

White Rabbit restaurant & bar

ме барыня отбывалась до утверждения уставной грамоты в прежнем раз-
или хозяйства своего не более двух женских лиц в неделю, мужская
дану протв грамоте, а тем чтобы с дворян, дворян или хозяйств, женская барыня уменшавшаяся и
Во-вторых, в тех местах, где барыня разрешается не по тридцати
сего протв грамоты, отбывалась по-прежнему, но не свыше уаконовенных
неделю с тридцати, а мужская барыня не допускается свыше двух лиц
Во-первых, женская барыня не допускается в барыню поповности.
исключенные в особом местном для сих губерний Положении, вводит
7. В губерниях великороссийских, новороссийских и белороссийских
режегения Положений о крестьянах
уменьшить тех оброчков, которые улачивались крестьянами со дня у-
жения о поселенном устройстве крестьян, которые не могут так
и заключат с ным временем о том условии на основании Положения, по-
кнет соразме на дачны денжского оброчка работави в поубу помещика
пашной поповности исключительна на барыню, разве крестьяне сами на-
подлеж с оброча на барыню или на смешанную поповность или со сме-
6. Со дня утверждения Положений крестьяне не могут быть пере-
которые протв уако-
Положений помещиков.

ARCHPOINT
Architectural bureau

сулей для наред...
озго-моральному праву для пр...
ном дел.
В государствене Амра Темура и Темуровой лейстоват Совет му-
влиях фактов, выносивший экспертные заключения не толь-
ко по белорусским, но и по юридическим вопросам.
Третья — колониальная период развития удебского права, т.е. с за-
кония России Средней Азии и установления советской власти в





White Rabbit

Restaurant & bar

Area — 820m²

Open date: 01.03.2011

Authors:

Valery Lizunov — creative director

Denis Katorov — architect

Ekaterina Ageeva — designer-decorator

Eugeny Kulibaba — photographer

Sergey Morgunov — photographer

Petinov Serhey — photographer

4 **A** Overview 14 **B** Brief & concept stage 14 **B1** Provide details of the brief and up to two separate design concepts 22 **B2** Provide floor plans and images of the area to be modelled 28 **B3** Indicate the budget given and how this was spent 30 **C** Chosen design 34 **C1** Provide an overview and reasoning behind the design 40 **C2** Highlight the most important elements of the design including any innovations 50 **C3** Show the finished interior using photos and sample swatches of the main chosen materials | **D** Presentation of entry

OVERVIEW

The very name **White Rabbit** generates a variety of associations. In the Moscow version the «rabbit» became the fanciest restaurant of the capital, having gained absolutely all consumer as well as professional restaurant awards in 2011-2012. (laureate of Resto Rate Awards 2012 and 2011, award «Menu&Bill» Timeout Moscow 2011  in the nomination for the «best new restaurant» and the «best panorama restaurant», award «Bay Leaf» in the nomination for the «Restaurant of 2011» etc.). 

Definite interest in the project was determined by the specifics of the panorama premises. The restaurant is located on the top floor of a 16-floor building under a glass dome roof and has fully open view to all 4 directions. It is situated in a modern shopping and business centre «Smolensky Passage», with a view on all the major landmarks of Moscow — the Garden Ring, Christ the Saviour Cathedral, «Stalin» multi-floor buildings and the quays of the Moscow river.







