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RUSSIA

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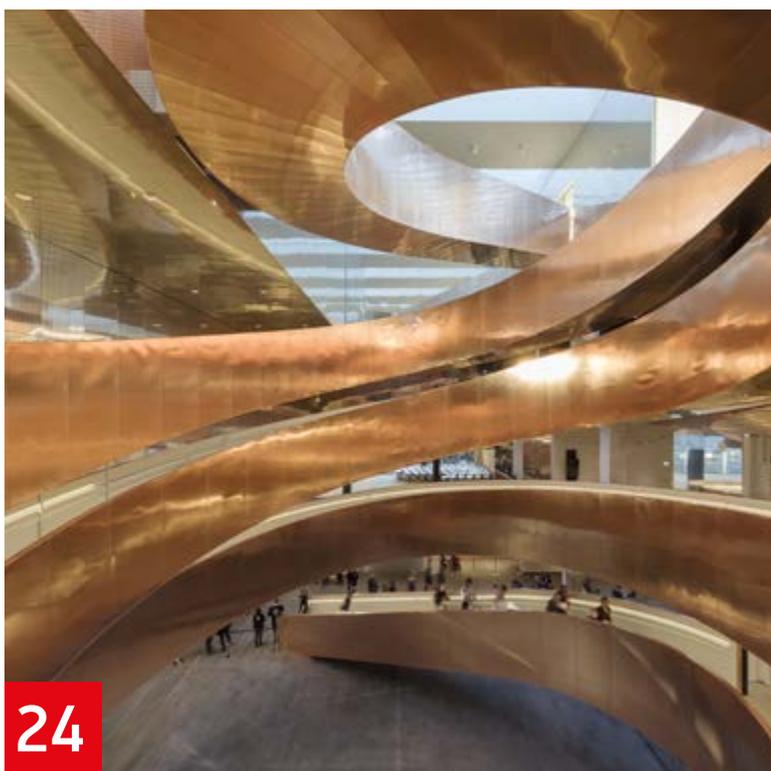
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URBAN FORUM 2018



THE CITIES OF FUTURE

In July Zaryadye Park hosted the VIII International Moscow Urban Forum. Its central subject was “Megacity of the Future: New Space for Living”. The forum was attended by Russian and international experts, public officials, urbanists, sociologists and economists.



Vladimir Putin, President of the Russian Federation, participated in the Moscow Urban Forum plenary session. The head of state highly estimated the new concert hall Zaryadye. "The forum is held in Zaryadye Park that brings together the most advanced achievements and solutions in the field of urbanism and the creation of public space. So does the concert hall, where we all are now, where our meeting is being held. I think it can rightly be considered one of the best in Europe for today. Today, Moscow is a huge platform for creativity, ideas, for implementation of architectural plans," said Vladimir Putin.

President also mentioned that FIFA World Cup had come to the end in Russia, and the Nikolskaya Street had been called

EVENTS

the main football street of the planet. "We are pleased that tourists and fans enjoyed visiting Russia. They highly appreciated our hospitality, sports and transport facilities, cities, social spaces and service industries. Our guests could face not the virtual, but, as they say, the real world. We make big investments into the welfare of our citizens and the creation of great opportunities for self-realization of each person. There is still a lot to be done," noted Vladimir Putin. The leader added that it is important to create a comfortable environment not only in large cities, but also throughout the rest of the Russian Federation, so that the regions have more incentives to change. "First of all, it concerns the regional improvement. Modern housing should be built on projects that meet the needs of people. And new quarters should become an example of appropriate building. It implies the public transport arrangement, indispensable creation of jobs, social infrastructure, children's playgrounds. New solutions are essential for the existing areas as well. It is important to renovate rundown buildings and develop wastelands that ruin the image of cities," noted Vladimir Putin.

President also told about the plans to implement a large-scale program of spatial development of Russia, the transformation of cities and towns. "We are talking about a serious increase in home building, the urban environment renewal, the formation of transport and digital infrastructure, solving environmental problems, the development of health care, sports and education institutions. These are the areas the wellbeing of





” Zaryadye Park was opened on 9 September 2017. Its territory is divided into four areas: forest, steppe, tundra, and the floodplains. The average attendance rate is 45,000 per day.

people directly depends on," the head of state added. Zaryadye Park was opened on 9 September 2017. Its territory is divided into four areas: forest, steppe, tundra, and the floodplains. The average attendance rate is 45,000 per day. The annual meeting of participants and organisers of the International Construction and Interior Exhibition BATIMAT RUSSIA took place on July 5. Over the course of the event, the leading manufacturers and suppliers, designers and architects discussed new opportunities of the Exhibition in 2019. More info at www.stroi.mos.ru/news

EVENTS

The annual meeting of participants and organisers of the International Construction and Interior Exhibition BATIMAT RUSSIA took place on July 5. Over the course of the event, the leading manufacturers and suppliers, designers and architects discussed new opportunities of the Exhibition in 2019.

ANNUAL MEETING

Speakers:

Alexey Striganov, CEO of MGC, BATIMAT RUSSIA

Larisa Novikova,
Executive Director of KERAMA MARAZZI,
General Partner of the BATIMAT RUSSIA

Elena Teplitskaya, designer

Victoria Kiorsak, designer

Vincenzo Stridacchio, architect

Larisa Malivanova, Stroitelny Expert portal

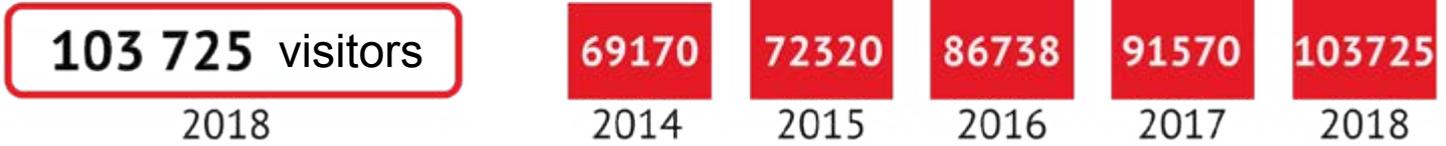


In his speech, Alexey Striganov, CEO of MGC, noted that, in terms of timing, content, market coverage and business program, BATIMAT RUSSIA is the number one project among similar events in Russia. «We are proud of this event and the professional level of exhibitors and visitors, which once again proves that BATIMAT RUSSIA is one of the main guides in construction and interior market. This is a unique event where business, design and teamwork create the conditions for achieving a common goal," said the exhibition director. "During the four days of the exhibition, we witnessed the best examples of the creativity of designers in partnership with leading

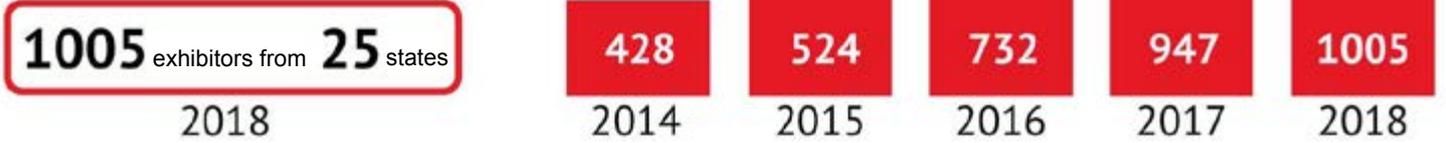
manufacturers and suppliers of finish materials, ceramics, sanitary ware and other products. It means that now we can start preparing for the next season with an even greater strive to maintain our leading position in building technologies, interior solutions and responding to business and market demands," said the director of the exhibition. The 7th season of the BATIMAT RUSSIA exhibition, successful both in terms of attendance and in terms of quality of established trade relations, proves its relevance and ability to involve professional audience and specialists from all the Russian regions as well as foreign countries.



Visitors Growth Dynamics



Exhibitors Growth Dynamics



Geography of Visitors

56 states **80** region of RUSSIA

103 725 visitors

2018

1005 exhibitors from **25** states

2018

Alexey Striganov also noted that the organizers of BATIMAT RUSSIA, at the request of the clients, moved the exhibition period two weeks ahead (12—15 March 2019) and that they will continue their long-term cooperation with the best exhibition venue of the country, the Crocus Expo International Exhibition Center. "We also have a preliminary agreement on cross support with our partners from Messe Frankfurt. Heimtextil is the largest business platform of the textile industry and the international exhibition in ISH sanitary engineering. I hope that this will help us make the sections of wall-papers, bathroom furniture and equipment more interesting, spectacular and replete", MGC executive director added.

Larisa Vitalievna Novikova, CEO of KERAMA MARAZZI (general partner of the BATIMAT RUSSIA exhibition) told the participants about her rich exhibition experience and advantages of BATIMAT RUSSIA. Our company has been participating in exhibitions since 1993. Once we started with 16 sq. m, but today we are already building more than 600 sq. m, creating the romantic atmosphere of the French capital, as it has been this year. The exhibition has played a huge role for us along the way. Because every year, introducing new collections and acquiring experience we become more and more interesting. We do not slow down the pace and our aspiration to

high quality. BATIMAT RUSSIA for us is the central event of the year. The exhibition is developing and attracting an increasing number of professional audience, including architects and designers. The audience coverage is changing as well as its quality. I can see how much the exhibition organizers do, and we are ready to help. I believe we are all interested in exhibition development in many different directions. BATIMAT RUSSIA is the most effective tool for finding customers, partners, discovering new ideas, establishing valuable contacts. If you produce something that should take a worthy place in the field of architecture, construction and repair, you should be at the Crocus Expo in Moscow in March 2019. Otherwise, you just miss the moment», Larisa Novikova noted.

The participants stressed that the International Construction and Interior Exhibition BATIMAT RUSSIA gives an impetus to development of innovative industries, encourages development of the construction industry in Russia, promotes international cooperation and establishment of business contacts and creates opportunities for the growth of export potential of domestic producers. Elena Teplitskaya also addressed the guests and organizers of BATIMAT RUSSIA. "My friends from different cities of Russia voluntarily come to visit this event, which traditionally takes place at the



EVENTS



Crocus Expo. Taking into account the richness of the business program, it is very important to properly "navigate" it. BATIMAT RUSSIA has a tremendous quality: it enables beginner designers to participate in "actions" with partners from different thematic sections. It is reasonable that the BATIMAT RUSSIA Exhibition undertakes the educational function as well. They all have a unique opportunity to participate in BATIMAT INSIDE and WorldSkills competitions, panel discussions, workshops, master classes. This is the right direction you've chosen," the designer noted. Participants of the meeting:

Amorim, Atlas Concorde, FAP ceramiche, BIOFA, BRAER, ESTIMA, Futura Casa, Galleria Arben, GROHE, Cersanit, JUTEKS, ITALON company – "Ceramic Granite Tile Plant", KERAMA MARAZZI, «Kirov Ceramic», «Kirovit», Eco-Shower Company, LIDER corporate group, Litokol, ICE, ICEX, Liontex, LeDimore, Nichiha, Mapei, "Maria" furniture factory, Mosplitka, SOLO company, Silk Plaster, Silver Dragon design, Studio- Line, SIRPI, Henkel Bautechnik, TOTO, Edwar, Elisium, "Viporte" trading house, Alvero

factory, the Union of Polymer Structure Shapes Producers (UPSSP), "Profine RUS" company, REHAU, SIEGENIA, VEKA, IVC Group, UNILIN (trade marks Quick Step, Pergo, Balterio), "Teplitskaya Design" Studio, Victoria Kiorsak Interior Design, Vincenzo Studio Design, "DETAILS" studio school, "Building Expert" web portal, etc.

The main topic of the meeting was the discussion of innovative ways for the exhibition development, long-term partnership on good and fair conditions, quality of the exhibition, competitions for young professionals, expansion of business program, the Complex Solutions exposition, new projects and formats for discussions with Russian and foreign architects and designers.

More info at www.batimat-rus.com

INTERNATIONAL CONSTRUCTION AND INTERIOR EXHIBITION

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MARCH 12-15

CROCUS EXPO IEC MOSCOW



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2019

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GREETINGS TO BATIMAT RUSSIA 2019 PARTICIPANTS



Greetings from Vladimir Yakovlev, President of the All-Russian Intersectoral Association of Employers – Russian Union of Builders, to BATIMAT RUSSIA 2019 Participants

On behalf of Russian Union of Builders and on my own behalf, I welcome the organisers, participants and visitors of the International Building and Interior Exhibition BATIMAT RUSSIA 2019! Russian Union of Builders serves as a basis for growth of interregional dialogue between representatives of public authorities, construction facilities and expert community aimed at achieving results and developing measures for the development of the construction sector.

The construction industry directly affects the development of the country's economy. One of the priority directions of the presidential decrees "On the Russian Federation's Strategic Goals and Objectives Through 2025" is a qualitative change in the lives of citizens by increasing the affordability of housing and creating comfortable living conditions for them. The basis for the construction of new residential, infrastructure and production facilities is the production of construction and finishing materials, the use of new innovative technologies and developments.

