

# Schechtel restaurant

ARCHPOINT  
Architectural bureau





**Schechtel**

Restaurant

Area — 700m<sup>2</sup>

Open date: 01.10.2012

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Ivan Sorokin — photographer

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## OVERVIEW

Restaurant “Schechtel” is situated in a mansion of world-known Russian factory owner Pyotr Smirnov, manufacturer of self-named Russian vodka. The mansion is situated in the historical center of Moscow and has status of architectural monument.  This building is famous for its fabulous Art Nouveau interiors, reproduced according to sketches of architect Schechtel (1859–1926) in 2006. The name of this most popular Russian architect became the name for the new restaurant.



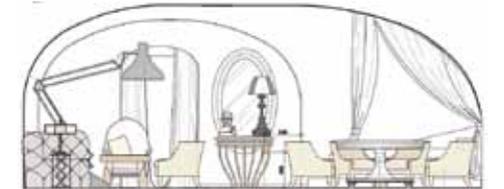
Challenging task for architects resulted from absolute constraints linked with state protection of the monument. Interiors could not be changed and Arch point started out from already existing stylistic and color layouts. The task was to create restaurant interiors only by means of furniture, decorative elements and lighting.



Another feature of the project would be that Schechtel historical interiors are not implemented in the same style, in every hall there is a unique style — late renaissance, pseudo-Gothic and classic.  It used to be usual at the turn of XXth century in Russian rich houses and takes place now, too. Bureau Archpoint had to adapt this architecture “mix” for big modern restaurant. Follow the path of period look extension was not the best way. Schechtel interiors as they are are full of style. Besides, some halls represent a mixture of different styles: in Romanesque hall there are pure slavic motifs and pseudo Romantic  and pseudo Gothic styles. It was decided to choose comfortable and beautiful furniture and decorative elements matching every interior and

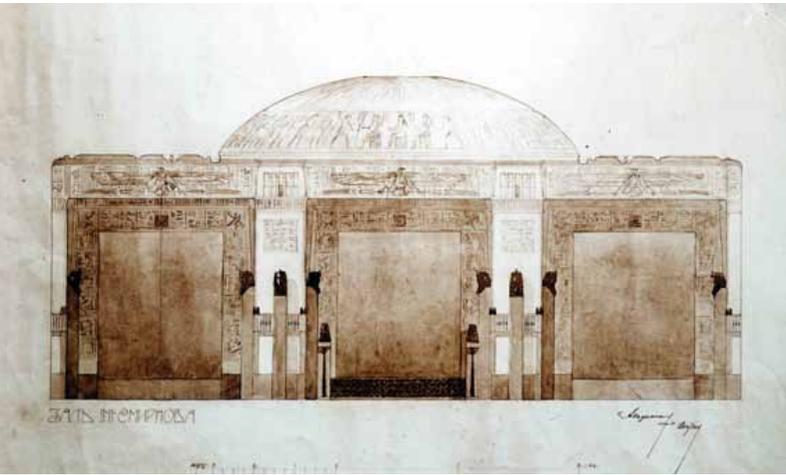
at the same time to bring new atmosphere. Third, the new team had to pull through negative mark related to the restaurant that was located in the mansion earlier. The restaurant “Marusya” closed several years ago was blamed for too free conduct on the interiors of the mansion. High Tech design  was too modern and made a dissonance with the surrounding area. Owners suffered losses as audience did not like the restaurant and did not visit it too much. New owners of the mansion assigned a task to adapt it for a cozy restaurant and make guests want to spend time there. Instead of clubbish establishment they planned to open a classic restaurant with matching atmosphere. The customer wanted to have permanent audience and counted on its large number.

Now it is pleasant place to spend time in, one can have a business dinner or romantic date, meet with friends, make a private party or banquet here. Perfect location near the popular restaurant “Pushkin” on Tverskoy boulevard allows to count on audience attraction.





