



Territory improvement and reconstruction of Expostroy trade center's facades

Category	Landscaping	Authors Alexander Poroshkin Veronika Gerasimova Ilya Korenev
Location	Moscow	
Year	2013	
Status	Built	

The trade center had a familiar imprint of the past: the facade was overloaded with advertising signs and finishing materials. The area in front of the center was filled with randomly parked cars.

The architects proposed a solution in which an advertising panel stood out against a neutral background of the facade. Standards for its placement were developed: volumetric letters, size, and font. Emphasis was placed on entrance rooms. The territory in front of the shopping center is functionally divided: parking spaces and areas free of transport were allocated. These free zones function as a territory reserve for recreational areas, parking for bicycles and landscaping elements.