The International Construction and Interior Exhibition BATIMAT RUSSIA is a platform where leading Russian and foreign manufacturers of building and finishing materials reunite. Innovative technologies

are presented at the booths of exhibitors and centers of the Skolkovo Foundation and the Passive House Institute. The exhibition hosts special projects, among which are WorldSkills team trainings that enhance the prestige of working professions, as well as architectural and design workshops that represent the latest trends in the construction of various facilities.

I am confident that in mid-March 2019 the leading and participation in the specialized exhibition BATIMAT RUSSIA and its business program will contribute to the development of the construction market, effective discussion of relevant construction issues. Sincerely I wish the exhibitors and guests of the BATIMAT RUSSIA 2019 Exhibition successful and fruitful work, interesting ideas and new partners!

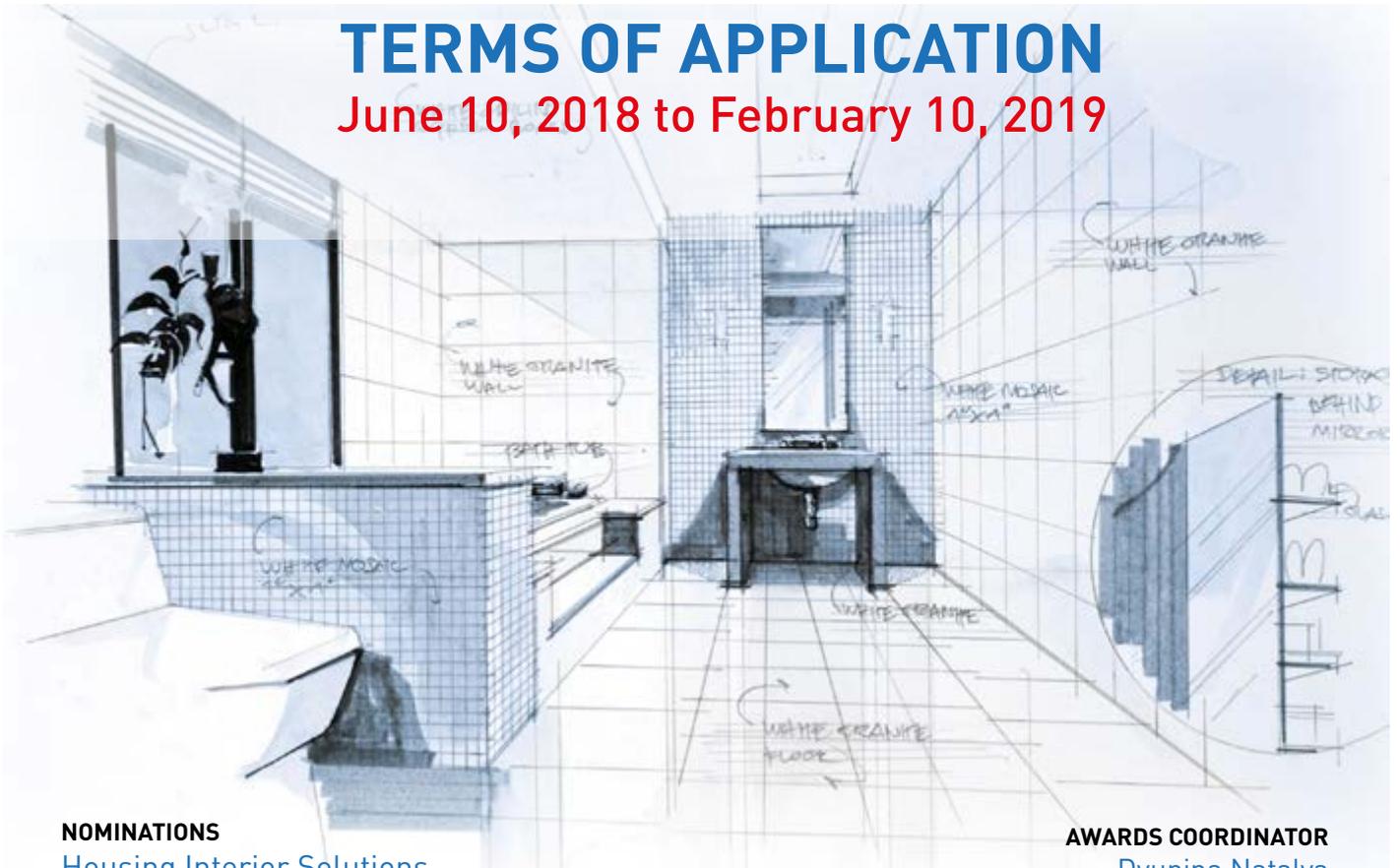
Best regards,
Vladimir Yakovlev, President of Russian Union of Builders

INTERIOR SOLUTIONS AWARDS
Architects and designers from Russia and abroad
are welcome to apply for contest

BATIMAT
RUSSIA

INSIDE
2019

TERMS OF APPLICATION
June 10, 2018 to February 10, 2019



NOMINATIONS

Housing Interior Solutions
Public Interior Solutions
Commercial Interior Solutions
special nomination: SPA-zone

AWARDS COORDINATOR

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Section Implemented interior

REGISTERED HOMEPAGE OF THE CONTEST
<http://ardexpert.ru/special/BatimatInside>

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THANK YOU, RUSSIA!



Luzhniki Stadium is the national stadium of Russia, this year became the most popular sports ground, to which the attention of the whole world was riveted. The country was preparing for the FIFA World Cup for a long time, emotionally supported and congratulated all the winners.

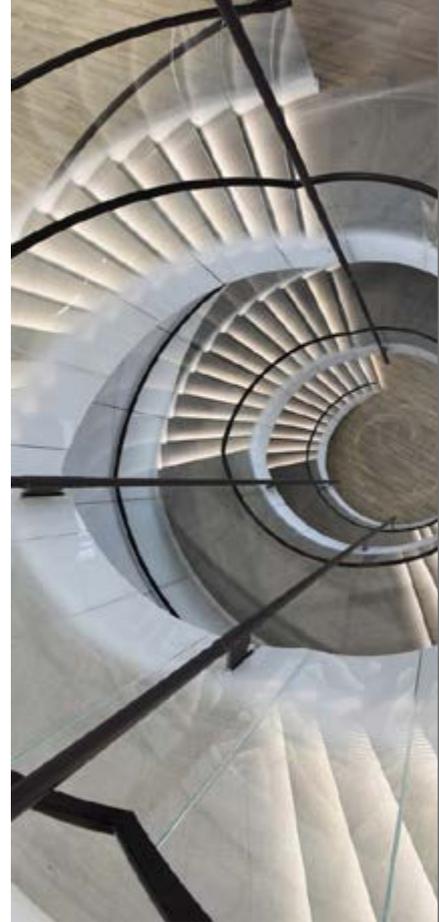


For the Luzhniki Stadium the story began in 2013, when the original stadium was demolished to give a way for the construction of a new stadium. On the one hand, the key objective was to retain the facade appearance of the stadium as an icon of the national sport. On the other hand, it was to comply with all FIFA requirements for areas and capacity.

The designers had a very difficult task – to fit all the necessary functions and infrastructure in the existing geometry of the stadium. So the stadium looked younger! The large-scale renovation of Luzhniki was carried out at the highest level and on time. The authors of the reconstruction were architects Sergey Choban and Nikolay Gordyushin, chief architect Alexei Shubkin, general designer Mosinzhproekt; the architecture, technology, general layout belongs to the Speech Architectural Bureau.

The stadium's capacity was increased from 78,000 to 81,000 seats, which are located in two levels at a high grade. Thanks to the changes, the football fans got an excellent overview of the field from anywhere (including the lower and upper rows). There are also comfortable VIP lodges with 1,950 seats.

ARCHITECTURE



The exterior of the stadium is carefully preserved including the surrounding colonnade, the inner wall and the roof shape. Behind the historic wall, an internal street was created, the main decoration of which were spectacular cascading staircases, serving as the main routes for spectators. The only new element on the facade is a friso in the form of a wide metal ribbon with silhouettes of representatives of different sports. The graphic design of this element was developed by a creative group composed of the author Sergei Choban, art manager Artemy Lebedev and art director Erken Kagarov.

On the friso ribbon enveloping the stadium, athletes have frozen in motion. The grace of silhouettes revives the tradition of depicting the Olympic Games on Greek vases. The drawings are made up of holes of different diameters, which create the illusion of halftone gradation. Dynamics of illustrations is supported by the rhythm of the facade elements. This technique ensures good ventilation and meets fire safety standards.

Before the reconstruction, the stadium was multifunctional, it housed gyms and a hotel. After the reconstruction, the stadium retained this feature – now in its southern part there is a large business center, the northern part hosts a fitness center with a gym and spa. On the field, except for football matches, it is possible to hold various mass events, for example, concerts.

www.speech.su/ru/projects/luzhniki





”

The stadium was built in 1955-1956 under the guidance of architect Alexander Vlasov. It was the chief venue for the 1980 Summer Olympics.

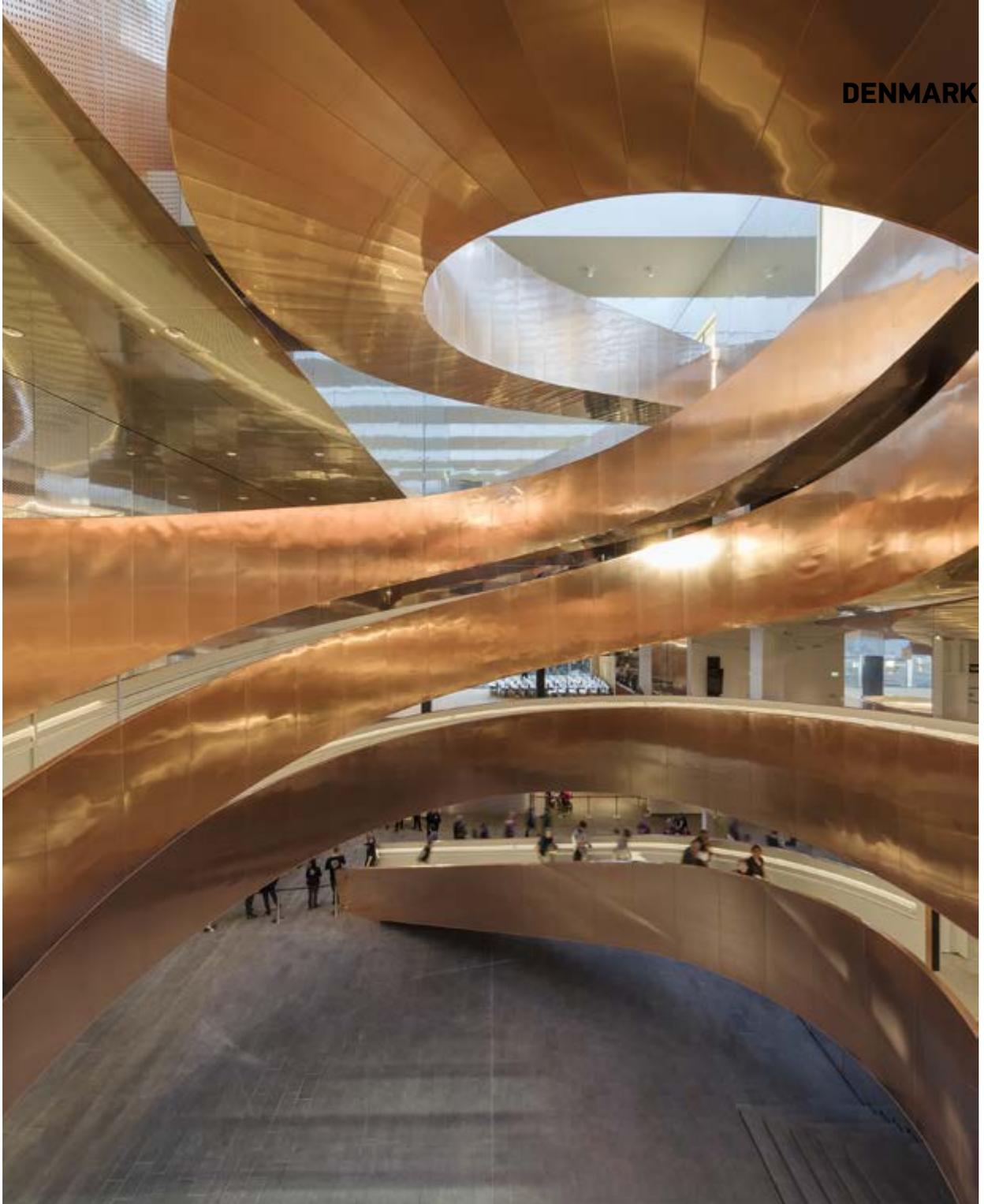


Explore
SCIENCE

Experimentarium in Hellerup (Denmark) is the contrasts of light and dark that bring science to life; a design concept created by Foster + Partners and VELUX.