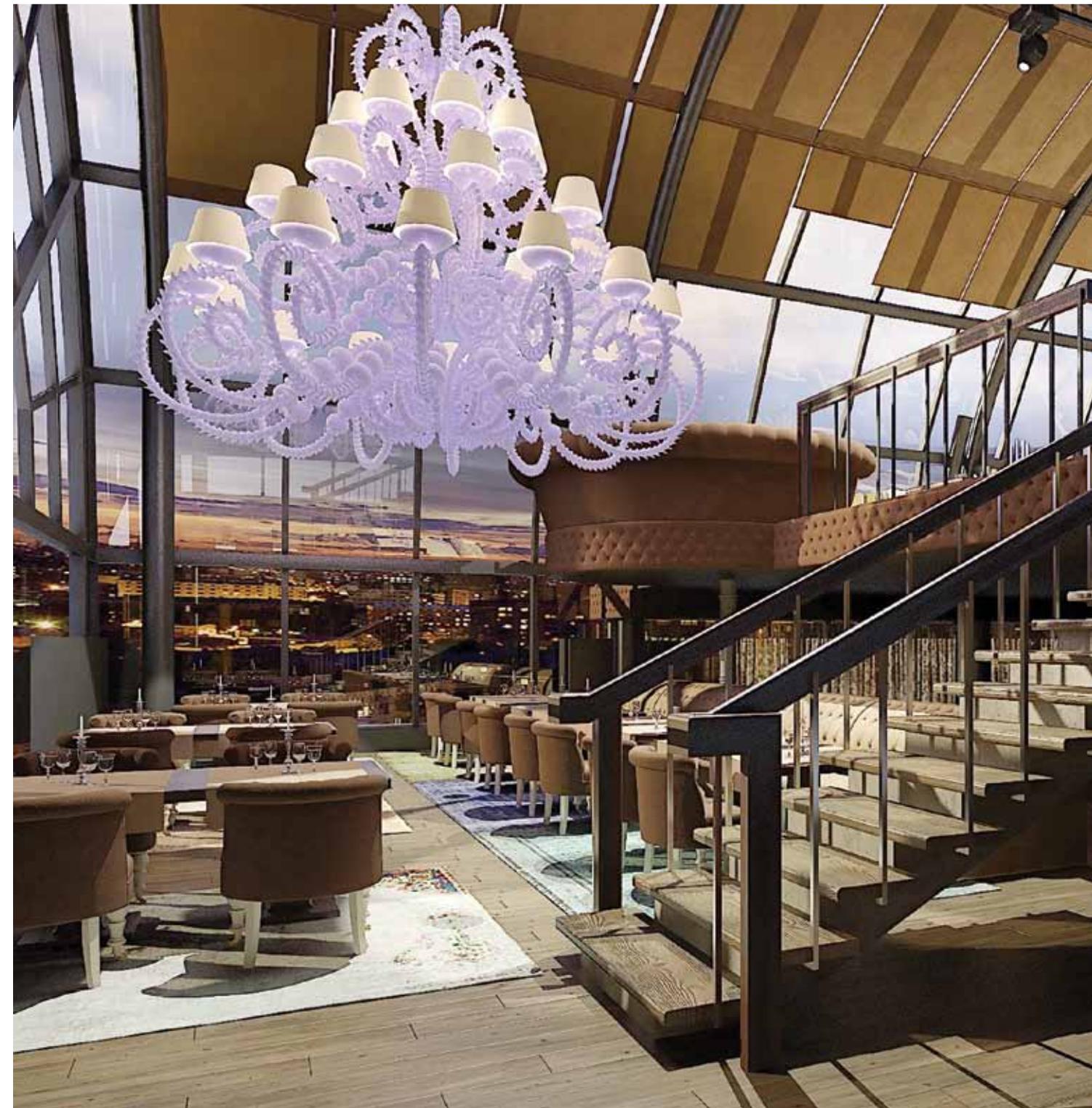
Original tasks were stated by the customer as follows
Renders



The name of the restaurant was identified in advance, and the concept design was to implement that brief. The Customer, an experienced restaurateur, set an ambitious task as follows: to create the most brilliant place of the luxury class in the capital.

Architects were commissioned to create a comfortable interior in the city panorama. Now this is the venue of the trendiest parties, and the White Rabbit is one of the most popular beau-monde floors of the capital. The topic selected for the restaurant (despite of its popularity) was a real challenge. A complicated fairytale, one of the most magical and attractive, appeals to numerous sensations, known to everybody.

A fairy-tale game, a wonderland game to substitute the reality was the basis of the design conception.



Renders



Renders



BRIEF & CONCEPT STAGE

B1

Provide detail of the brief and up two separate design concepts



Top floor of the restaurant gives a panorama view on all sides of Moscow. Its ground floor, vice versa, has low ceilings and windows, facing the utility areas of the premises. It was decided to start from the upper floor, smoothen the cold of glass with a cozy interior, which would softly transit into the lower area. Colour matches and interior elements were targeted to create a feeling of the fairy-tale correspondent to the name of the restaurant.