Original tasks were stated by the customer as follows

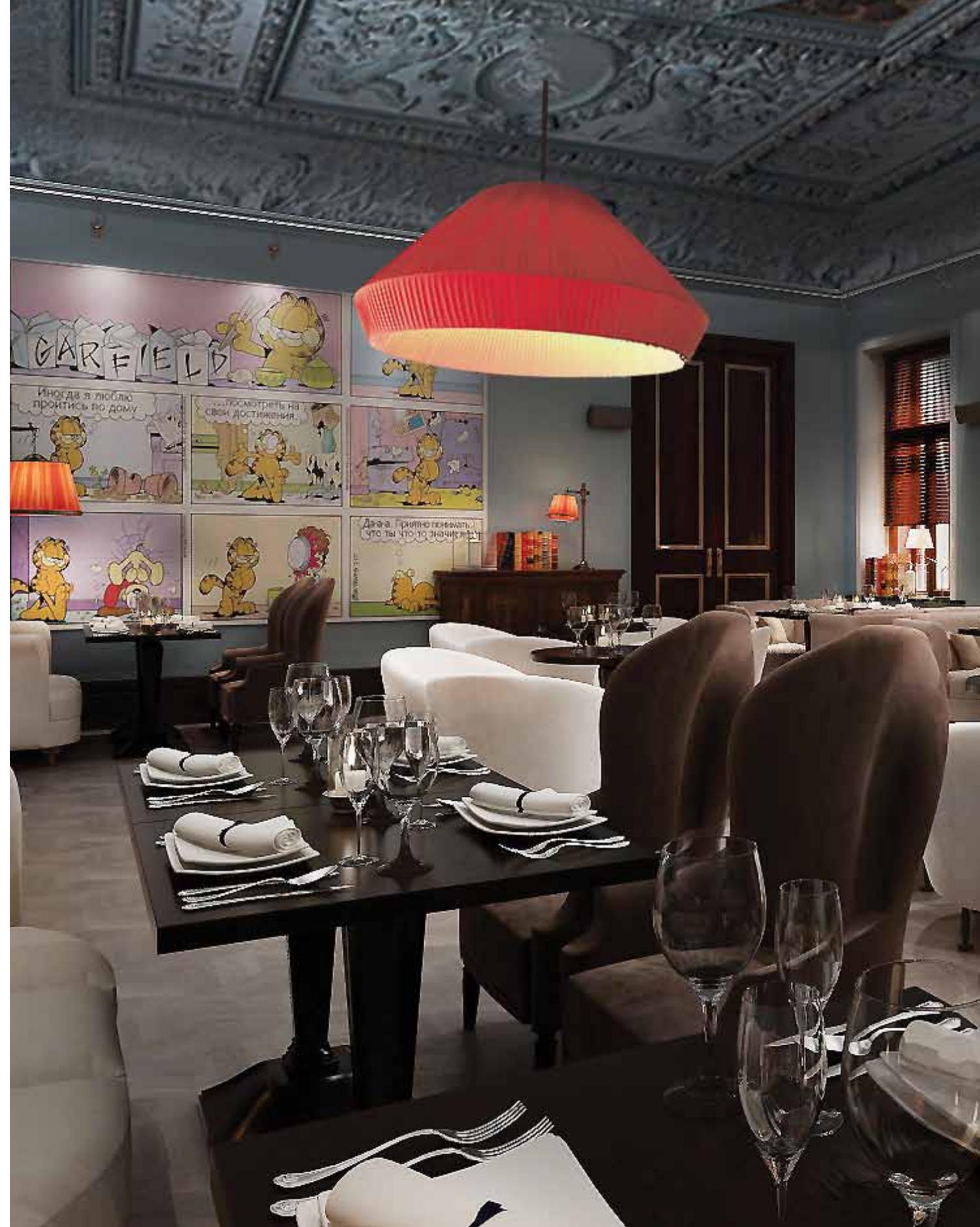


retain and give a showing to original historical interiors of the mansion

overcome negative attitude to the predecessor restaurant



create a cozy and modern restaurant in the traditional classical sense



## Renders



Guests must not feel as if they are in a museum; they should feel that they are in a stylish place instead. The new restaurant may neither be called historical nor old-fashioned.



## BRIEF & CONCEPT STAGE



The basis of the concept was to seamlessly fit restaurant "Schechtel" into historical interiors of the mansion.

ARCHPOINT did it best to retain the atmosphere created in the beginning of the XX century by the renowned architect of Russian modern and impart a modern hue to it. The entire furniture for the restaurant was designed, made to order and chosen in line with each hall's motives – Roman, Egyptian and others. Preference was given to architectural backlight to show all the

splendor of interiors – light and spacious Egyptian hall with a peculiar dome, Roman with dark-color furniture, dim light of stained glass and large fireplace.



The second theme of the project is to promote a cozy atmosphere typical of a good restaurant.

Guests must not feel as if they are in a museum; they should feel that they are in a stylish place instead. The new restaurant may neither be called historical nor old-fashioned. It looks quite modern, although Russian monuments of architecture rarely manage to get there.

# Provide detail of the brief and up two separate design concepts

The basis of the concept was to seamlessly fit restaurant "Schechtel" into historical interiors of the mansion.