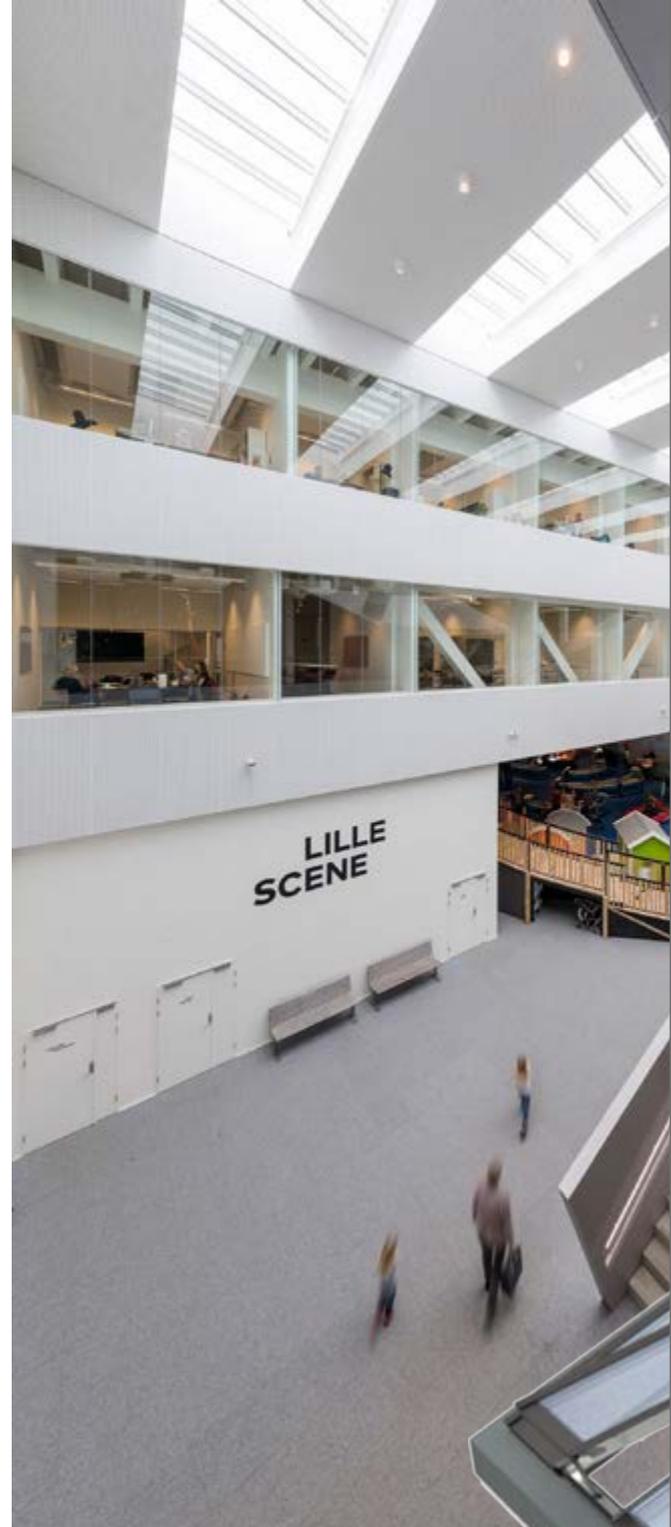
ARCHITECTURE





Experimentarium is Denmark's premier science attraction, aimed at bringing science to life for young people of all ages. It plays a vital role as an informal learning space and as a supplement to schools and upper-secondary education. It is also home to a conference centre and administrative offices. The major redevelopment of the Experimentarium site has seen the exhibition area doubled, with 16 interactive exhibitions. Experimentarium is fun for everybody and boasts the World's first interactive cinema and 16 challenging and interactive exhibits about Science and Technology. The process of active learning in this center is based on the principles of amusement and clarity with the help of special tools of interactive technology: simulators, interactive tasks, system models made from objects, research of their properties and virtual laboratory sessions. The opening of Experimentarium got off to a flying start with 100,000 guests in its first two months alone.

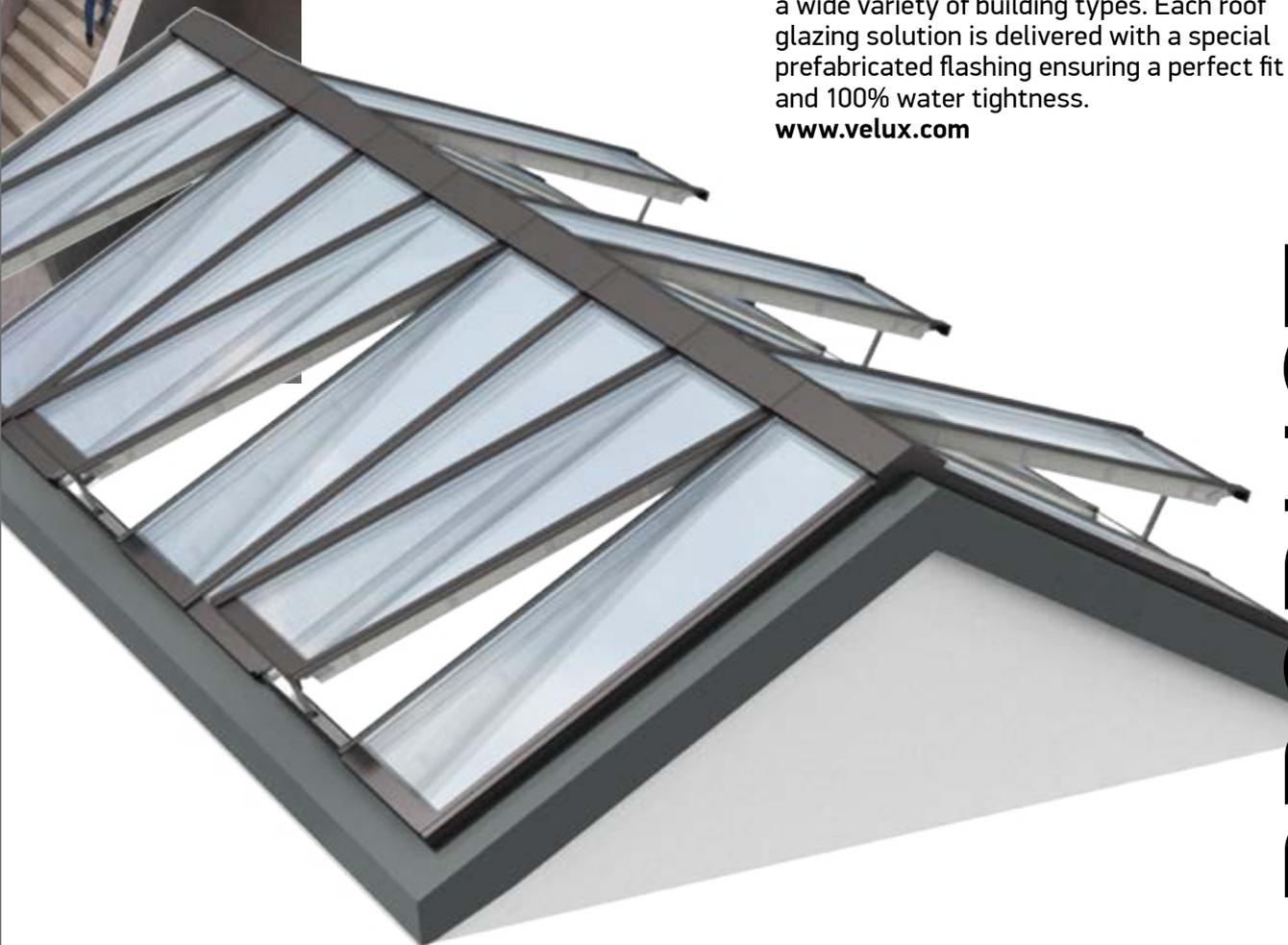
ARCHITECTURE



Meanwhile, Experientarium employees are very happy with their new surroundings, especially the daylight that floods through the glass roof into internal office space. Modular Skylights is the result of several years of research and design by VELUX and Foster + Partners. The combination of technology, innovation, imagination and expertise has created a flexible and beautiful skylight system that transforms any space into something special. Last, but not least, a landmark building, recognized on the international architectural scene, has been created in Copenhagen, adding to the city's cultural heritage.
www.velux.com/products/modular-skylights



Modular Skylights from **VELUX** (Denmark) can be combined in a number of rooflight configurations, creating perfect solutions for a wide variety of building types. Each roof glazing solution is delivered with a special prefabricated flashing ensuring a perfect fit and 100% water tightness.
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PRODUCT PORTFOLIO

OPEN FUTURE



An interview with Pavel Ivanenko, head of Window Technologies and Translucent Constructions Department of REHAU Eastern Europe, for BATIMAT RUSSIA Digest.



Un



- For architects and designers it is very important to get the latest information quickly. And our e-magazine provides this opportunity all year round. Window companies participate in the BATIMAT RUSSIA Exhibition every two years, and we expect that next year you will join us. Tell us what has happened since the last exhibition. We have already discussed the question of reliability, as well as the development of REHAU for active and passive safety of windows. But this year the issue of fire safety has become urgent. How does the company REHAU solve this problem?

- REHAU Company is very serious about solving this problem: our profiles have a good resistance to ignition and prevent rapid spread of fire. If they do light up, they produce less heat than other building materials, such as wood. All production of REHAU completely corresponds to state standards and other requirements accepted in the territory of the Russian Federation, which regulate quality quite rigidly. In addition, compliance with these rules is constantly monitored by the state.

- We publish a lot of architectural projects in the magazine and notice that today constructions with a large area of glazing and bay windows are very popular. What sizes does REHAU offer?

- I believe I should start with the fact that we have some systems based on the innovative fiberoptic material, REHAU RAU-FIPRO. One of its major advantages is that with it windows of regular sizes can be made without

INTERVIEW

reinforcement. Easy application; these window profiles are manufactured in standard dimensions and do not need additional rigidity, without which conventional PVC profiles get deformed. There is no such a problem with REHAU RAU-FIPRO – no additional procedures needed. Moreover, we have released a new generation profile system GENE0 based on the even more high-tech material RAU-FIPRO X. It uses an improved formula of reinforcing fiber, which makes the window even firmer, more lightweight and convenient in use. Thanks to this system, we were able to increase the size of the window flaps to 1.3 m in width and 2.8 m in height. Besides, such systems slide and do not open in a regular way, that saves space and does not ruin the overall image. It creates the illusion of a "barrier-free" environment, and our customers are not limited to design solutions. This June, we held a webinar for our partners, as well as architects and designers, and dedicated it to these particular systems. Such an event was organised in Russia, and on the market in general, for the first time, and I am glad to note that it aroused great interest. The event turned out to be truly unique: the participants shared their ideas and developments in an informal atmosphere, communicated with colleagues, got acquainted with the latest trends. I think we will continue to hold such meetings, and I am sure we have something to share. We are ready to supply our partners with sets of components and seals for the production of portal structures of the required size. Thus, they will be able to more sufficiently optimize their stock reserves and promptly offer the final product to consumers.

- Our country covers almost all climatic zones, including areas with great daytime temperature differences. What developments does REHAU offer?

- As for the different climatic zones, the profiles that we produce in Russia, and, consequently, the windows with these profiles, are in active use from Alma-Ata to Murmansk, in areas with sea and sharply continental climate, with a large temperature difference, with polluted air. Our systems perfectly endure all the negative environmental factors and tolerate exposure to solar radiation. In brief, we offer windows with high consumer properties. In order to supply the market with a maximally usable product, we try to pay attention to every detail. For example, in the development of "weather-resistant" windows, we take into account not only the depth of the profile – we can have it 60 mm, 70 mm, 80 mm or more – but also the characteristics of the glass, as well as a complete set of accessories. Together with our partners from the G3 Association (along with REHAU it includes such leaders of the window market as AGC and ROTO), we introduce the most advanced technologies and demonstrate joint samples at exhibitions. Thus, we collectively create the best products for our customers. For example, AGC Glass company based on the properties of REHAU



profile systems produces glass that can protect houses from the heat and from excessive solar energy or cold. We understand that windows are a "lucky combination of different components." That is not only our high-quality profile, but also a multifunctional double-glazed window and reliable accessories. There are many options on the market now, and it is very difficult for the customer to choose from the great variety of products the very best one that would meet their requirements, including operational: the level of thermal protection, noise protection, burglary safety, durability and usability. Therefore, the G3 actively supports the implementation of the "window system passport", which reveals in detail the specifications of the products and helps the buyer to make the right options. There are specific secrets to mention as well. For instance, as for pollution protection, much depends on the glossing of the profile. The higher the gloss



level is, the less susceptible to contamination is the profile. The REHAU profiles show high rates of this property. In addition, the level of noise isolation of our windows corresponds to the highest A class according to National State Standard 23166-99, which prescribes the technical requirements for window units.

