

TRIMO

CASE STUDY SHOPPING CENTRE HOROSHO!

BUILDING TYPE **RETAIL**

INVESTOR **TPS REAL ESTATE HOLDINGS LIMITED**

ARCHITECT **IQ STUDIO (ERIC VALEEV)**

GENERAL CONSTRUCTOR **RENAISSANCE
CONSTRUCTION**

PRODUCT TYPE **QBISS ONE**

LOCATION **RUSSIA, MOSCOW**



THE BUILDING

Shopping mall Horosho is a comfortable, modern retail shopping center located on Khoroshevskoe highway in Moscow. Opened in September 2016, shopping mall Horosho! offers 114,000 square meters and GLA 50 000 sq. meters. The center has more than 250 stores, food courts and service industries.

On the principle of organizing a buffer green zone between the highway and the promenade along the façade was built accomplishment. The location, the profile of the benches, the geoplactic, the types and location of the plants are aimed at protecting the human being as much as possible from the negative impact of the highway.





THE CHALLENGE

The shopping center was originally planned to be made as functional as possible: metal panels were chosen for the facade, which are "played" in various colors in the sunlight. Elements in the form of lamellas make an allusion to the movement of wind along the facade of the building, but at the same time smooth the transition from blind walls to glazing. Also, they have a lightening that responds to the change of the color on the media facade, which makes the building as "a single media organism."

THE SOLUTION

To ensure that the unsightly building in front of the mall does not reflect in its facades, was used matt metal panels Qbiss One. On the area of the facade system in more than 6,000 square meters, radial vertical elements of the modular facade system Qbiss, including banded panels (inverse radius included), are installed. On the façade also used non-standard vertical corner elements of increased size.

The project received the Golden Badge of "Art of building -2016", the diploma "Glass in Architecture-2015", the silver diploma of "Architecture-2014" and the high appreciation of the jury of the prestigious London Award International Property Awards 2015.



■ The task that faced us was to make a building outside the style that would be advantageous to look at the contrast with the surrounding buildings and would be most comfortable for all groups of visitors. We also paid much attention to the improvement of the territory: this allowed us to create not just a trade space convenient for customers, but also a full environment for life and recreation. The project was implemented without changing the original concept, which, in my opinion, was one of the factors that allowed to get "gold" on the competition "Art of building".

Eric Valeev,
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