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High Street by Archtika



The space may have monotone white walls, but textured walls and displays add depth.



Feb 19, 2011 | By Lydia Parafianowicz

For a clothing shop in Moscow's Red Square, interior designers at Archtika opted for a white-walled interior, but combined with textures that give the space depth.

In a 70 sq m shop, Maria Sokolva and Roman Safonov of Archtika used mirrors to increase the illusion of space.

'We played with patterns in the shop,' Sokolva says. 'We painted all walls in white, but there are different grids on them. The strict pattern of the brick walls mixes with lively traces of perforated veneer panels.'

These panels symbolize a city's grid. They are squares of 1525 mm by 1525 mm that are laser-cut to fit the space. At 21 mm thick, they add texture to an otherwise white wall. They also worked with brick, mortar, glass and concrete.

'We also wanted to bring out some colour and quirkiness to avoid the dullness of chain stores,' Sokolva explains. 'In comparison to London, it reflects more a Brick Lane design than a big-box store you'd find on Oxford Street.'

'High street' is a term traditionally applied to a UK city's central shopping street, where the biggest retail brands are most accessible. Maria Sokolva and Roman Safonov of Archtika looked to this tradition, with hopes of creating a new central 'hang out' area in central Moscow.

Archtika was founded by architect Sokolova and interior designer Safonov in 2009. For the High Street shop they developed the concept and identity alongside [Back2Brand](#).

[Shop](#) | [Archtika](#) | Photos courtesy of Archtika



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