- What unique technological know-hows does REHAU implement?

- In the course of this year we have successfully launched new systems that were shown at last year's BATIMAT RUSSIA Exhibition. They are the three profile system with a depth of 60 mm, 70 mm and 80 mm: BLITZ New, GRAZIO and INTELIO 80. We have developed new product modifications for our partners, so now we have at least two profile systems in each segment – 60 mm, 70 mm and 80 mm. One of them, the mass-produced one, is designed to meet the basic needs, the other, the best in the class,

is aimed at creating personalized solutions. I believe this is what sets us apart from our rivals. Now we receive feedback from our partners, from the market, we respond to it. We are going to continue developing our products, to fill them with content, to optimize them for specific needs of customers – both window companies and private customers. Our other advantage is that all REHAU systems offered on the Russian window market are compatible with each other in terms of reinforcement and additional components. This makes it much easier for our partners to manufacture and maintain warehouses and makes business more comfortable. In addition, the new systems production is based on the same proven REHAU formula as the old ones. They have the same high level of gloss profile, strength of welds, and therefore the quality in general. And, what is important, we sell all systems under the REHAU brand and we are proud of it.

INTERVIEW

- How do you run a new product advertising campaign, how do you bring information to partners and end user?

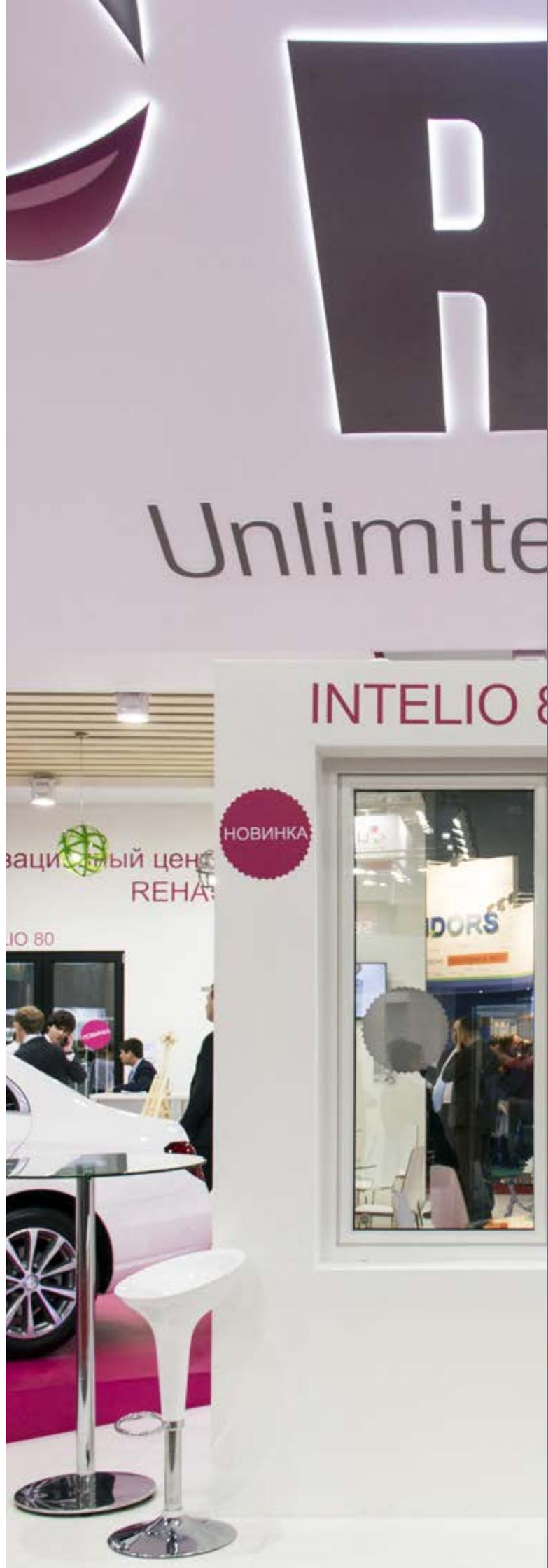
- This year we have a new powerful and effective advertising campaign. The first part of it has already been completed, and now we are preparing for the second one. The policy of our company is that we, unlike our competitors, do not "curtail" our advertising activity. Our duty as a system provider is to help the company's partners to effectively sell REHAU windows to consumers, and to inform consumers about the benefits of the products they buy. Apart from that, together with the Engineering Systems direction, we have an advertising campaign under the motto "REHAU – The Main Feature In Your House." We are proud to say that our windows and pipes are the most purchased in Russia. Our main argument in sales is that consumers themselves vote for REHAU with a ruble. Although our products are quite expensive in the market.

- What events does REHAU carry out for architects?

- Architects for us are one of the most important group of targeted audience, therefore so for the second year on a monthly basis, we hold the so-called "Architectural Breakfasts". We choose a hot topic, gather in an interesting, conceptual place, which is also very important for architects, and discuss. The topics of our meetings usually correspond to the current events – for example, the Moscow renovation program. The experience shows that there are always some reasons for the events. With our G3 partners – AGC and ROTO companies – we held a regional forum "Open Windows" in Kazan, Yekaterinburg, Rostov-on-Don and St. Petersburg. In Kazan, the meeting was held at the Kazan Arena Stadium shortly before the opening of the World Cup. And we are proud to say that REHAU participated in the preparation of this stadium – our products were used in the construction.

- Designers are interested in colour palettes as well.

- The laminating technology, which we actively use, satisfies all requests for colours. Today it is one of the most popular types of window





decoration. In addition, lamination films also perform protective functions that also should not be neglected. Our partners' products – Hornschuch and Renolit – supplying high-quality films for lamination, are very popular among designers, architects and end users. At this year's international window exhibition in Nuremberg, we presented profiles decorated with a new laminating film that perfectly duplicates not only the colour but also the texture of the wood. The windows laminated in this way look very natural.

- Do you dye them in bulk?

- Certainly. For example, it is more logical to make double-sided lamination on the basis of coloured profile. We produce several options of a colour base.

- What other events do you hold?

- Recently, together with our G3 partners, we organised a series of regional forums for window market participants and showed that we can hold such events at a high level and create interesting content. Now we would like to organise All-Russian event for a large construction market audience – architects, designers, decorators – within the framework of the Window Exhibition in Moscow. We are talking about "Open Windows Days". In this event, we see our selfless mission. The industry needs a forum that will bring together all component suppliers, window companies and consumers, the entire chain to create the added value of the window. This is the objective we set in the G3 (the Group of Three), as the Memorandum of our Industry Association sets as one of the main goals to increase the culture of sales, to implement the latest techniques, to improve the quality of translucent structures, to provide fair information about the specifications of the purchased windows to customers. Now we are also working on the content of the 2019 Exhibition booth and decide what we will show to visitors. For each event, we develop a new concept that could tell about our values and focuses on current innovations and joint developments of the G3. In spring, we invite everyone to the Exhibition in Moscow!

www.rehau.com

MARKET TRENDS



The FIFA World Cup 2018 WAS HELD in 11 cities of Russia. It was not only the largest sporting event, but also a powerful impetus for the tourism development. Moreover, the entire infrastructure including accommodation facilities served for the reception of tourists both during the competitions and will serve for many years after them. The new infrastructure of the cities hosting the mundial became a factor in the growth of event and business tourism.



COVER STORY

HoReCa is an abbreviation for the hospitality and food service industry. The term is a syllabic abbreviation of the words Hotel-Restaurant-Café. From the marketing point of view, the main criterion according to which the industry can be attributed to HoReCa is the consumption of the purchased product or service directly at the place of sale.

For many years, the Russian hospitality market was focused exclusively on servicing Russians. However, over time, faced with the flow of foreign visitors, the Russian segment of HoReCa began to adopt and generalize international experience, creating a competitive and high-quality service.





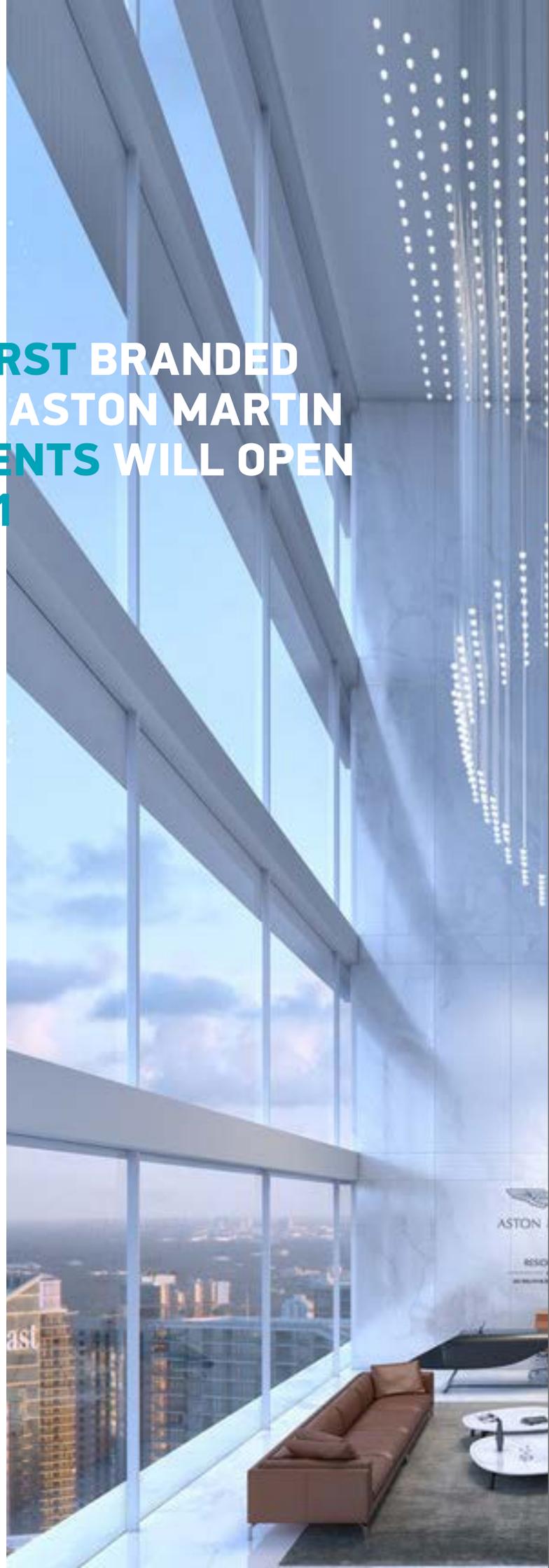
COMPLEX
MRIYA RESORT & SPA
(CRIMEA, RUSSIA)

” THE FIRST BRANDED HOTEL ASTON MARTIN RESIDENTS WILL OPEN IN 2021

As HoReCa develops, certain trends appear and disappear. The growth of competition in this segment contributes to the qualitative development of the industry. One of the trends of the international hospitality and tourism industry is careful attitude to the national charm, which is reflected in the interior design and unique architecture.

Hotels are often located in historic buildings, accurate renovation of which allows preserving their classical appearance. An example of such a hotel is the Parisian Hôtel de Crillon, which won the prestigious Best of the Best Hotel Awards 2018. It is housed in an 18th century building recognized as a historical and architectural heritage. And London apartments Leinster Square renovated by Alchemi Group and Studio L represent real English luxury and virtue in the modern embodiment.

The historical appearance is often retained only in exterior. The interiors are transformed beyond recognition. An example of such a hotel is Pullman Berlin Schweizerhof in East Berlin. An update of the interiors here was performed by Moscow designers Irina and Olga Sundukovy. They managed to create an interior that is in harmony with the changed environment of the district and bright dynamic Berlin, while the layout was updated with the preservation of existing communications.





Another European trend in the sphere of HoReCa, which was then spread all over the world, is the development of thematic hotels, club and family hotels that are distinguished by original interior design developed in accordance with the author's concept. For example, the South African hotel Old Mac Daddy Trailer Suites is located in caravans set on a permanent foundation, while spacious rooms are attached to each trailer. The interior design developed with the participation of local artists combines popular styles of art of the last century. The eclectic interiors of the original hotel Hobo in Stockholm reflects the romance of the once popular in the US subculture of hobo including open spaces, bold experiments with palette and style, a mixture of elite design and flea market.

