SNS HEADQUARTERS
OFFICE PROJECT

ARCHITECT
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LIGHTING DESIGNER
Sergey Ananiev

PHOTOGRAPHER
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Project Description

The new office space of SNS, the tobacco multinational, is spread over the entire 33rd floor of the Imperia Towers, making the company at home in one of the most famous office buildings in Moscow. The team of architects responsible for the space set themselves the goal of creating a working environment through their design that would, thanks to its reserved coolness, be as current in ten years’ time as it is today. The building site, characterised by its rectangular form, uninterrupted windows, and a strong and solid core, was skilfully used as a source for the space’s identity. The corridor, which divides the space into two differently sized areas, serves as a distinctive design element of the office’s public spaces. The exceptionally high ceilings were not only preserved, their effect was even emphasised by covering the walls in black slate and then installing vertical lighting strips. This gives them a powerful effect and creates a masterful contrast to the solid wood flooring and carbon fibre furnishings.

At the centre of this aesthetic staging of the space is the company’s own art gallery, which boasts a distinguished collection of modern artefacts, and a conference room outfitted with the latest multimedia tools and a table made of Corian. Minimalism and functionality are guiding principles for the conference table and all the individual workspaces. The offices, marked by an almost bare rationality, seem nearly ascetic. Upon closer examination, however, the use of warm materials and complex surface textures becomes more apparent.

The lighting concept is likewise based on the effect created through contrast. The black corridors are illuminated to a minimal degree so as to emphasise the impact created by the centrally located gallery, which radiates a lustrous white light. Solidness and impact from one angle, lightness and transparency from another – neither aspect seeks to overpower the other, but instead, each contributes to a harmonious coexistence.

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