

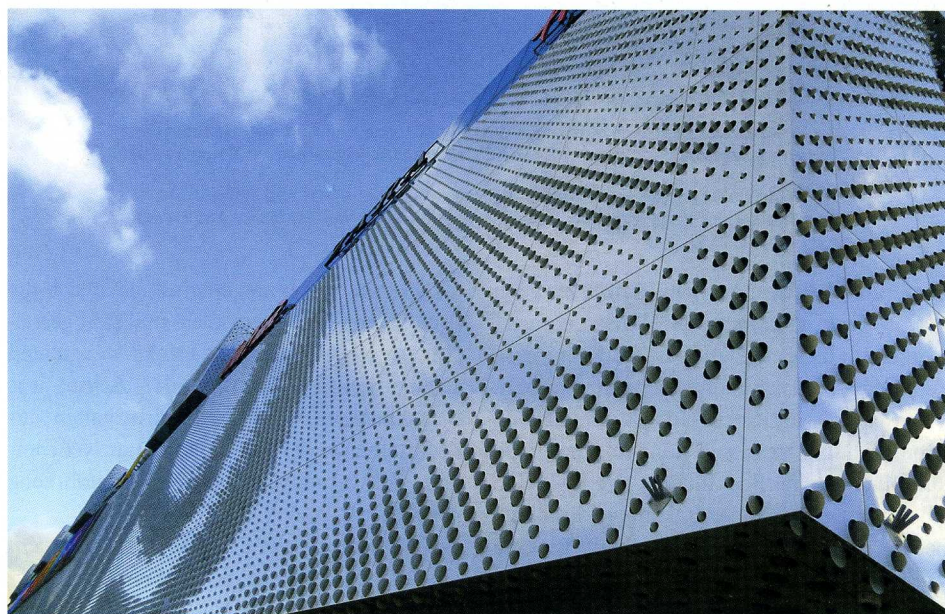
Within the heart of Moscow, on one of the most important arterial roads of the capital and only a few minutes' walk away from the highly frequented metro stations Slaviansky Boulevard, the Oceania Shopping Centre has become an extravagant new attraction. The building captivates by an impressive façade design of Novelis pre-painted aluminium.

Within a total area of about 137,000 square metres the new shopping centre attracts visitors with about 300 stores, supermarkets, several cafés and restaurants as well as a cinema. The centre, which opened already in October 2016, is named after its main attraction – the largest cylindrical saltwater aquarium in the world (see large photo). The 24-metre-high and 10-metre-wide acrylic aquarium, designed and built by International Concept Management (ICM), is the focal point of the centre. An integrated elevator and a tunnel allowing walks through the aquarium ensures a special experience for visitors.

The architects of the Asadov Architectural Studio designed the façade with large-scale perforated casettes made of Novelis ff2 pre-painted aluminium, giving a spectacular appearance. The architects visualized a connection to the surrounding environment with the design of the façade. On the side of the Victory Memorial Park they chose a discreet and sober façade design. In contrast, on the Rublevskoe Highway – the main entrance area located in the pedestrian zone – the open glazing allows a view into the internal structure as well as integrated LED screens within the façade to advertise commercial activities. This varying design captures the activities of the local environment.

Perforated façade shines in a sea of lights

The architect Andrey Asadov explained the idea behind the design of the three-dimensional perforated façade: he wanted to create a vivid play of light and





light and structure

shadow to make the massive complex appear lighter. The special metallic colour shade with pearlescence, supports this concept and leads to different colour shades depending on the viewing angle.

By day the façade appears in an eye-catching and highly contrasting pearl white and bluish look. By night in comparison, the backlight of the wavy and lively façade creates a spectacular light play which runs along the façade like a shimmering ocean. A double façade system – with 1.2 to 1.8 metres distance between the elements and a variety of colour change LED lamps facilitate this effect.

The façade construction company SMK AluWall were commissioned to implement this extraordinary concept. Due to its' strength even when perforated, the Novelis AIMg3 alloy façade sheet is able to support a higher span width than commercial solid aluminium sheets compared to an AIMg1 alloy. The façade cladding consists of 18,000 square metre, ff2 pre-painted aluminium in a thickness of 2 mm with a high quality PVDF coating in gloss ink Shine-Perlweiss-Blau. This colour shade provides a pearl white or bluish appearance depending on the reflection of the sunlight.

The large-sized perforated aluminium cassettes are provided with continuously repeating round holes in a diameter of 5 up to 15 cm. Despite the resulting exposed edges they offer a high degree of corrosion protection due to high-quality alloy and surface coating. The punched round blanks remain a part of the façade by rotating them 90° in the punched recesses. Thus the name Oceania is also reflected in the façade design. This creates the visual impression of a dynamic and wavy façade structure.

The bottom part of the façade in the traffic-calmed zone on Slaviansky Boulevard was clad with 60-cm-high and 3-metre-wide unperforated aluminium cassettes arranged at an angle of 15° to each other. The resulting visual effect is reminiscent of an oversized metal fence and forms the decorative completion of the building.