The opposite trend, originating in Asia, is the demonstration of greatness, scope and luxury. This trend is also popular in the Western world. For example, hotels in the US are often located in skyscrapers next door to luxury apartments and boutiques. The largest brands worship the commercial advantage and status of the hotel facility with their best collections and even strive to develop the company's image in the interiors of their own hotel. So, on Miami Beach, a 66-storey residential Aston Martin Residences skyscraper is built with interiors designed by the English sports car manufacturer.

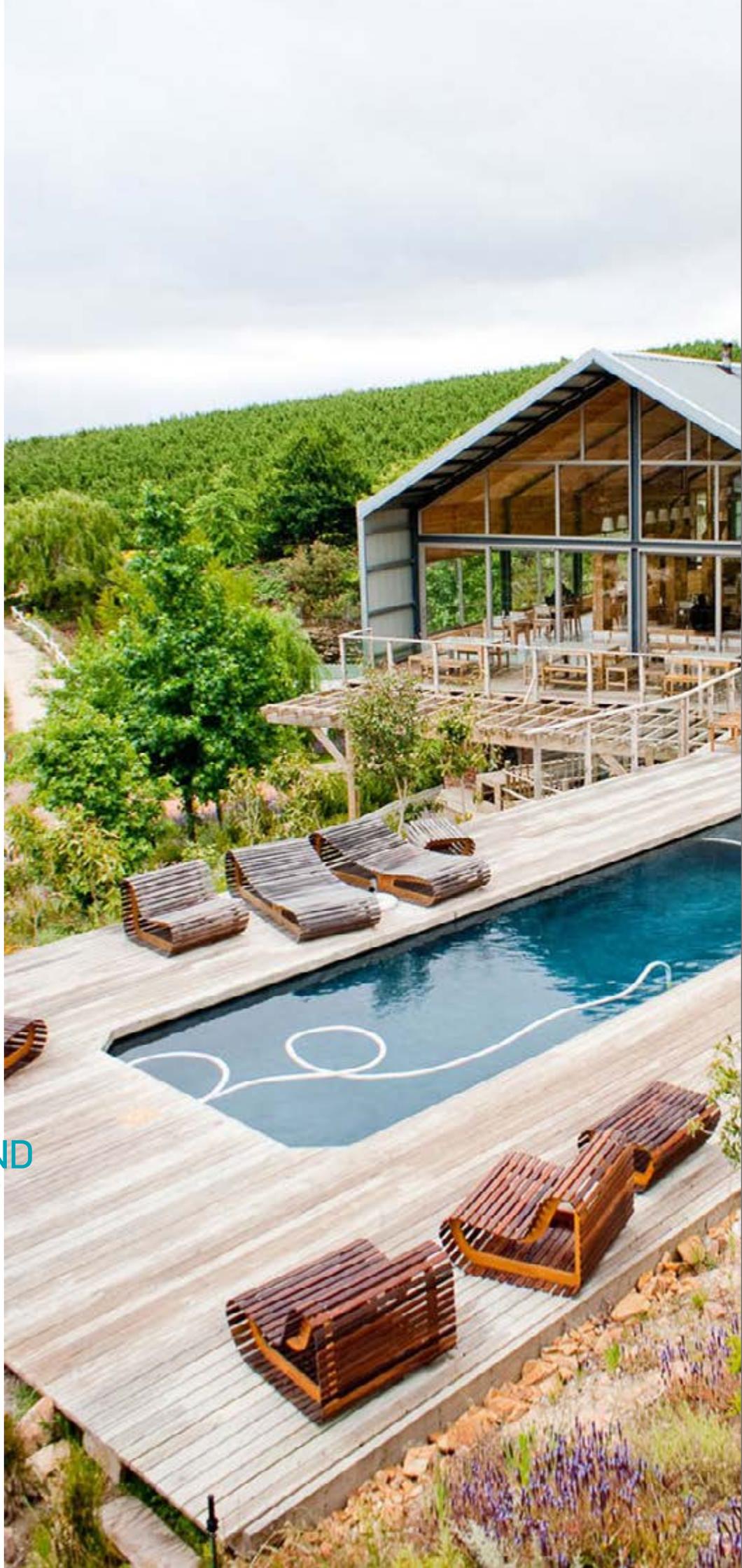


” HÔTEL DE CRILLON
LOCATED IN THE XVIII CENTURY
BUILDING WON BEST OF
THE BEST HOTEL AWARDS 2018





PASSIVE
RECREATION
SEA • SUN • SAND
IS REPLACED BY
THREE L
FORMULA:
LORE
LANDSCAPE
LEISURE





I should also be noted that the subjective factors associated with the change in the human value system and psychology influence the development of the HoReCa industry: a freer self-expression and a more careful attitude to nature. In addition, the hospitality industry is responding to transformations in the style of recreation that we have seen in recent years. So, the passive pastime on the beach (Sea-Sun-Sand) is replaced by the Three-L formula "Lore-Landscape-Leisure", which is presented in the tourism industry offers.

In the modern world, tourism is becoming global. HoReCa enterprises are united in large transnational corporations, which promotes the distribution of international service standards. This is of particular importance due to the fact that in recent years there has been an increase in the demands of customers for the level and variety of services. Currently, the specialization of the hotel business is also increasing; new types of tourism are developing; the service becomes more customized. The centers of world tourism are gradually shifting from the West to the East. The number of guests from developing countries is growing, so the ability of HoReCa enterprises to meet the interests of representatives of different cultures is relevant.

At the present stage of the hospitality industry development, special attention is paid to sustainable business: alternative energy sources are being searched for, and new buildings are built taking into account current standards of eco-friendly construction. In general, the world's population is becoming more mobile. People travel with different purposes, tourist flows are growing, and international sports and cultural events give a powerful impetus to the development of the hospitality industry. HoReCa remains one of the most promising areas of the modern economy.

the **1** *st*

**ASTON
MARTIN
RESIDENCES**



British auto maker Aston Martin is finally giving buyers a chance to live out their James Bond fantasies with a major real estate project expected to be completed in 2021. The brand expands beyond high-end sports cars into luxury residential design in downtown Miami.

ARCHITECTURE



Aston Martin is collaborating with global property developer G and G Business Developments. The design project contains branded elements, materials and colors of the branded sports cars, unique carbon fiber furniture and license plates. The 66 story glass-and-steel sail-shaped building was designed by Revuelta Architecture and Bodas Maini Anger. There are 391 condos, which include seven penthouses and one ultra-exclusive triplex penthouse. The apartments will be equipped with floor to ceiling windows, private balconies finished with high-end porcelain flooring and premium marble flooring throughout living area.

Soft leather and polished wood, brand colors and style are all used to create cozy lobbies, spa centers, gyms and other public areas of the residence. The guests will be met by Aston Martin branded kestrel tan leather door tabs.



ARCHITECTURE





Amenities will include a double-level fitness centre overlooking the ocean, spinning studio, boxing gym, virtual golf room, art gallery, two cinemas, as well as a full-service spa, swimming pool, beauty salon and barber shop. Residents will also be able to enjoy direct access to the turquoise waters of Miami via an exclusive yacht marina.

The level of service and amenities available is simply over-the-top for those to whom Aston Martin Residences will become a home. Four floors connected by a monumental glass staircase will host an area of 42,000 square feet. The residents will be able to take advantage of superb amenities and services just steps from their front doors. On the 52nd floor there will be an art gallery, a business centre, a conference room, a kids playroom, a teenage centre, a game room, a vending area; on the 53rd floor a fitness and spa, a boxing gym, beauty rooms, a sauna,

ARCHITECTURE



a meditation room, a beauty salon, a barber shop will be housed; on the 55th there will be infinity pool, sky bar and lounge, concierge, swimming pool, grand salon, state-of-the-art chef's kitchen private dining room and catering kitchen.

Finishing will be made from luxury and premium materials; there will be equipment and technology of the latest developments, textiles and carpets of the best brands. This is an unprecedented building: not just the first residential elite skyscraper in Miami, it is also the first skyscraper in the world of the Aston Martin brand.

УЛЬТРАТОНКИЕ

3,5ММ И 5,6ММ

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3+

INTERNATIONAL AWARDS

Simply THE BEST



The Hotel Industry decided the winner of the annual Best Of The Best Hotel Awards 2018. The winner this year has been required much more than a stylish interior. The space cosiness, value for money, art and food are also very important. After endless debate, the jury came up with 21 properties that check off all the boxes.



INTERNATIONAL AWARDS



And the winner is Hôtel de Crillon; it is Paris at its most majestic, a grande dame hotel that embodies traditional French design with white glove service to match. The history behind this opulent Parisian palace dates back centuries: Marie Antoinette studied piano in one of its first-floor salons, the French-American treaty recognizing the Declaration of Independence was signed here, and the guest list includes top celebrities, from Winston Churchill and Dalai Lama to Charlie Chaplin, Sophia Loren and Madonna. But everything ages, and the hotel eventually shuttered. Four years later, under the watch of architect Richard Martinet, artistic director Aline d'Amman, and three Paris-based decorators, the hotel is back with a far more modern look. Guest rooms have been pared down from 147 to 124 and updated with 50s-era armchairs, marble, original art, and modern amenities like WiFi and flatscreen TVs. Even in Superior Rooms, crystal chandeliers hang from high ceilings, walls are painted soothing shades of Wedgwood blue, stereos are set to classical.



INTERNATIONAL AWARDS



” Carrara marble is also present in the decoration of bathrooms designed in classical style and lit with luxury equipment



INTERNATIONAL AWARDS



The lobby's frescoed ceiling was raised three feet to let in more air and light, a wine cellar and cigar lounge were added, and the freshly designed subterranean spa now includes a guests-only pool lit by skylights. But its 18th-century grandeur is still intact: the heritage rooms, the gilded mirrors, the views of the Place de la Concorde, and the palatial 18th-century neoclassical façade Louis XV commissioned in 1909 all remain as eye-catching as ever. If you wish to explore Paris, Hôtel de Crillon is an ideal place to start.



KERAMA MARAZZI Porcelain Gres (lappato and inlaid) with amazing accuracy conveys all the beauty and nobility of natural material in Baltoro, Monte Tiberio, Pavlovsk collections. The material has high strength and durability, resistance to dirt and chemicals, frost resistance with a minimum water absorption.
www.kerama-marazzi.com

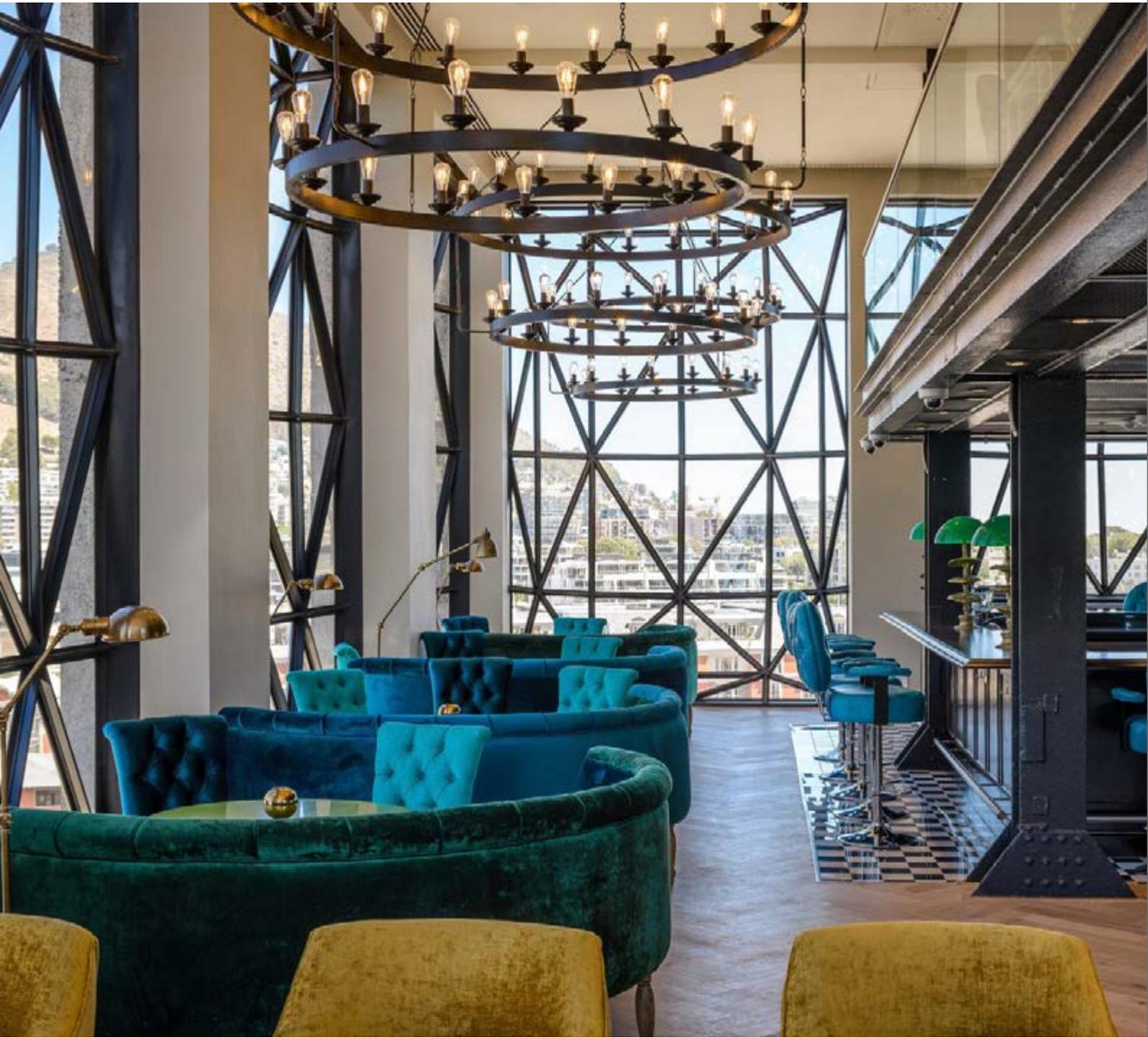
**PRODUCT
PORTFOLIO**

HOTEL NO VAC ON N E B

The BEST BOUTIQUE of Best of the Best Hotel Awards 2018 is The Silo Hotel (Cape Town, RSA). The hotel appeared as a result of a unique project of large-scale renovation and transformation of the old grain silo.