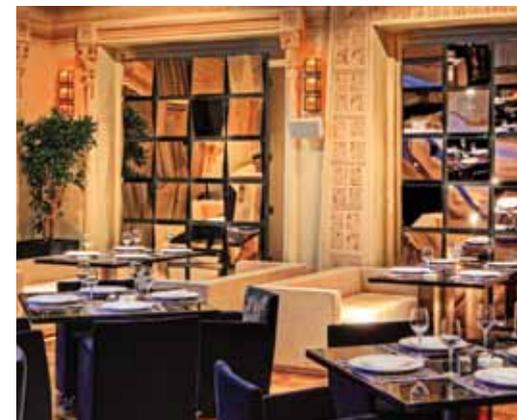
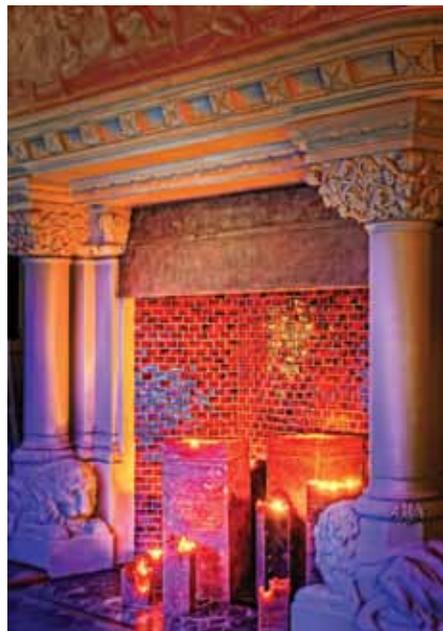
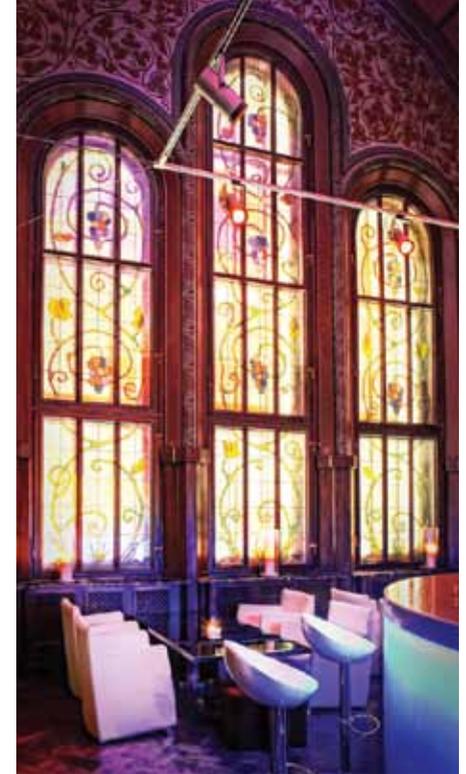
1996

museum  
1996-2010



restaurant "Marusya"