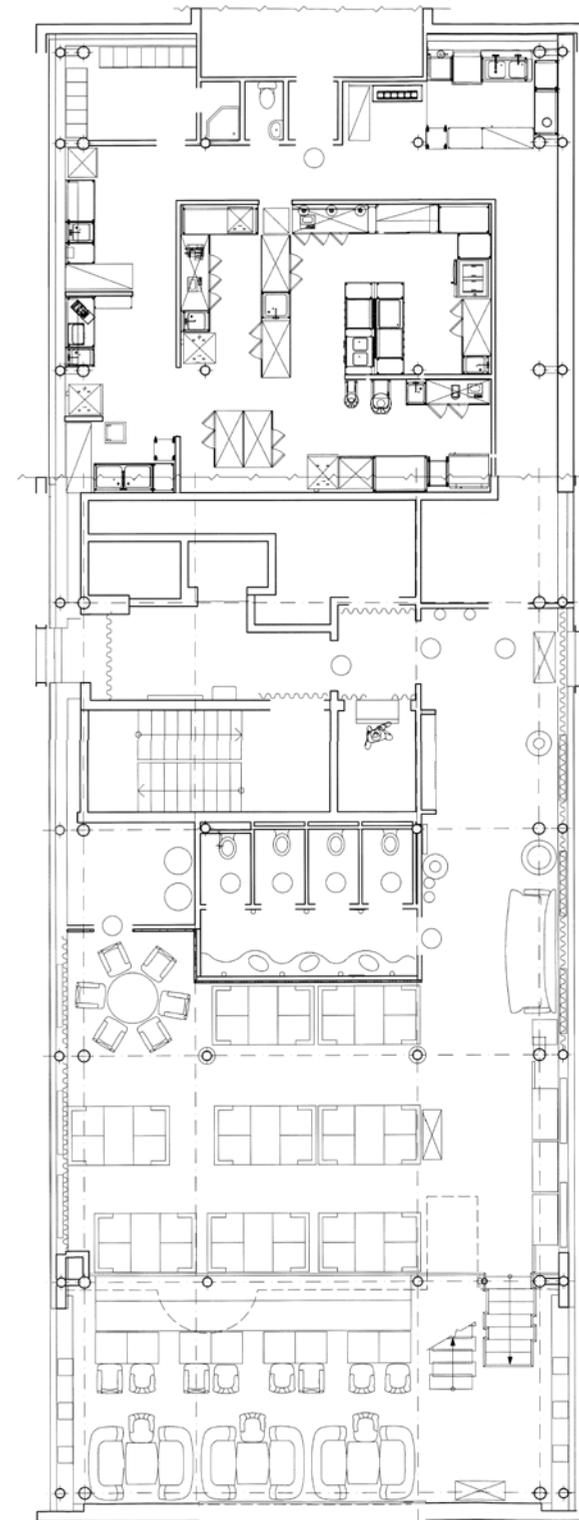
SUP Media

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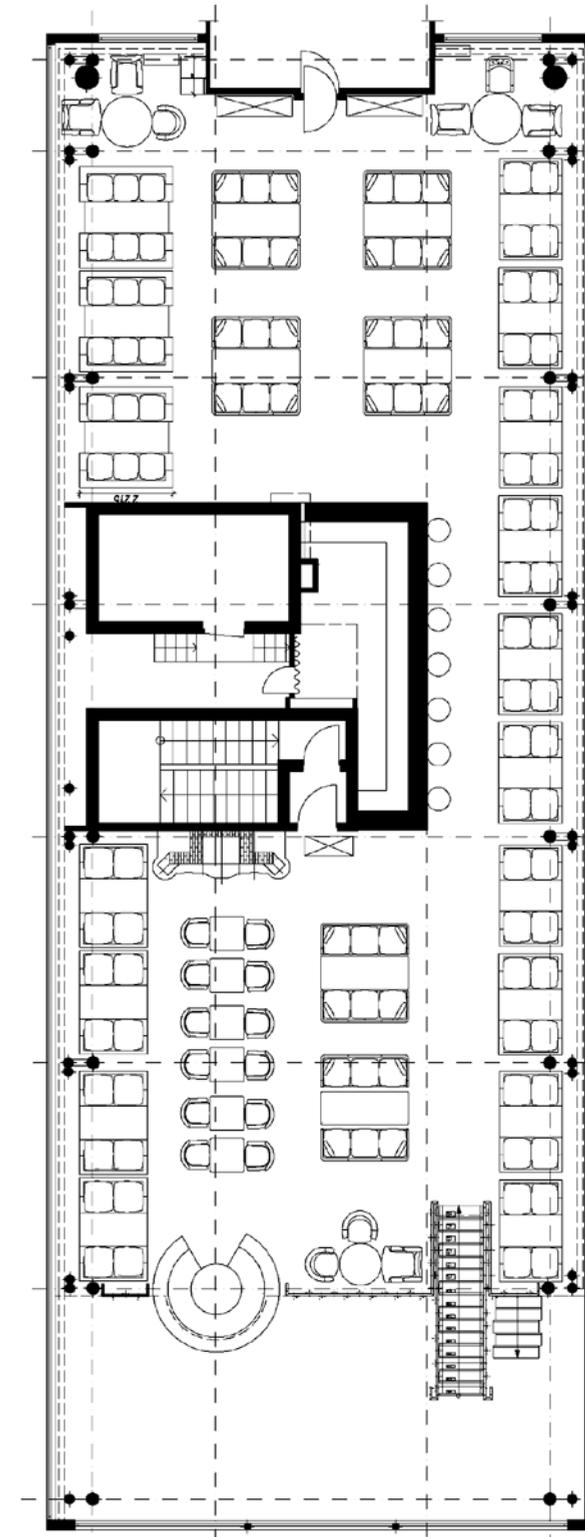