INTERNATIONAL AWARDS



Revamped 1920s grain silo turned waterfront stunner, perched above a world-class modern Museum Of Contemporary Art Africa and superb five-star boutique hotel. The Silo Hotel has already been ranked by the largest international hotel critics and immediately became a city landmark; it is located on the upper floors of the monumental building. The hotel has 28 luxury rooms, restaurants, bars, and rooftop pool. Such a grandiose transformation was made by the Heatherwick Studio led by the renowned British architect Thomas Heatherwick. The main exterior transformation is floor-to-ceiling bulging windows that provide a spectacular lighthouse effect. There are 104 convex windows, each



INTERNATIONAL AWARDS



containing 56 hand-cut panels of triangular glass set in a 3-D steel frame. Heatherwick Studio transformed the building of the silo into an unusual exhibition space and hotel, preserving the original scale of the building. Thomas Heatherwick explains the concept, "This was a building made up of 118 compartments in the grain elevator and 42 giant concrete storage tubes. We wanted to keep as many of the original features as possible, but we needed to open up a heart in the building." It turned out a spectacular result. The design of the hotel was handled by Phil and Liz Biden, owners of the prestigious Royal Portfolio Group of

”

The individual bathroom design was created for each room



elite hotels in South Africa. The interior retains its industrial austerity and creates a paean to the senses—a riot of jewel-box colours, textures, and cultural references, with objects and furniture. The stark contrast between old and new is augmented by lively and eclectic style of interior design, a quirky distinction from the cold, raw feel of the building’s exterior. Drawing inspiration from the designers’ travels around the world where they have acquired a unique and varied collection of art and interior artefacts. Bathrooms are a signature of the property and each one is huge with generously sized stand-alone bathtubs overlooking the bay



windows with panoramic views. The high ceilings allowed the designers to use splendid crystal chandeliers handmade in Egypt. For the interior design, the works by local artists and craftsmen were also adapted. The combination of concrete, steel, glass and glamorous interiors gave a new meaning to the notion of industrial chic with an outstanding accent on luxury and comfort.

Parametric System **Schüco** provides individual three-dimensional architectural solutions. Elegant structural glazing all-glass façade with slimline joints for double and triple glazing. Highly thermally insulated with transparent or opaque elements to provide shading. Maximum size: 1500 x 4000 mm
www.schueco.com



PRODUCT PORTFOLIO

INTERIOR

RENOVATION

L'anglaise





Leinster Square is a pearl of London architecture located in the neighbourhood of Notting Hill and now protected by the “National Heritage List for England” for its historical and architectural relevance.

INTERIOR





In particular, the villas located at numbers 7-12 were accurately restored by Alchemi Group and Studio Le TateHindle. The villas develop from the ground floor up to the first floor and are characterized by high ceilings up to 3.5 meters. The homes have been brought back to their original beauty, with French shutters, splendid interior finishings, and a private patio. The designers paid special attention to the bathrooms, as it was the most difficult to restore the spirit and style of a bygone era, but the main thing for housing of such a level is to provide modern and comfortable living conditions.

As part of the premium specifications for the new three-bedroom apartments and townhouses, the design team at Studio L, led by Creative Director and Founder, Laura Marino, chose a series of Devon&Devon pieces to ensure both the beauty and quality of the bathroom furnishings. From spacious en-suites to stylish shower rooms, these bathrooms are distinguished by the particular refinement of the Devon&Devon brand. The design concept is a “modern take on the Victorian era” inspired both by the original buildings and the lively neighbourhood itself, with its upscale bohemian vibe and charming boutiques. Laura Marino explains, “I’m very attached to this neighbourhood in London. With this project, I wanted to exalt a lively and strong creativity, respecting the standards of beauty of that time,



wonderfully eccentric and at the same time rigorous." The chosen Devon®Devon pieces had to be in line with the complex's time of building, so as to adapt the renovation to the pre-existing architectural style. For this reason, freestanding bathtubs, washbasin cabinets, consoles and accessories with deco details were privileged, because able to finely evoke the stylistic inspiration of the Victorian period.

" I love the materials and craftsmanship of Devon®Devon", adds Laura Marino. "My intention was to recreate a classic and timeless atmosphere, which did not turn out to be too trend." The luxurious ensuite master bathrooms feature signature Devon®Devon creations such as the Admiral bath, the Regent double vanity and the Wide Blues console or a touch of Art Deco style in the form of the Jetset vanity and best-selling Celine bath. For Leinster Square, there were many options for design and furnishing, which will help to keep the houses in the "National Heritage List for England".

www.devon-devon.com



Devon&Devon: Admiral is a freestanding cast iron bathtub. The external finish is primed and prepared for a final coating in any colour from the Colors Collection (more than 500 matt colours and shades). A tap aperture may be provided on the bathtub. Feet: Eagle, Decò, Shield. Celine is made out of white tec. The Coventry Series tap with chrome finishing.
www.eco-dush.ru



PRODUCT
PORTFOLIO

INTERIOR



Luxury
IN HOSPITALITY



A new hotel designed by SWA architects and Dutch designer Marcel Wanders is an extraordinary combination of eastern exotics and cutting-edge technologies.

INTERIOR



Mondrian Doha in Qatar is a five-star hotel managed by the global hospitality company SBE that draws on local knowledge, exhibits innovative materials and luxury hotel service. A wonderful story unfolds around every turn, and each space possesses its own identity. Marcel Wanders' signature style spans from the hotel's lobby and restaurants to its royal penthouses, VIP units, suites, premium and standard rooms. Bespoke designs reflect local patterns, Arabic writing and historic souks. Giant columns with golden eggs, a 'tree of life' made of flowers, falcon video art, ornate stained glass and intricate mosaic tiling add to this most luxurious and holistic hotel experience. Featuring 270 suites over 24 floors, the region's very first ESPA, and a spectacular 2000 square metre ballroom with its own gold elevator, Mondrian Doha redefines lifestyle in the city. A renowned international company ESPA creating unique luxury spa centers offers a variety of treatment programs as

” SBE is a giant of real estate that manages hotels, residences, restaurants and luxury establishments around the world, is the operator of the Morgans Hotel Group, which includes Mondrian Doha.



INTERIOR



” Falcon is a repeating symbol in the iconography of the hotel, in its silhouette and elements of the architectural design. This symbol is very valuable in the East, where falconry is still popular and falcons are as valued as Arabian horses.



a kind of SPA-travel: sauna, steam room, LifeStyle shower, swimming pool and relaxation zones. ESPA at Mondrian Doha features separate spas for men and women, 12 treatment rooms, including a private couples treatment room, a heated experience garden, relaxation rooms with heated daybeds and a traditional Turkish Hammam, the first of its kind in the city. The interiors of all zones are also unique. A renowned Dutch designer Marcel Wanders has developed all the furniture and most of the interior decoration. 15,000 special theme pieces were produced in partnership with the Iris Ceramica Group's product development laboratory illustrating the passions and traditions of Qatar, including racehorses, the falcon that still accompanies hunters, camel races, the tradition of the Shisha, Aladdin's lamp, the mosque. The marble FMG coverings dictate the style of every room and suite as well as the bathrooms: Statuario Venato maxi-slabs and Ardesia nera honed

INTERIOR



surfaces define the luxuriou living spaces with bold colour cintrasts, while strips from the Lignum red and brown collection underline the natural wood to add domestic warmth to the restaurant area. The Mondrian Doha skyscraper in the West Bay lagoon is the latest new luxury hotel designed for the international tourists and business travelers.

www.morganshotelgroup.com

Photos: www.marcelwanders.com



It's Ceramic



Cappellini Dalia is a poetic and contemporary armchair reminiscent of the flower whose name it bears. Its smallish dimensions, the pleasurable comfort of its padding and its swiveling base make it a multipurpose product ideal for both the contract and residential markets. The shell is made of fiberglass and resin while the seat and back are composed of polyurethane foam. The cover is fixed and available in a wide range of fabrics, leathers and Alcantara®. Designed by Marcel Wanders. www.cappellini.com

PRODUCT PORTFOLIO

INTERIOR

The Bohemian
RESTAURANT

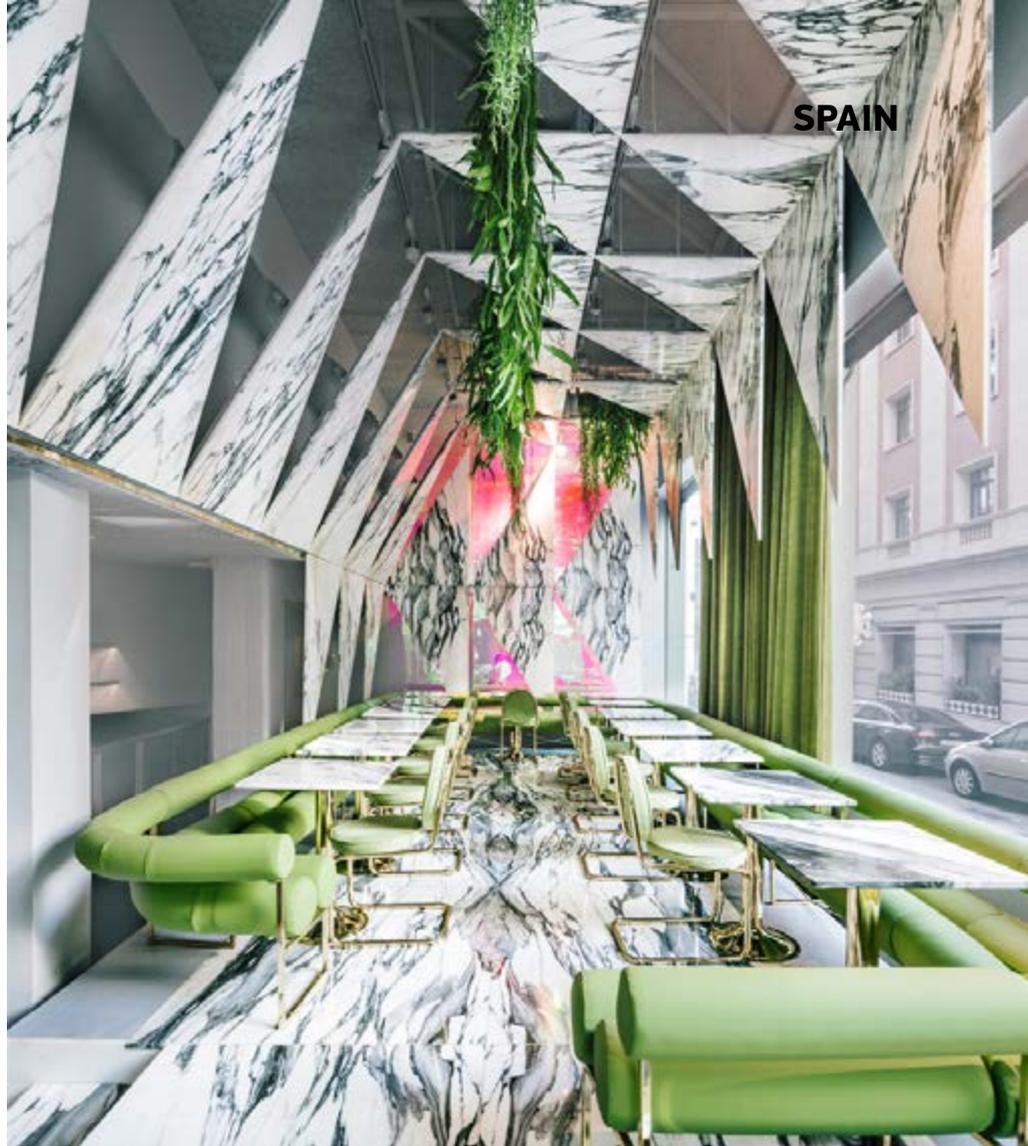
A new restaurant designed by the Spanish architect Andres Jaque opened in central Madrid. An original engineering solution allowed the designer to turn the dining room into a spectacular space, covered with a through construction of marble and plants.