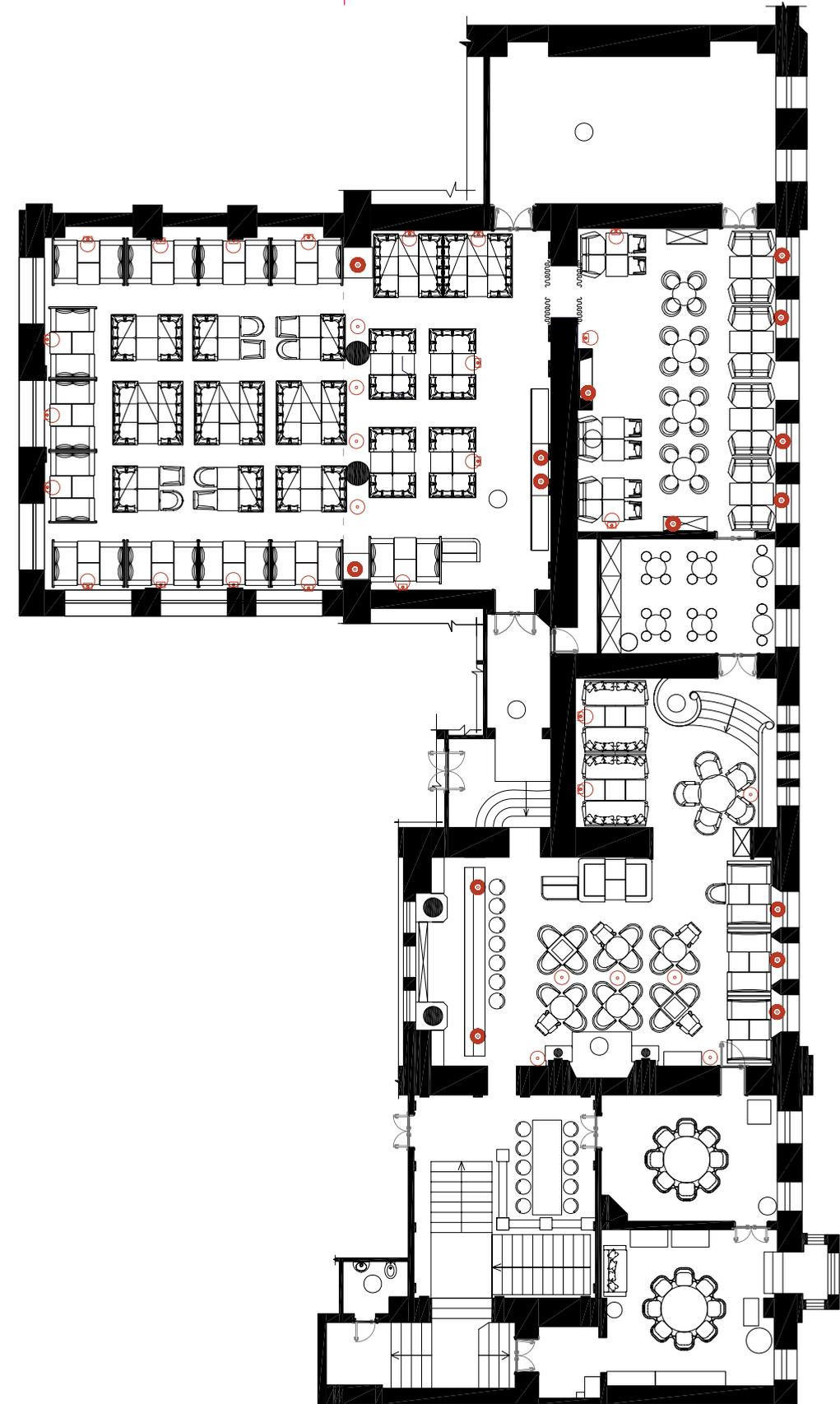
2010-2012



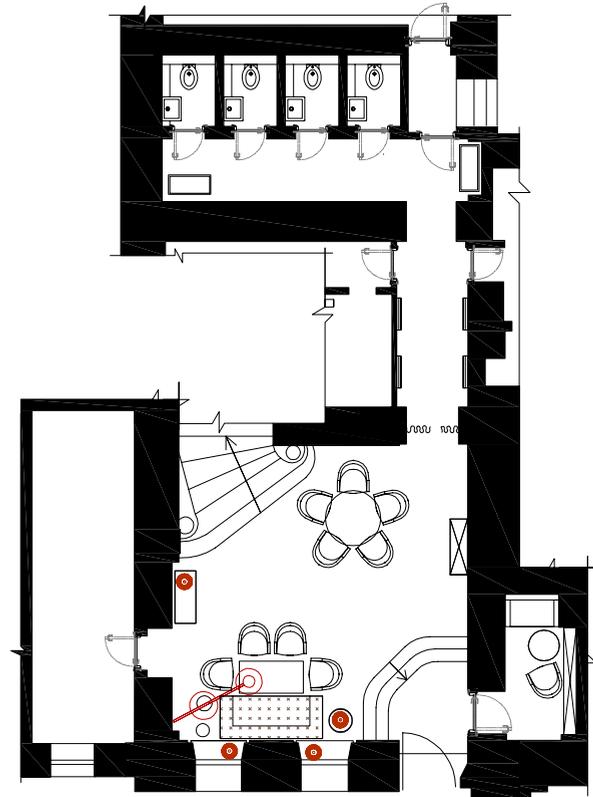




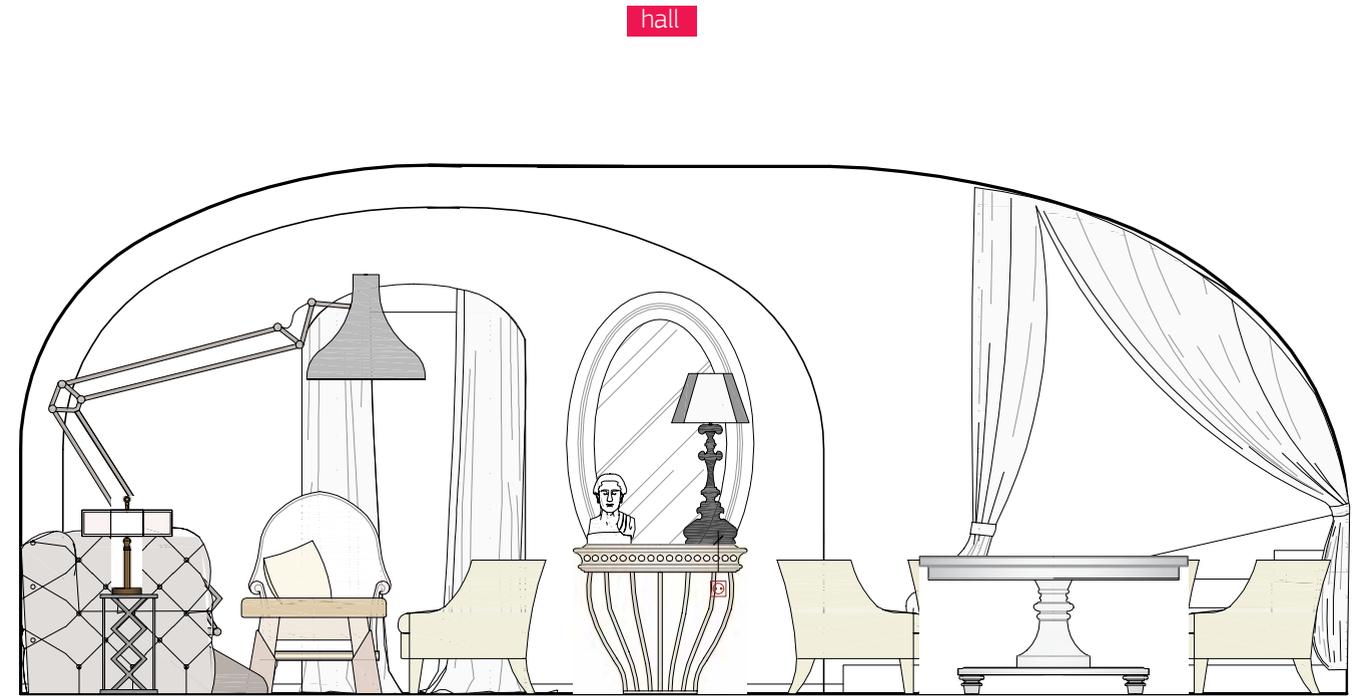
BRIEF & CONCEPT STAGE BRIEF & CONCEPT STAGE



