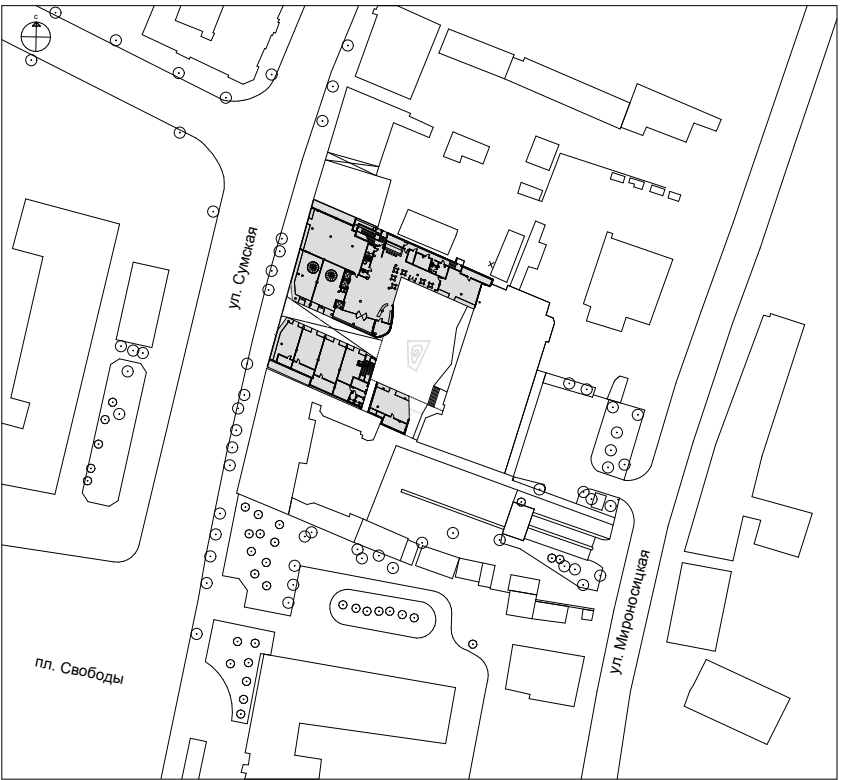


Platinum Plaza

Location: Kharkov, Ukraine
Architectural Design: Drozdov & Partners
Architects: Oleg Drozdov, Sergey Batsunov, Aleksandr Zhuk, Elena Zabelina, Denis Moseyko, Aleksey Yakimenko
Area: 9,000 m²
Photography: Andrey Avdeenko



The building is located in the vicinity of the main square (Svobody square – meaning “Liberty”), where the dialogue between modernism (constructivism) and traditional architecture is most evident. A u-shaped layout of the building was adopted, which solved a whole range of issues. Locating volumes along the perimeter of the plot ensured circulation between the old and the new buildings. Apart from that, this created a new type of urban space and a venue for open-air exhibitions, with an utterly contact-encouraging front of the retail space. Towers house conference-halls and meeting rooms.

In search of strategies for commercial aspect of the project, the architects' main goal was to furnish our client with new possibilities to realize his social initiatives. They sought to achieve balance, or better say, a synergetic effect between business and philanthropy.

An inwardly-turned shopping gallery connects the courtyard with the main street. A light glazed lower part of the building creates an interesting contrast with a heavier upper volume. Underground parking is connected by means of tunnels with the neighbouring streets, thus leaving the sidewalk along the main road for pedestrians only.

A vast open space lying in front of the building suggested an idea to use the street-facing façade as a stage. Moreover, the volume was supposed to seam up the block, and invite some sunlight into the brandmauer windows. The counter-relief gave us the possibility to satisfy in a flexible way all these requirements, providing for the different functions of the premises and ensuring adequate illumination. Stage equipment can be mounted on the two lower terraces and on the frame. In this way, architectural performance easily transforms into a concert show.

