

VISUAL IDENTITY FOR THE MIKHALKOVO  
CULTURAL CENTRE

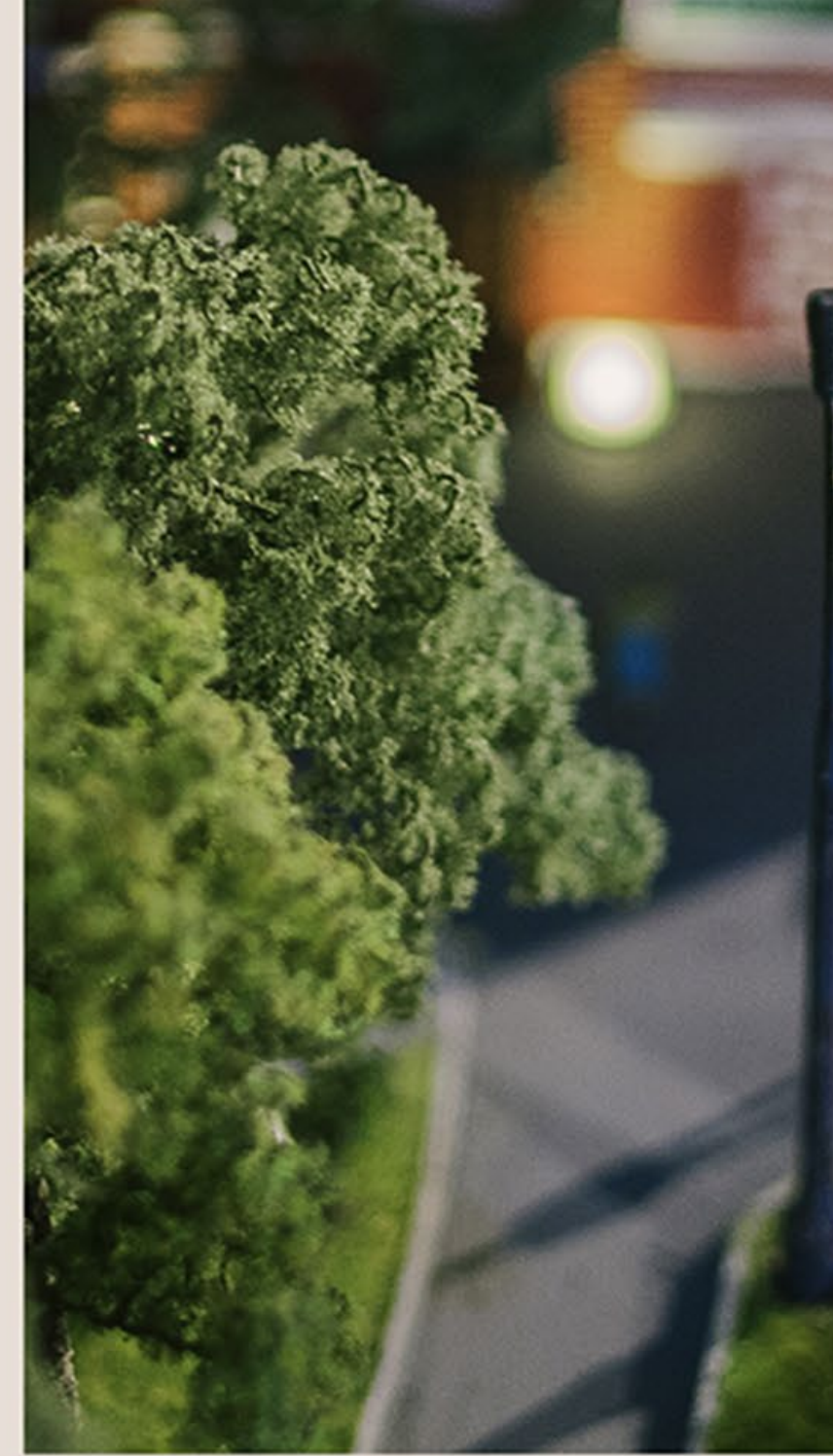
МІХАЛКОВО



## BACKGROUND

The Mikhalkovo Cultural Centre is a former country estate previously owned by the Dashkovs and the Panins, two of Russia's highest-ranking noble families. Today, the estate that still preserves the spirit of refined elegance is open to the general public. The new space became a heritage and cultural centre. The place houses exhibitions and lectures, as well as offers fascinating guided tours that take the visitors through the history of the estate.

Our task was to design a visual identity to capture the versatility of the Cultural Centre and its rich heritage.





# НАСЛЕДИЕ ВРЕМЕНИ В ОБЪЕКТИВЕ СОВРЕМЕННОСТИ

в центре культуры, истории и искусства



# THE CULTURAL PERSPECTIVE

The visual identity epitomised the distinctive character of the Mikhalkovo Cultural Centre, from architecture to its unique vision. The outlines of the walls surrounding the estate that are reminiscent of medieval towers became the basis of the new logo. The grapheme M, the first letter of the Cultural Centre’s name, was placed inside a logo frame styled to resemble the frame lines of a viewfinder.

Just like a camera lens, the new visual identity of the Mikhalkovo Cultural Centre captures the unique nature of the place. Attributes of the past and the present form a unique pattern that celebrates its rich history and indicates the many activities and events it organises. The key colours — brick red and emerald green — are a reference to the estate’s buildings and its spectacular surroundings.