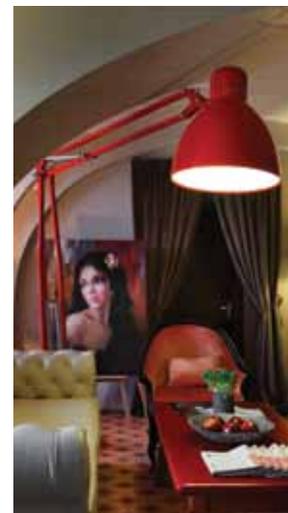
plan



first floor



hall



## Budget

The main articles of expenditures on the object construction, the breakdown of which was done by ARCHPOINT:

Production of furniture (tables, couches, bar stools, bar furniture, stations, cupboards)	50 000 €
Bar counter	20 000 €
Textiles (furniture slipcovers, curtains)	15 000 €
Lighting fixtures, incl. those for the façade	35 000 €
Decorative lighting (sconces, table lamps, floor lamps)	15 000 €
Finish materials (wallpaper, tile work, parquet, fretwork)	1 500 €
Accessories (vases, pots, candlesticks, curtain brushes etc.)	5 000 €
Ready made furniture	5 000 €
Technical light	20 000 €
Other expenses (transportation, paint, small decoration items bought separately)	20 000 €

Total expenses

**186 500 euro**



## CHOSEN DESIGN



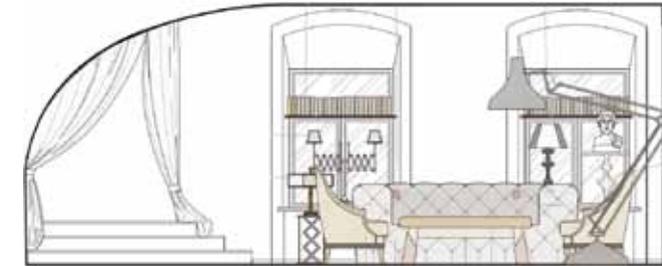
Following a tradition of numerous adaptations of the mansion, ARCHPOINT imparted a modern touch to the interiors.



# Hall

There is a famous saying by Chekhov: "A theater starts with a cloakroom". It has been creatively rethought and visualized in the mansion hall as a part of the restaurant "Schechtel" architectural design. Instead of a traditional entrance with a cloakroom and restroom, ARCHPOINT suggested converting the spectacular hall on the first floor into a cozy hotel! This means that once they step in from a noise street, guests will find themselves in a hospitable house. This original idea has been implemented both in the furniture and general interior solution. Heavy

ancient arches are softened by light cut-and-dried painting with clear lacquer. Interiors are packed with symbols of home rest – a book case, warm carpet on the floor, velvet drapes, lamp shades. Even a floor-lamp is designed as a classical table-lamp although with somewhat exaggerated proportion. Cushioned furniture and a table with fruit add up to the atmosphere that reigns in the suite of halls upstairs. An intriguingly curved staircase leads there directly from this sitting room.





# Egyptian hall

The large Egyptian hall has been designed so as to ensure its absolute visibility. The central couch zone is situated at a lower level and is more open by design not to hide interiors. Thanks to this, raised patterns on walls, peculiar columns and lamps are displayed in favorable light with a focus on an unusual ceiling with a dome. This makes the room cheerful and spacious, the way it used to be 100 ago at Schechtel (at that time, the hall was intended for receptions and dancing parties). More private zones are located along the perimeter. They are arranged as compartment

coaches with high backs near high tables. Most furniture in the hall is represented by coaches with numerous easy cushions, as on a bed. They promote the atmosphere of easiness, rest and comfort. Coaches feature a modern style. They blend into the hall space thanks to their soft shapelessness and white color to match a hue of hall walls. The resulting classical arrangement of tables does not chock up the large hall. Remaining cushioned furniture is mainly designed in light and brown hues. Armchairs are mostly of a classical design, while furnishing makes them look modern.