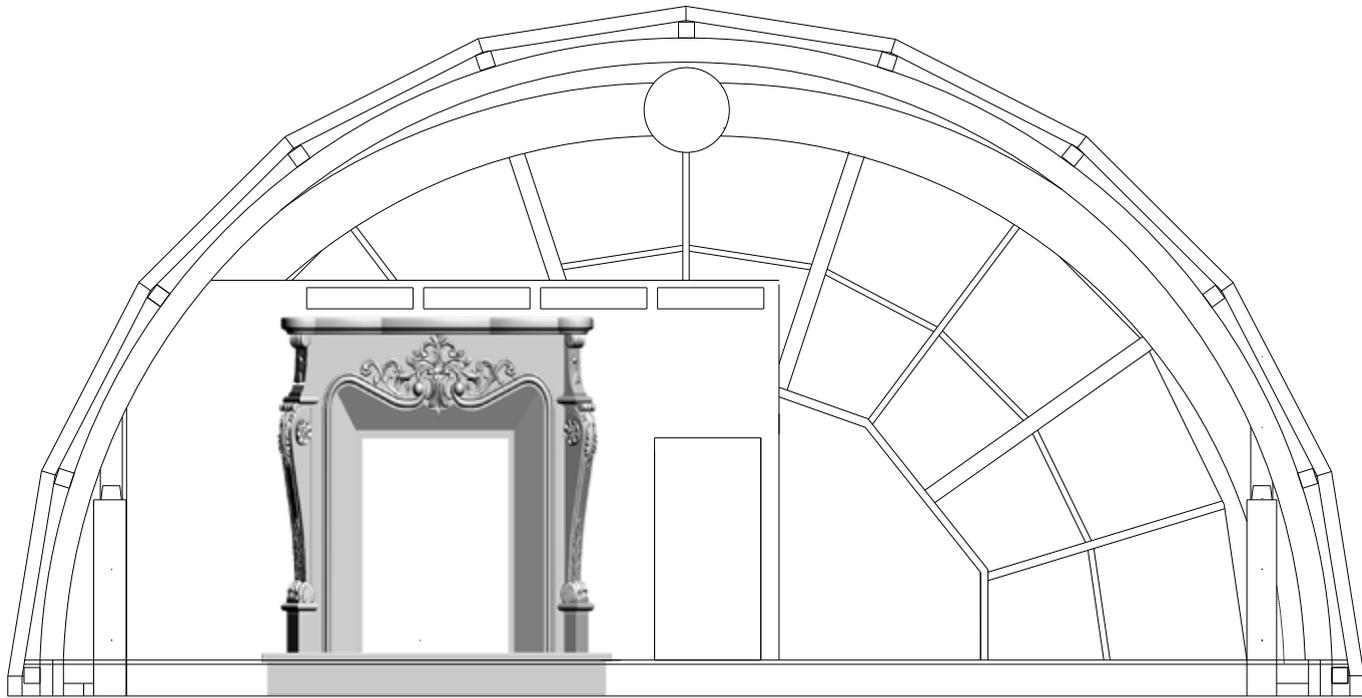
lower level





upper level





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) | 150 000 € |
| Bar counter | 10 000 € |
| Textiles (furniture slipcovers, curtains) | 20 000 € |
| Lighting fixtures, incl. those for the façade | 35 000 € |
| Decorative lighting (sconces, table lamps, floor lamps) | 40 000 € |
| Fretwork | 1 000 € |
| Finish materials (wallpaper, tile work, parquet, fretwork) | 20 000 € |
| Accessories (vases, pots, candlesticks, curtain brushes etc.) | 50 000 € |
| Ready made furniture | 50 000 € |
| Plumbing, faucets | 10 000 € |
| Fireplace (marble portal, hand carved) | 10 000 € |
| Technical light | 150 000 € |

Total expenses

546 000 euro



CHOSEN DESIGN



Space zoning is determined by the architecture of the floor. **The restaurant is located on two levels: upper and lower**

The topic of the Wonderland starts right in the hall. One wall along the narrow passage is solidly covered with large mirror panels, reflecting large full-size ceremonial portraits of the rabbit family. These are followed by half-length family images that decorate the walls the lower room.

It is half the size of the upper floor, with low ceilings, closed (its windows look onto utility areas and, therefore, there are always closed with curtains). It was deliberately decided to make this room stuffy&cozy. The room

became more private and filled with decors.

This is an introductory room to the topic of the establishment with comfortable space kept in reserved «linen» shades. It is adorned with a «layered» ceiling made of linen fabric with a carriage cockling, wall panels are fixed with metal fasteners, and furnishing is sophisticated.





The upper floor