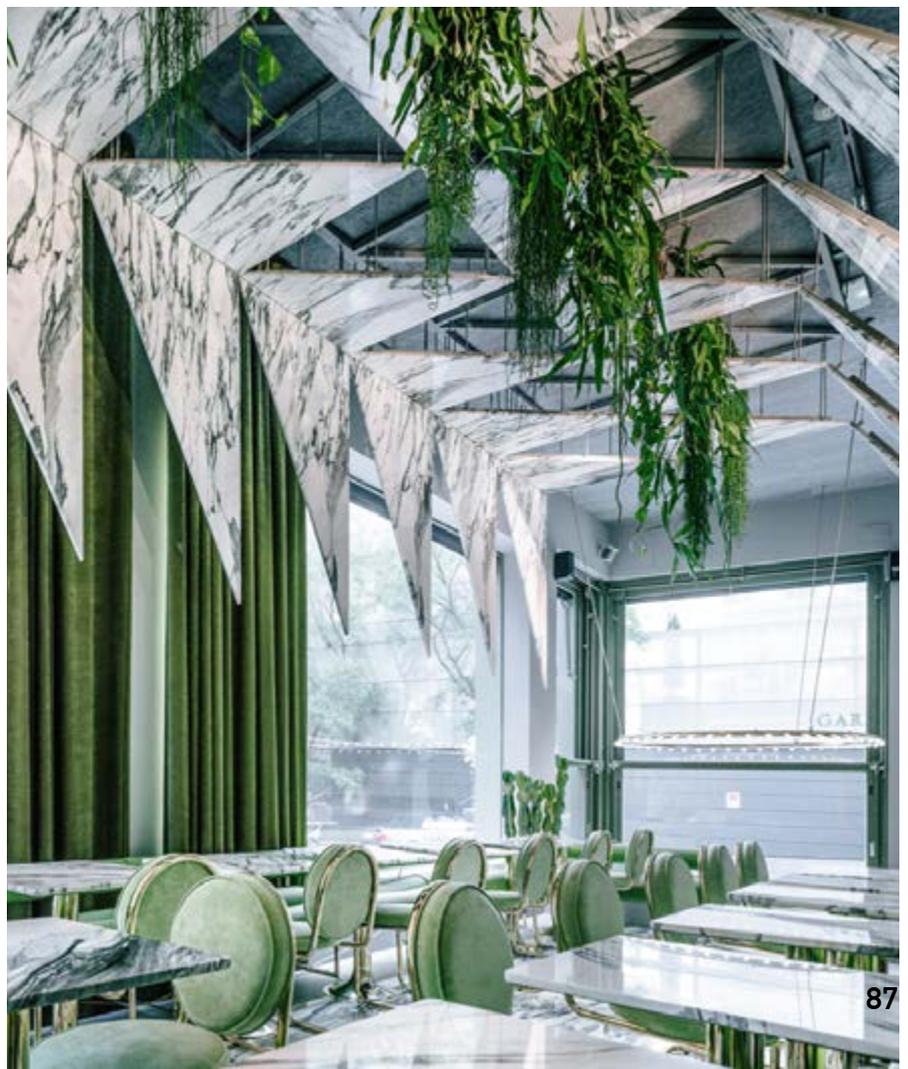
INTERIOR



The ROMOLA is located on the ground floor of the former garage built in the 1940s by architect Luis Gutiérrez Soto, a pioneer of the Spanish modern. 5-meter-high space allowed Andrés Jaque, a founder of Andrés Jaque Architects, to use the properties of marble, a material modified by anchors or reinforced with fiberglass and resin, to work by traction. In what has been an engineering challenge, the project brings this capacity to a limit, creating a self-supporting tent of marble. The restaurant finished with polished black-and-white marble stands out against the backdrop of other city cafes with ubiquitous ceramic tiles and a loft finish. Challenging the mainstream, Andrés Jaque applied rare woods paneling craftwork that has, since the 1960s, been the social base in the development of the network of Madrid's cafeterías. To create the stone tent, Novelda rare marbles were chosen. In the 2000s the tiny town of



SPAIN





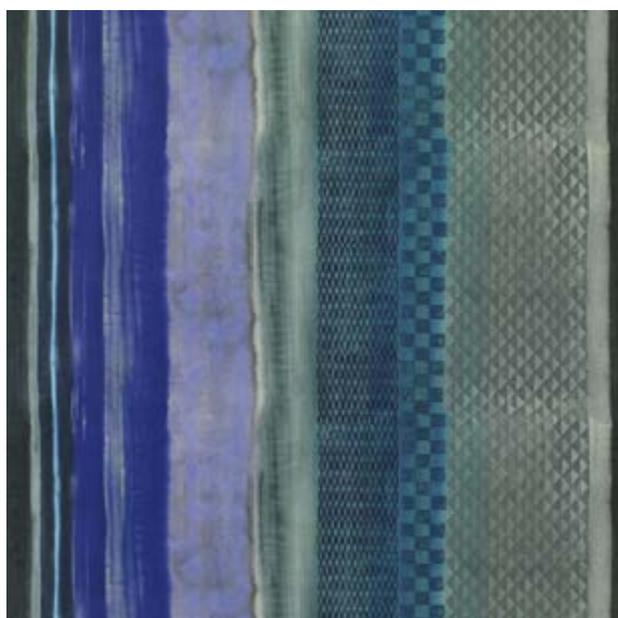
Photos: Miguel de Guzmán



Novelda became the hub for a transnational flow of rare marbles in Spain. In his project, Andrés Jaque partly revived the stopped production and masterly demonstrated how bold architectural thought and advanced technologies can turn traditional material into the basis for an innovative solution. The architect and his team attracted small workshops and craft studios to cooperation. The rounded soft furniture of "sensual" shapes, thin frame lamps, elegant tables were created by order under the project. www.andresjaque.net

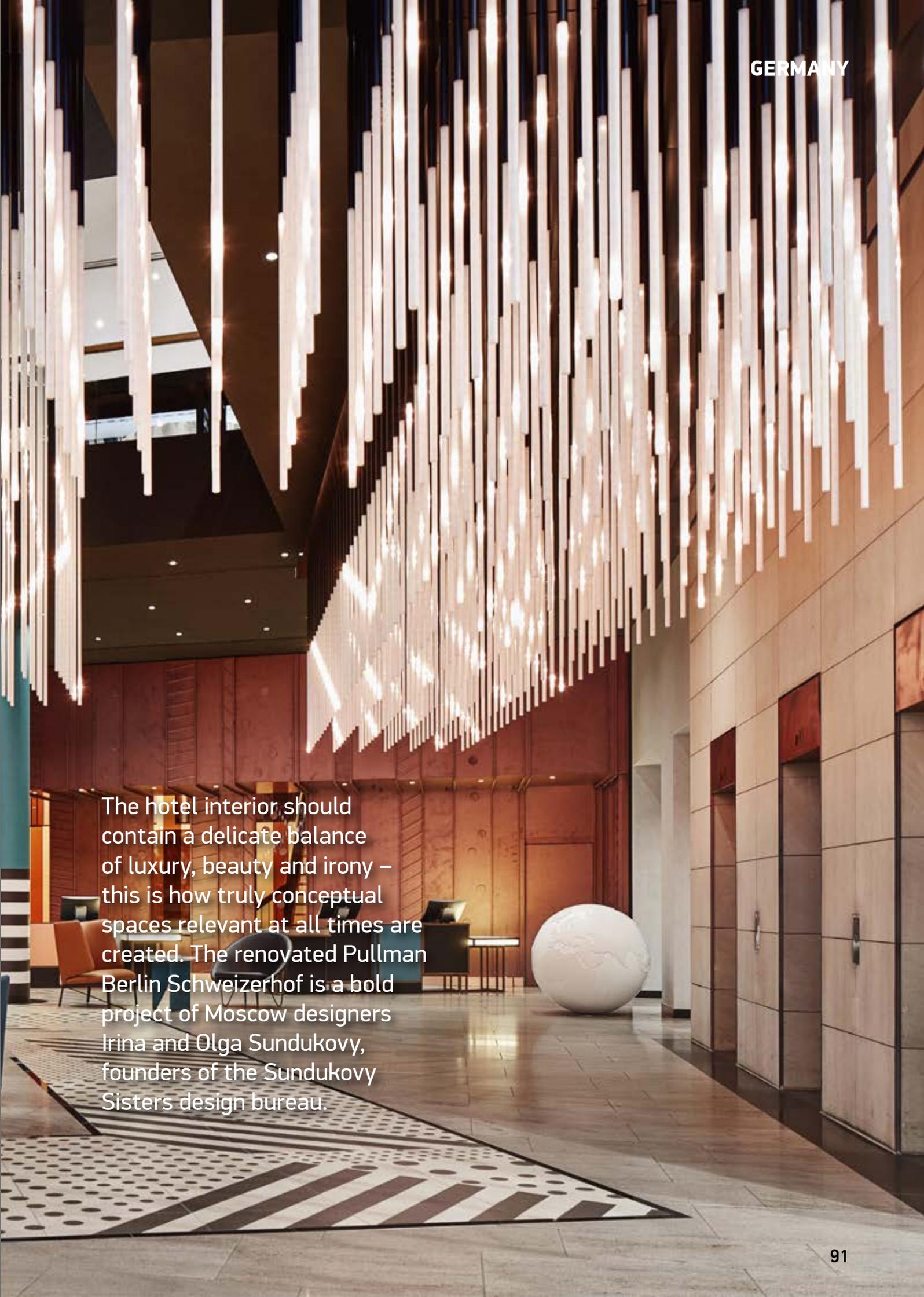


Designers Guild (Great Britain) presents the new fabric collection devoted to Asian countries: China and Japan, India and Persia. Shades of saffron, roses, flax and moss, tweed, taffeta and embroidery, a plenty of textures, hand-made metal accents are all contained in the Jaipur Rose collection. Additional accessories are offered: rugs, cushions, bedcovers. www.designersguild.com, www.manders.ru



PRODUCT PORTFOLIO

Fine **LINE** **LUXURY**
& IRONY



The hotel interior should contain a delicate balance of luxury, beauty and irony – this is how truly conceptual spaces relevant at all times are created. The renovated Pullman Berlin Schweizerhof is a bold project of Moscow designers Irina and Olga Sundukovy, founders of the Sundukovy Sisters design bureau.

INTERIOR



In 2016, the international contest on Pullman Berlin Schweizerhof public spaces renovation was announced. The winner was the Russian design bureau. The designers have faced quite a challenging task to create a new interior transforming the former image of the hotel built in 1998 in East Berlin. Renovation of public areas should not disturb the existing services and communications but totally renew the interior and the space planning layout.

"Designs must be laconic yet informative, unobtrusive yet individual: but the main thing is that each hotel guest, whether a business traveller or a classical tourist, must feel the attention of the hotel, as though the design was made specifically for them. Besides, to win the contest we needed to create a wow-effect as Berlin, even among the European cities, is avant-garde in design," note the project authors Irina and Olga Sundukovy.

The district is intended for businessmen, but recently it has become a fashionable place for young people owing to a large amount of parks, shops and design hotels. It's not easy to come up with something truly original. But Sundukovy Sisters succeeded. The intrigue starts from the main entrance. A giraffe meets the guests and passersby immediately outside, and yet it is much more interested in what is happening inside





” DESIGNS MUST BE LACONIC YET INFORMATIVE, **UNOBTRUSIVE YET INDIVIDUAL**: EACH HOTEL QUEST **MUST FEEL THE ATTENTION OF THE HOTEL**



INTERIOR



the hotel, in the lobby, where it has put its long neck. In the restaurant, guests have a meal in the company of a large "hollow, but full of meaning" zebra, which can be seen even from the outside. It was created specifically for this interior as a reminder of the nearby zoo.

"We decided to bring the nearby point of interest, the zoo, into the hotel and make it in the Bauhaus style, the famous German architectural school at the beginning of the 20th century, adding a touch of luxury and irony. Formed by geometric shapes – circles, strips and triangles – fantastic animals, blinking fishes, rugs with footprints of animals – all these have arisen here is not by chance," tell the designers. "In combination with large colour spots and luxurious finishing of marble, onyx, leather and velvet, they created a memorable image of the hotel, and thanks to the history of the place will not lose its relevance for a long time."