This is the most cheerful room of the mansion thanks to many large windows. Split-level illumination of the Egyptian hall is represented by:

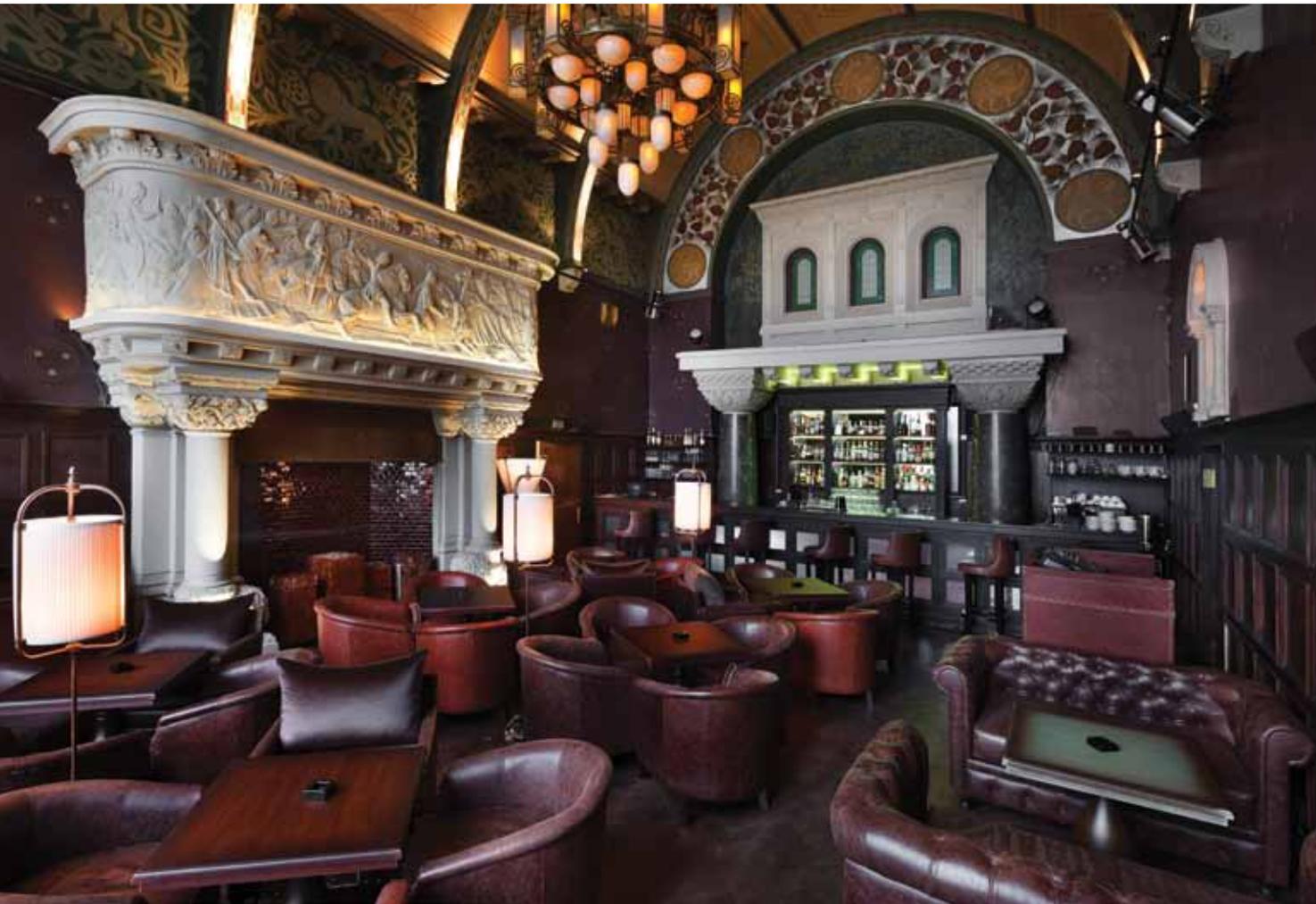
- architectural backlight along the perimeter of wall coatings and dome of the ceiling
- three layers of the lower backlight, including:
- table lamps of a strict classical shape. Chocolate-color lamp shades stand on black column legs with Corinthian capitals. Table lamps are a visual continuation of the enfilade line.
- floor lamps of the main part of the hall stand on metal transformer legs

- finally, Baxter floor lamps in the front of the hall. They feature modern shapes with green lamp shades and knotted rope legs, but they fit in just fine.

This is the modern interpretation of the Ancient Egyptian sun-cult undertaken by Valery Lizunov. Light of different types brings in comfort, highlights various zones of the room and definitely beautifies it.