is open from all sides, light and spacious. It is bright, saturated in colours, textures and shapes. The furniture is classical, which is not accidental: it creates respective comfort in the cold environment. Furnishing placement is made so as to allow the guests see the whole panorama of Moscow, meet sunrises and follow sunsets, without changing their seats.

The upper floor is the unified space. In the centre of the composition there is an extraordinarily high three-metre stone portal. The fireplace is made with the spirit of the nineteenth century, well-known from the classical illustrations of Lewis Carroll. Next to this fireplace there is a bar counter stacked of old books!

It is made of the books with no covers, sawn in two and placed similarly to the brickwork. The DJ balcony is soaring above the bar counter (suspended on ropes).





The key concept of the upper floor is a light play. The beams along the whole room are lined with «smart heads» — lights, changing their colour, moving with the rhythm of the music and showing the guests to their tables with light rays, reminding them of «sundogs».

Thus there is a drastic contrast of the lower and upper floors: «artificial nature of the lower interior», its saturation with décor elements and picturesque nature of the upper floor that seems to be dissolved in the surroundings. Nevertheless, the lower room anticipates the following sensations, and to a certain degree, it is an introduction to the upper floor theme. Transition between the rooms is made through the podium of the lower floor, with a small staircase decorated with ornaments. The podium is rather small, merely 2 rows of tables, which give a view of the Garden Ring. The podium area is decorated with a round balcony-settee of the upper floor. It is unusual, with soft upholstery, looking great

both from outside (for the podium guests), and inside (for the guests, sitting on this round settee). It reminds of bay-windows of high ancient castles.