ЗМІ МИХАЛКОВО



ЭМБ МИХАЛКОВО

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# ПОРТРЕТ ВРЕМЁН

в сердце столицы





МИХАЛКОВО



## УЛИЧНАЯ ВЫСТАВКА

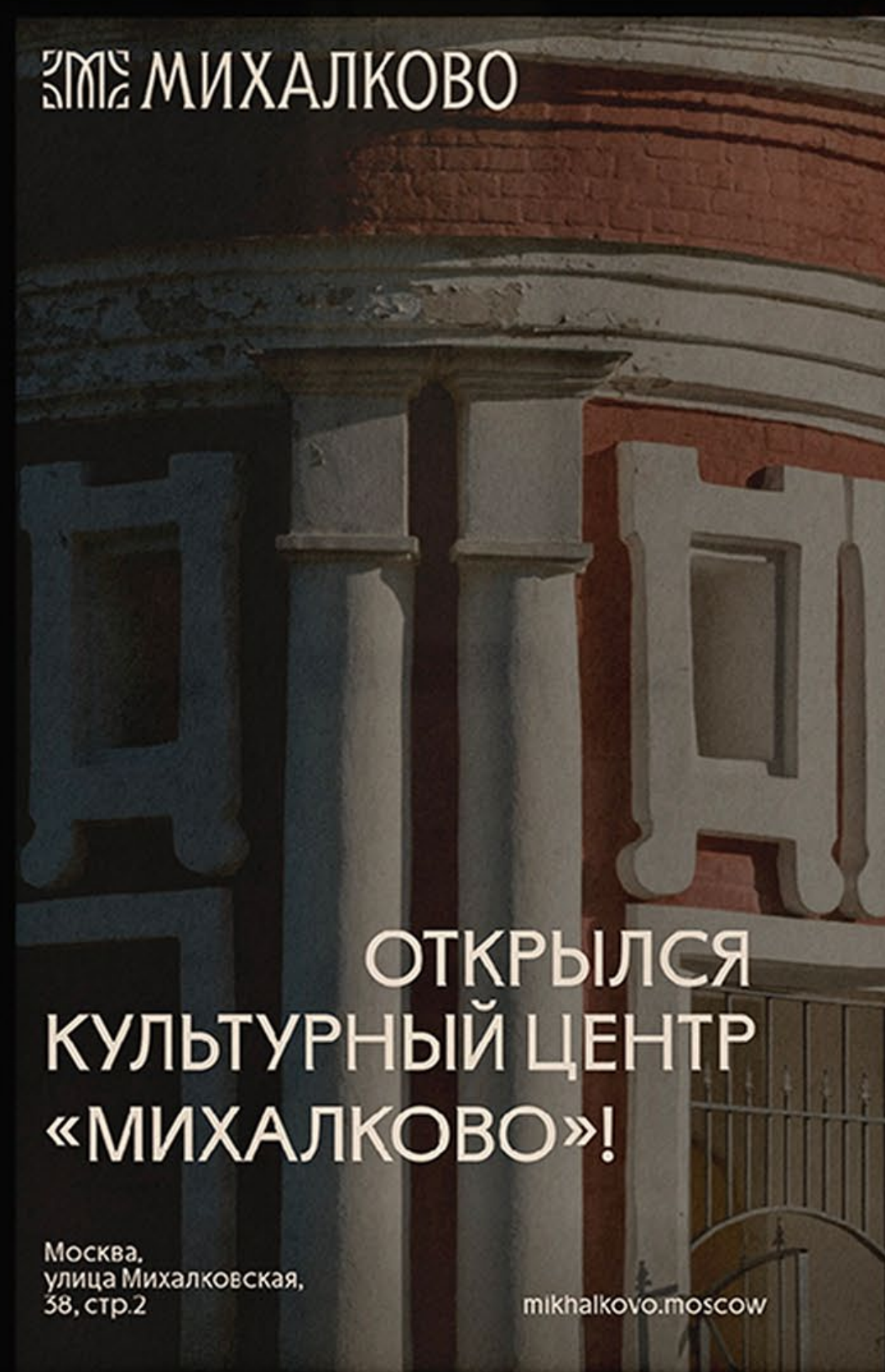
Запечатлеть эпохи  
и впечатлеться  
настоящим искусством

Москва,  
улица Михалковская,  
38, стр.2

«ЖИЗНЬ  
В ОКРУЖЕНИИ  
ИСТОРИИ»

12 сентября, 18.00

МИХАЛКОВО



ОТКРЫЛСЯ  
КУЛЬТУРНЫЙ ЦЕНТР  
«МИХАЛКОВО»!

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улица Михалковская,  
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[mikhalkovo.moscow](http://mikhalkovo.moscow)

НОВОЕ КУЛЬТУРНОЕ

Открытие фото  
экспозиции

Москва,  
улица Михалковская,  
38, стр.2

ПРОСТРАНСТВО  
В МОСКВЕ

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МИХАЛКОВО



## THE ART OF GIFTS

The Cultural Centre creates a unique atmosphere of belonging to the chosen few. This is why an important part of the project was ensuring that the visual identity works equally well on gifts. Each element of the gifts for ‘members of the community’ was thought out to the last detail — from pleasantly tactile fabrics to creatively different shapes that highlight the unique status. Thanks to refined prints, satisfying textures and unusual solutions, such as the elegant champagne holder, each item becomes more than just a souvenir — it turns into a symbol of belonging to an exclusive community.











est 2012 1773  
МИХАЛКОВО  
Brut Vintage  
Imperial