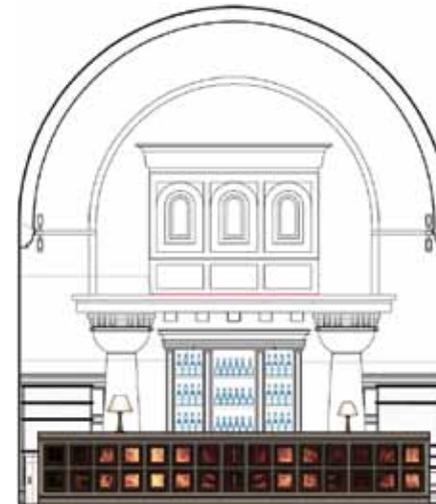




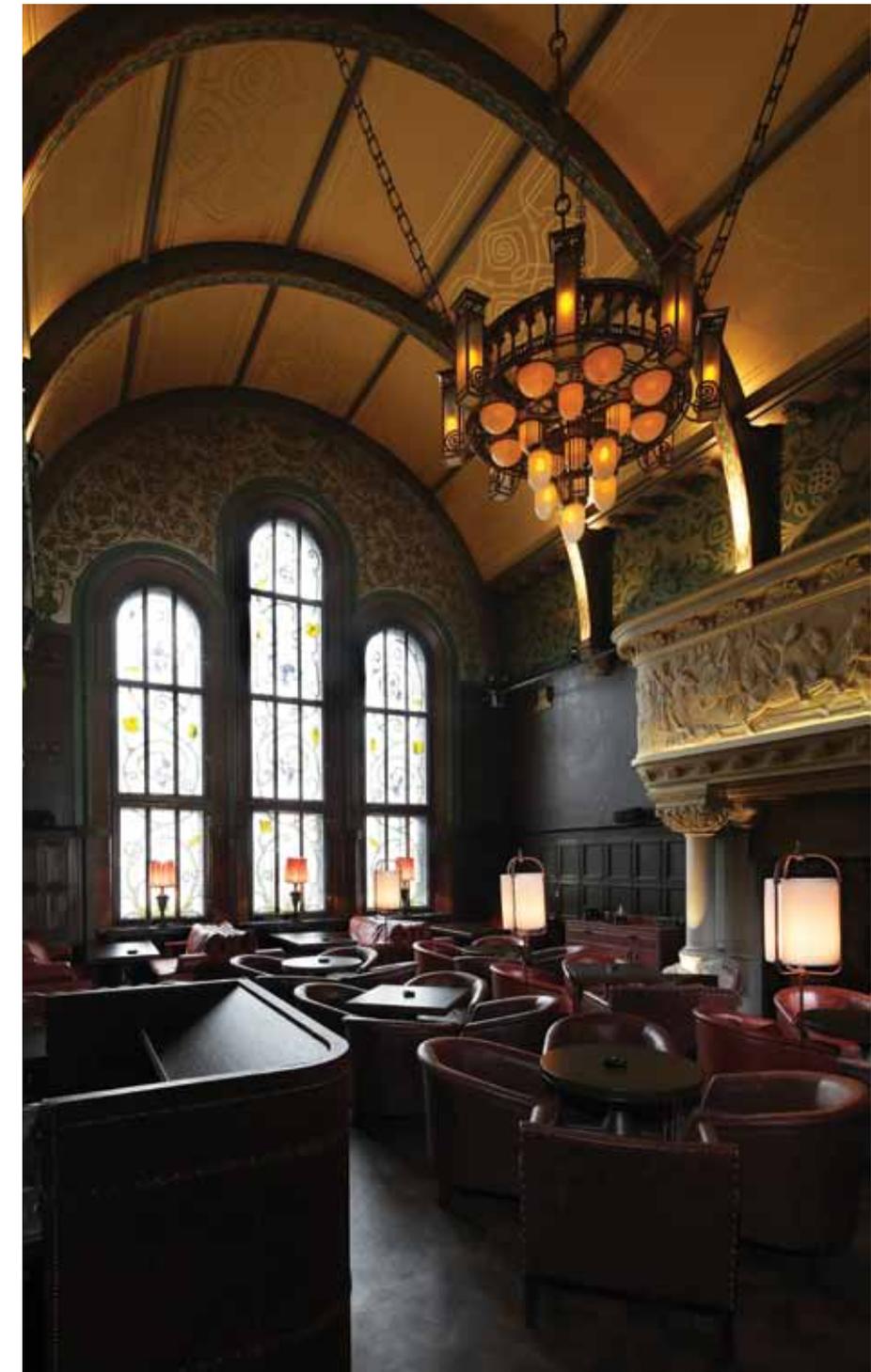
## Roman hall

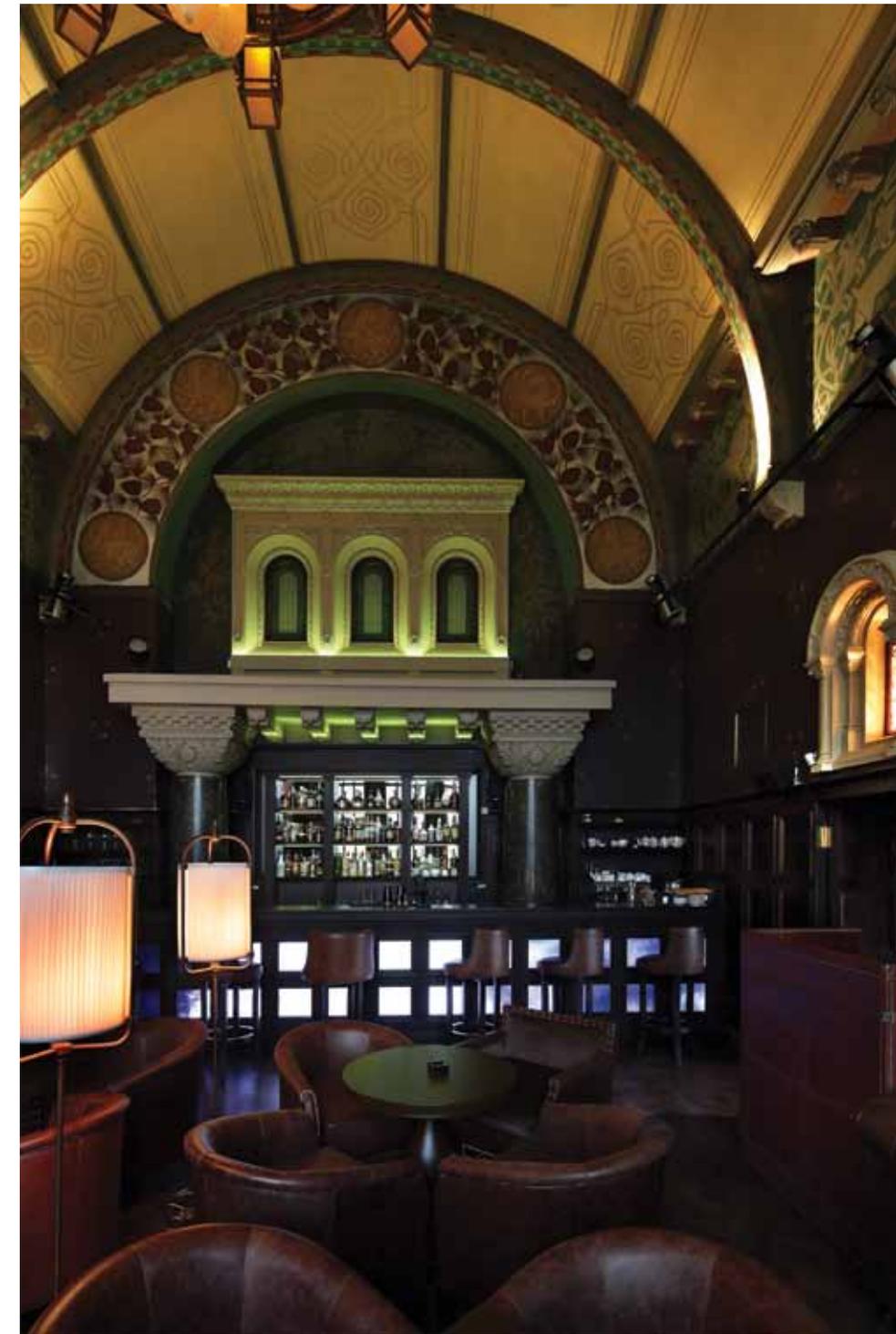
High Roman hall is the most impressive that Schechtel has to offer. ARCHPOINT interpreted it as a classical English bar. Thus – close arrangement of small tables and armchairs and dark-color leather furniture. Focus is on picturesque parts of the historical interior: large fireplace and colorful stained glass in the three-arch window. Exquisite backlight unveils all fireplace details: embossed board picturing knightly fights, columns with splendid carved capitals, glimmering glossy tiles. LED backlight for stained glass is

ensured between glasses of the high window. Brown oak panels on the walls are also seen in the bar counter made by ARCHPOINT. Flame is projected on the screens integrated in it, but content of the image may vary depending on an event. A brutal hospice for waiters has been designed by architects specifically for this hall. It is covered in leather and strapped up. Only elegant floor lamps with Aldo Bernardi pleated lamp shades soften this somewhat masculine atmosphere and impart some



intimacy to it. They are designed in the style of the early XX century and are as “neutral” as the furniture with regard to rich historical interiors. In the Roman hall, architects have applied the same principle – blend the atmosphere into the existing interior.







## Green sitting room

Cozy Green sitting room is designed to host banquets. It got its name from the color of the walls and ceiling with parget work and frescos inspired by late renaissance. Modern coral lamp shades added by architects are a perfect match. They attract attention thanks to their rich exaggerated outlines and make the environment less formal and more cozy and home-like.

Furniture of the Green sitting room easily adapts to any arrangement. Creamy and chocolate hues of the furniture are in line with the overall brown range of halls of the open enfilade and adjacent white Egyptian hall.





Highlight the most important elements of the design including any innovations



We could not introduce innovations because of the limitations of the building's protective status.

Modern coaches – soft, somewhat shapeless outlines, casual, laid-back, low-standing by design. The waitress station is the opposite of it – it has a strict classical shape and is designed as a long box.





Stations have been custom made for each hall. A DJ's stand has a curved shape; it is made of reddish oak and matches both the modern style and a pattern with an Ancient Egyptian harper behind it.



Show the finished interior using photos and sample swatches of the main chosen materials