Spanning the bar and lobby areas is a stunning ceiling installation: an LED curtain formed by a series of pendant luminaires programmed to light up in geometric shapes that reference the patterns in surfaces around the hotel. During events and conferences, it can be applied for advertising. Sundukovy Sisters managed to update the Pullman Berlin Schweizerhof, creating a friendly and comfortable place that attracts hotel guests and passers-by from the street.



TORRECID



FULL DIGITAL

МАТЕРИАЛЫ НА
ВОДНОЙ ОСНОВЕ
ДЛЯ КЕРАМИКИ

Spirit

OF ADVENTURE

Hobo is a new boutique design hotel in the center of Stockholm reflecting the romance of the once popular in the US lifestyle – hobo.

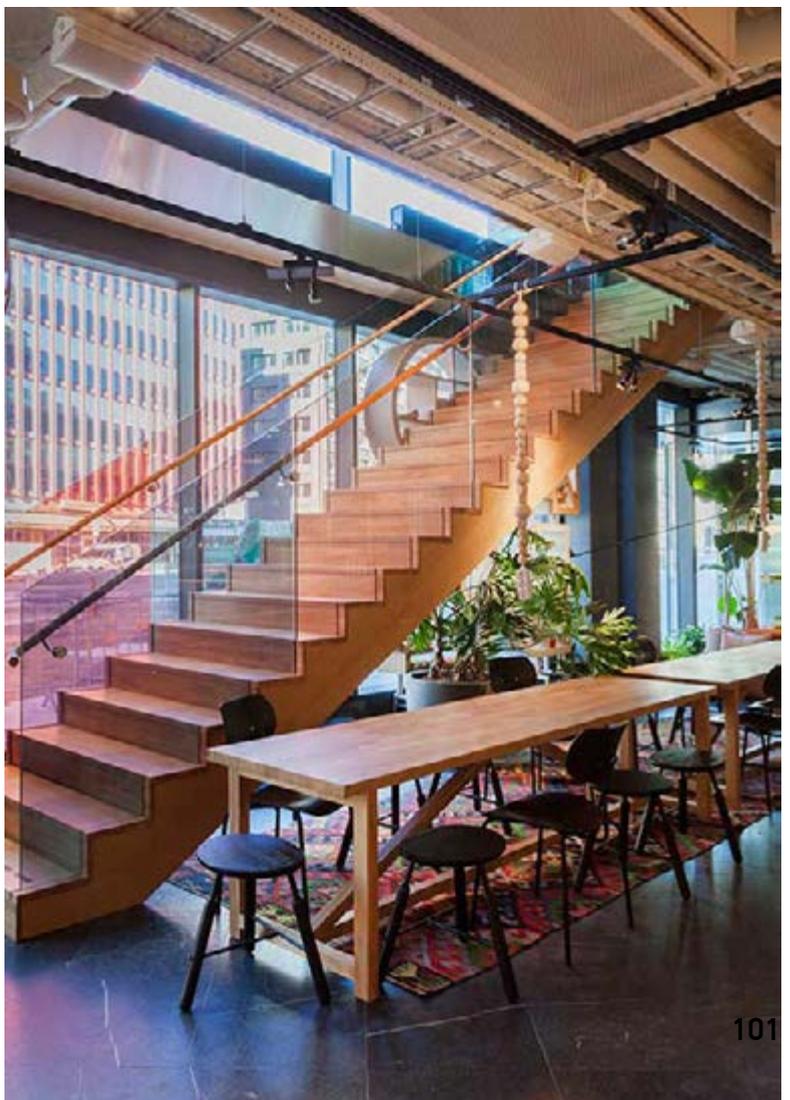


INTERIOR



At the beginning of the XX century, Hobo meant vagabonds, travelers who created a subculture, which had a noticeable effect on, for example, beaters and William Burroughs. Somehow idealizing the representatives of this subculture, we can say that Hobo is a citizen of the world, an inquisitive, thoughtful person, free from prejudices and imposed dogmas.

The interior of the Hobo Hotel was designed by a team of German designers Werner Eisslinger. The project manager explains that his goal was to create an open, "attic" atmosphere. The interior space is a kind of collage, at first glance an accidental heap of styles and details, an eclectic mix of new and old image, elite design and flea market. Wood and stone are combined with metal and plants, creating a harmonious oasis for the urban traveler to relax. A special charm of the hotel's interiors is attached by designer lamps produced by the Swedish brand Wästberg, characterized by their simplicity in shape and variety of colour solutions.



”

The hotel houses many public spaces to work and rest

INTERIOR





In residential interiors, the basic colours are light and calm; on this background, the bright interior accents and original decor items acquire special significance. In public spaces, the designers go for bold colour and texture experiments, for example, one of the lobby walls is completely laid out with books harmonizing with multi-coloured sofa cushions. Additional space to the lobby is attributed by the original blinker panel from the brand Teenage Engineering.

The designers decided to abandon the cumbersome storage systems, preferring open shelves, racks and clothes hangers as hobos travel with light baggage. Both in living rooms and in public interiors open spaces prevail – for zoning furniture items, colour accents or lighting are used. There are elements of loft style – open engineering communications, exposed brick walls, a combination of diverse materials and styles.

INTERIOR



It should be specially said about the furniture from the Italian manufacturer Cappellini: the original beds, the head of which turns into a bedside table or a rack; chairs and sofas made of natural materials perfectly fit into the interior concept. Romance of traveling, minimalism, functionality, bold experiments with colour form an open-minded, "soulful" interior of the Swedish Hobo Hotel, the place to return.



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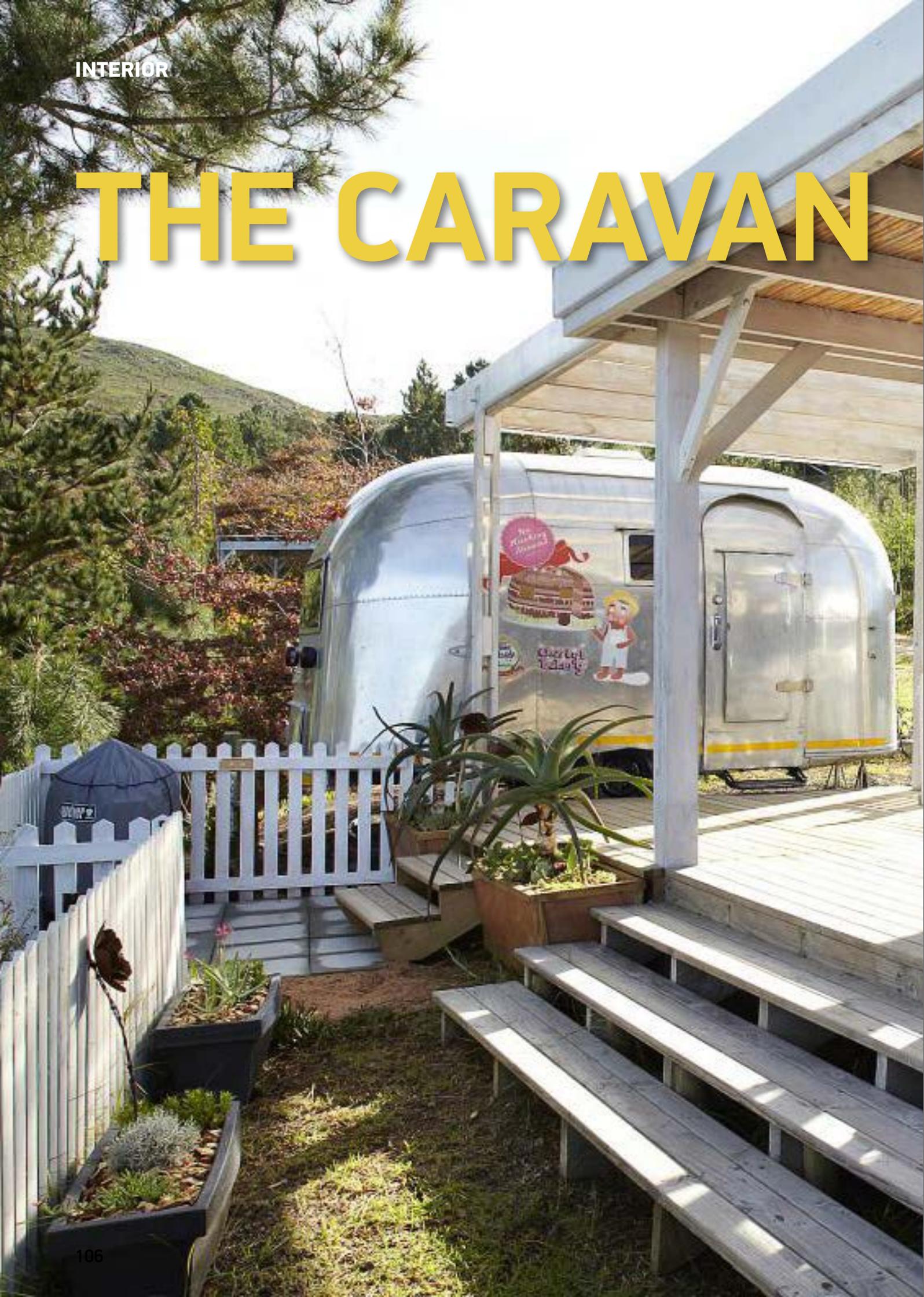
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INTERIOR

THE CARAVAN





Not far from South Africa's Cape Town there is a very exotic, but at the same time, comfortable Old Mac Daddy Trailer Suites consisting of caravans mounted on a permanent foundation with wheels removed and the interiors to match the unusual design.

INTERIOR



Each of the ten trailers are attached spacious rooms, as a result, hiking caravans have turned into comfortable dwellings of different configurations with a separate entrance and patio. The interior design was developed with the participation of South African artists; the interior decoration of each "minivilla" was performed in an individual style. The interiors have references to the popular styles of art of the last century – from primitivism to pop art and frank kitsch.

One of the "trailer suites" is called "Dream", and its interior directly refers to the same-name painting by the French artist Henri Rousseau. In this "primitive" room, it seems that you are inside the picture, where the favorite plot of salon painting was in the jungle. Rousseau, who never left France, amazingly bright and juicy depicted tropical vegetation. And although his herbs and flowers have no correspondence in plant atlases and are the fruit of a rich artist's imagination, they are painted out with utmost thoroughness. All the shades of green, fanciful plants and the picture itself, including with a fair amount of irony peculiar to Rousseau a naked woman on the couch, are recreated with the same thoroughness in the "dream trailer" interior. Nevertheless, the leaves



INTERIOR

and plants in this interior, in contrast to the original picture, depict real-life representatives of the South African flora. The interior is complemented with its prototype, a reproduction of the very "Dream" by Henri Rousseau.

A reflection of the modern environment is the Metalmorphosis Trailer, the design of which was developed by Coley Porter Bell. This sleek interior can be transformed using the power of magnets. Each element of this modular environment including racks, curtains, bed head can be moved. And unusual interior details, such as a 3D magnetic puzzle and a magnetic clock, make a finishing touch in this rather funny high-tech design.





One of the "villas" recreated the renowned yellow submarine from the same-name song by The Beatles. This is a kind of pop art inspired by the popular way of pop culture. The world of pop art is a world of signs and symbols enclosed in the mass culture and collected in mind as a common visual experience. It is dominated by bright yellow, black and gray colours, and the finish combines rough and smooth textures. In such decorations, you can forget about everything and imagine yourself a true captain of a submarine: thus, a massive iron door leads to the captain's cabin with instruments, a map and a periscope. Fascinating, expressive, flexible interior with large, unusual accessories is more scenery, rather than a living space – the game element is very powerful.

Another interior on the verge of kitsch and pop art is a trailer called Give Bees a Chance, designed by artist Tamara Ubert. Contrasting colour combinations here are similar to those used in the design of the "yellow submarine": bright yellow, black, white, gray. Here, the motif of honeycombs is repeated – in the design of walls, upholstery, textiles, furnishing details. This reproduction, designer reprise is also a kind of reference to the 1960s pop art style.

INTERIOR



Loud colours, glossy surfaces, bright plastic, mottled textiles are elements filling the eclectic interior of a trailer called Love Cake ..? I Do. This ironic interior for sweet tooth puts the residents in a cake box. The abundance of small things and different details is extraordinary: numerous variegated cushions, bright inscriptions, all kinds of jars, lamps in the shape of cake candles, chrome, leather and plastic accessories. Glitter and sugary sweetness are the main aesthetic features of this home.

The Old Mac Daddy Trailer Suites interiors is an irony and game, a game with colour, textures, images, with gusto inscribed in a modern functional interior. Here there is a place for reflections on the South African nature, and for all the famous visual cultural images. Local artists who participated in the interior design brought a fresh and ironic view of the interaction of art, nature, culture and interior design.

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