This balcony, as well as all the furnishing of the upper levels literally soar in the air — there are no walls, no barriers, there is a magic carpet on the floor, while the rest is purely virtual. This fairy atmosphere has been incredibly appealing.



Highlight the most important elements of the design including any innovations

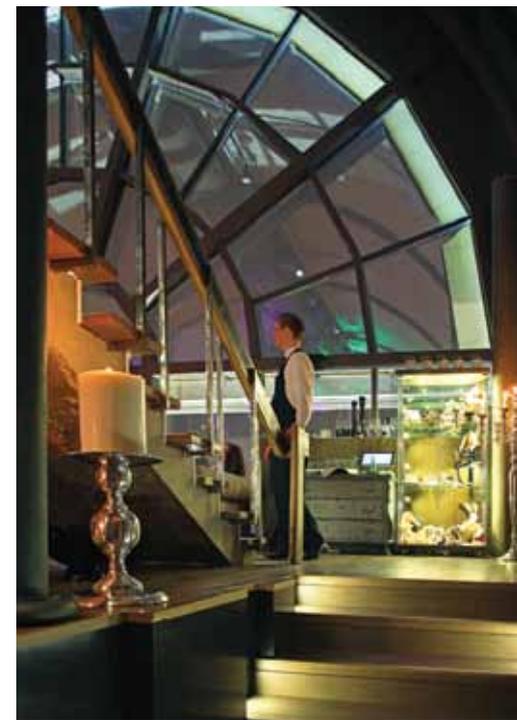
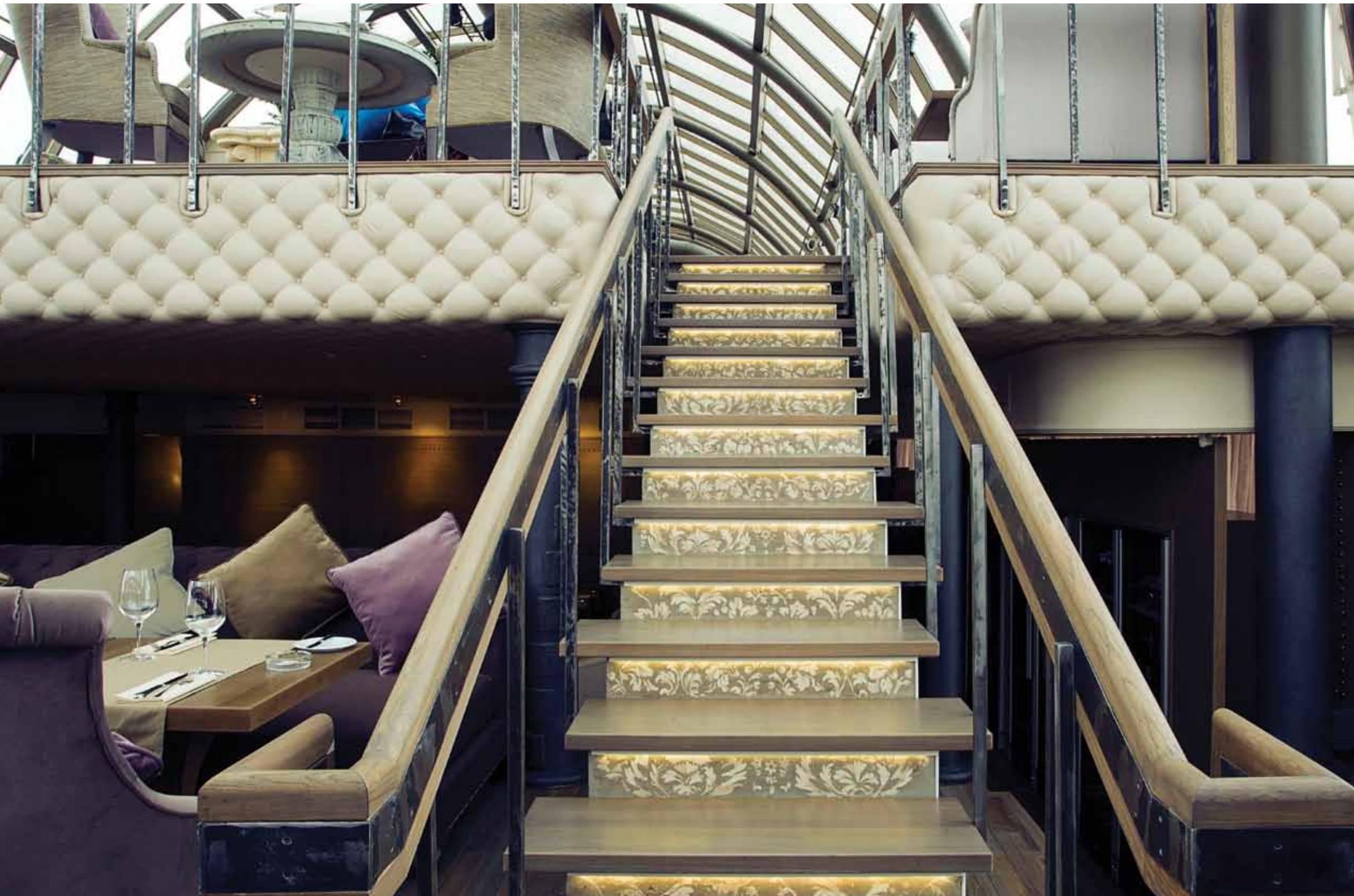


