



BUCCELLATI BOUTIQUE

AN ITALIAN GEM

Moscow, Russia

STUDIO QUADRILATERO

The GUM department store building on Moscow's Red Square is a magnificent late 19th-Century structure. Originally known as the Upper Trading Rows, the 20th-Century saw changing fortunes for this building, but it was eventually caught up in the wave of privatization in the 1990s and it now houses luxury boutiques and stores across 80,000 sq. m. The three floors of galleries, the stunning glass-and-steel roof and the ground-floor fountain have helped make this the modern center of luxury Moscovite shopping a place to be and to be seen. Even in such a glamorous context, the 22 sq. m Buccellati boutique is a little gem, with the interior fittings and furnishings designed by Studio Quadrilatero and created by barth Innenausbau. Uniformity in design and materials is apparent from the moment you enter. The walls are decked with glass, oak and burnished brass in bands of differing widths that create the backdrop for the display cases integrated into the paneling. The floor is also oak, but the placement

of the square shapes disrupts the rhythm of the walls, without changing the dominant color. The addition of mirrors on the side walls extends the perception of space. The tables, chairs, display stands and cases, and brass handles were all created for this project, while the original display cases at the entrance were covered in gold leaf. barth was involved in the interior design from the beginning, assisting in the initial analysis, the creation of the production drawings, packaging, transport and on-site assembly by the company's specialist staff, and much more. barth's project department used its expertise and experience to help the designers and client, providing not only technical support, but also bureaucratic advice to navigate complex Russian laws in areas like importing goods and manual labor. The result: Made in Italy design quality and creation successfully exported to Russia.



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