



Crosby Studios Home announces grand opening of its Moscow flagship and new design headquarters

Following the launch of the lifestyle brand's debut collection and virtual showroom, the mixed-use concept store combines elements of a living room, café, boutique, social gathering space, and design studio.



Above: Crosby Studios Store, Moscow. **Photo:** Mikhail Loskutov. Courtesy of Crosby Studios.

Crosby Studios Store
Ulitsa Malaya Ordynka, 19, Moscow, Russia
Monday-Sunday, 9:00-22:00

VIP Launch Party: March 11, 2021
Public Opening: March 13, 2021

(MOSCOW, RUSSIA — MARCH 3, 2021) — [Crosby Studios Home](#) is pleased to announce the grand opening of its Moscow flagship, **Crosby Studios Store**, located within Moscow's Zamoskvorechye District. The concept space will be open for VIP previews from **March 3-12**, with a launch party held **Thursday, March 11**. Crosby Studios Store will open its doors to the public on **Saturday, March 13**, open from **9:00-22:00** daily.



Established in 2020 by artist, designer and interior architect **Harry Nuriev** of Crosby Studios, Crosby Studios Home aims to bring high design and luxury goods to the masses through collections that maintain a sense of individualistic expression and nonconformity. On the heels of its virtual debut in January, the new lifestyle brand unveils a mixed-use retail and dining experience that combines elements of a boutique, living room, café, social gathering space, as well as a design studio, additionally housing **Crosby Studios'** new architecture and interior design headquarters.

“As traditional retail continues to pivot toward the unconventional and experiential, Crosby Studios Home offers a mixed reality model, allowing customers to shop within a virtual environment or in-person at Crosby Studios Store,” **explains Nuriev**. “We created this space to be accessible for everyone, so that anyone who walks through our doors can find their own world within ours, or perhaps imagine a new one.”



Above: Crosby Studios Store, Moscow. **Photo:** Mikhail Loskutov. Courtesy of Crosby Studios.

Upon entering the 220 square meter flagship, visitors encounter a sunken blue lounge reminiscent of a pool of water, surrounded by an installation of furniture and home goods from Crosby Studios Home's debut collection. The eclectic, eye-catching pieces include: velour dining chairs; rugs in the shape of elegant swans and shopping bags; humanoid body pillows; a furry blue ottoman; and powder-coated bookcases. With Crosby Studios Store, Crosby Studios Home debuts new furniture and designed objects, including velvet armchairs; a velvet sofa; classic Crosby Table in a hand-painted checkerboard pattern; a wood-burning Samovar; a life-size, hand-carved, wooden Siberian bear; and a massive, disklike luminaire.

“In times when our reality is a hybrid of real, virtual and augmented, Crosby Studios aims to capture the essence of what we truly crave when we enter spaces: comfort and stimulation, clarity and calm, and a sexy personal story,” **continues Nuriev**. “This is what I hope to make more accessible through Crosby Studios Home—a playful home goods collection for everyone.”

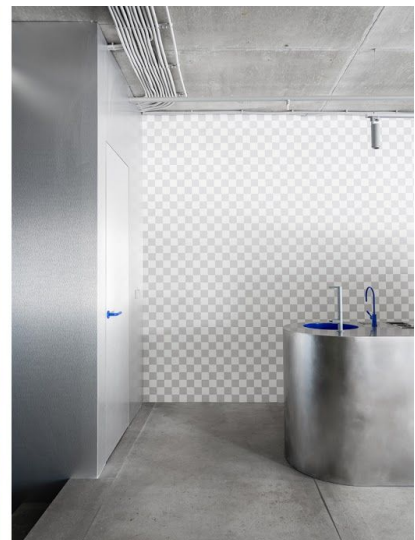
The space is also equipped with a café and bar, which functions more like an experimental gastronomy lab. The menu features an assortment of cobalt blue foods, including blue patisserie, blue loafs of bread, blue chocolate bars, gourmet sandwiches with blue buns, and blue glitter champagne, among other ‘Crosby Blue’ bites. Food items are dyed naturally using butterfly pea flower powder and charcoal powder.



Above: Food and beverage from Crosby Studios Café. **Photo:** Evgeniy Kruglov. Courtesy of Crosby Studios.

“Crosby Studios Store is an integrated design experience and total work of art, craft, cuisine, architecture and design, dressed from head-to-toe in iconic Crosby Studios designs. The concept store is a place for people to find inspiration, recharge, drink coffee, go on a date, or shop for a new candle or chair. Everything in the space is for sale—from cookies to high-end, hand-crafted furniture pieces,” **says Nuriev**. “Since this is also our new headquarters, we hope to attract aspiring architects and designers so that they can use Crosby Studios as a resource and wellspring of ideas. Visitors can even watch the Crosby Studios design team in action as they sit beyond a glass wall—almost as if you’re at an open-kitchen restaurant watching the chef prepare your food.”

Nuriev will be in Moscow through **April** for the opening of Crosby Studios Store. To schedule a private tour with the designer, contact press@crosby-studios.com.



Left: Objects in display at Crosby Studios Store. **Center:** Meeting room within Crosby Studios' design headquarters. **Right:** Crosby Studios Café. **Photo:** Mikhail Loskutov. Courtesy of Crosby Studios.

CROSBY STUDIOS was founded in 2014 by artist, architect and designer Harry Nuriev. The New York and Moscow-based creative practice spans a broad range of typologies, including innovative commercial spaces, hospitality, designed objects, and fashion and art collaborations, often through the lens of radical design and informed by the



aesthetics of contemporary consumer culture. Crosby Studios uses minimalism as a philosophical framework, marrying geometric primaries with crisp logic, creating invigorating and exuberant interiors that serve as vehicles for much broader ideas about how we live and work. After Crosby Studios opened its New York branch in 2017, *T: The New York Times Magazine* heralded Harry Nuriev as a pioneering voice in global minimalism citing the distinctive influence of Russian craft and architecture on his designs

In 2017, Nuriev of Crosby Studios held his first museum solo exhibition at Dallas Contemporary, and has since collaborated with contemporary artist Liam Gillick and architect Rem Koolhaas's OMA, crafted a limited edition home goods collection and pop-up installation for Opening Ceremony, and joined forces with Nike to create three different furniture collections for the launch of the new Air Max sneaker. For Design Miami/ in December of 2019, Nuriev received critical acclaim for *The Balenciaga Sofa*, a conceptual, sustainable furniture installation designed by the artist in collaboration with French fashion house, Balenciaga. More recently, Nuriev has collaborated with COS stores on an international campaign, and with Valentino on a launch campaign for the Valentino Garavani UNiqueFORM boot.



Above: Crosby Studios' design headquarters, located within Crosby Studios Store. Designer Harry Nuriev stands within his new HQ (far right). **Photo:** Mikhail Loskutov. Courtesy of Crosby Studios.

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