field of sustainable development are integrated, global and applicable to all, taking into account different national realities, capacities and levels of development and respecting national policies and priorities.

At the press conference, Ms. Eik and Mr. Agalarov made a joint statement confirming that the Crocus Group becomes a key Russian partner of the SDGs Program. An agreement was signed at the stage of MOBILISTIC, under which Crocus City will be one of five "cities of the





"future" included in the SDGs Program, which will help Russia and the Crocus Group, in particular, to actively promote principles of global innovative development under the auspices of the United Nations.

In the first place, Crocus City will be focused on implementation of energy-saving technologies, development of electric transport, and a program for environment-related education of children.

Among the car brands that participated in MOBILISTIC were Porsche, BMW, Jaguar Land Rover, Volgabus, as well as such electric car dealers as ElectroDrive and Romanov Motors.

Read more at: www.crocusgroup.com



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