White Rabbit restaurant applied the most popular architectural techniques, but their use and combinations are extraordinary. The carriage cockling is used on the ceiling and, moreover, it is made of simple non-dyed linen. Eye-catching cast iron column supports adorn the lower room and the podium. Their shapes are somewhat exaggerated, more typical of the nineteenth century exterior. These black columns with classical decor at their foot make the space visually higher and bring it an antique note.

The ceiling of the lower floor resembles layered clouds and leads to the topic «between the sky and the earth», prevailing in the upper floor. An interesting detail of the room is in wooden riveted panels. Large rivets imitate classical panel placement.

The hall is full of the elements which introduce the aesthetics of a prosperous and famous ancient mansion. The walls are generously covered with lincrusta, the window is framed with a golden-embroidered curtain, while the floor is made of marble. The mirror wall is both a hint to the ceremonial enfilade and the wonderland.





The podium of the lower floor is connected with a staircase, which further leads upstairs. These stairs are an element of the interior themselves. The stairs are shifted by axis, substairs and the foot of the stairs are decorated with hand-made designs. These are partially damaged which gives them a look of the designs of Florence castles.



The upper floor





The upper floor is characterized by bright tones in upholstery and in vintage carpets. A row of vintage velvet semi-armchairs makes a way to the fireplace. The only wall in the centre of the room is made of mirror rectangles and, therefore, it dissolves in the room space. Worn out carpets create the atmosphere of the old mansion and visually maintain extraordinary combinations of colours in furniture.

Bright orange, mustard, and turquoise surfaces are combined with white and sandy, browns ones. They are varied – plain and dotted, velvet and smooth. The same textures are emphasized in the wooden parts of the furniture – at times vintage and dented, or flawlessly polished and painted. This makes the furnishing placement picturesque. It was tailor-made in Moscow and partially imported from Holland and America (Versmissen and Restoration Hardware).



Space colour solution is trending up:
The lower part is reserved, «linen» tints.
Wooden pieces are toned and slightly patinated.



The podium area is filled with settees and armchairs in greyish-lilac tints with soft bright pillows.

The upper floor is saturated with colours, bright colourful upholstery of settees is matched and supported with carpets. The interior widely uses fine art (portraits in the hall, lower room, rest rooms) and designs (stairs between the floors). The rooms also use Zonca lights in the corridor downstairs, designer sculptures of Super Ego above the bar counter in the DJ area.

White Rabbit is appreciated by visitors, they return here again and again. The secret is in the fact that everything here is filled with meaningful associations and at the same time is somewhat careless.



The manmade bar counter of books is covered with a counter thick-leather top. It gives an impression that it is about to fall apart and collapse, though it was made under the strict supervision of the architects and designers.

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





