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ONLY A STONE'S THROW AWAY FROM RED SQUARE...

A remarkable personalized service is the hallmark of the St.Regis Moscow Nikolskaya. With an atmosphere of savoir vivre, the hotel is set to become the place to meet in Russia's non-stop capital.



Situated in the heart of the city, with superb views of downtown, the Kremlin and Red Square, the St.Regis Moscow Nikolskaya is a genuine artefact, interlacing a rich history with impeccable service and providing an innovative experience in the Russian capital.

New luxury Moscow hotel, with 210 rooms and suites, opened its doors on the 31 October 2013.

The St.Regis Moscow Nikolskaya is a complex of historical buildings with an unrivalled location at the corner of Nikolskaya Street, Lubyanka Square, Maly Cherkassky Lane and Bolshoi Lane. Built in the 1870s, the building has a wonderfully rich history: until the early years of the 20th century it was the residence of Count Orlov-Davydov. The exclusive retail frontage was well known for the Koeller perfumery business, and the many fine chocolate shops it hosted. The historic façade of this eclectic architectural ensemble has been lovingly preserved and renovated, and the superb decorative mosaic made by Nierman in 1907 was partially saved during the painstaking reconstruction and is proudly on display today.

Situated close to the *Duma* – Russia's parliament – and a stone's throw from major business centres and the capital's main commercial and governmental buildings, the St.Regis Moscow Nikolskaya is certain to be a favourite with business travellers. Superb conference facilities and instantly responsive service will ensure that events and presentations are successful.

For leisure travellers, the hotel promises a heady mix of exquisite accommodation, high culture and first-rate shopping. There are architectural jewels galore – Moscow has an astounding number of breathtaking sights – and also there are sparkling jewels to be found in the luxury stores inside GUM and Nikol'skaya Plaza, the city's brand new shopping mecca.



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WHERE IT ALL BEGINS ...

Nikolskaya Street – one of the main arteries of Moscow, connecting Lubyanka Square and Red Square

The name Nikolskaya comes from the monastery of St Nicholas Old, built in 1390 on Vladimir Road, on the site where Nikolskaya Street runs today. The name Nikolskaya was first recorded in 1547. Until the end of the 15th century, when Red Square was built, the street led directly to the Nicholas Gates of the Kremlin, then later directly into Red Square.



The street has seen history pass by with signature milestones left on its sides: in 1687 it was the Slavic Greek Latin Academy opening, and then later on it was high-end shopping outlets, which in the beginning of the 19th century were turned into the famous department store GUM.

But before this, in the 17th century, the street was built up with houses of the noblest boyars and, one of the few in Moscow – paved with wood. The names of Bolshoy and

Maly Cherkassky Lanes today border the hotel building, recalling a court of Cherkassky dukes – the biggest residence in the times of Peter the Great.

Nikolskaya Street was historically not only one of the main business routes of Moscow, but "the heart of Orthodox spirit, literary wisdom and academic scholarship". It is at Nikolskaya Street where most Moscow bookshops were functioning in the second half of the 19th and early 20th centuries. According to archives, 26 of 31 then existing city bookshops were on Nikolskaya Street.

Every building in Nikolskaya Street can tell its own story, and one of them is a gorgeous house opening onto the street from Lubyanka Square - its own history starting in the 1870s.



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Nikolskaya 12 – from Orlov Davydov to the hotel



The building at Nikolskaya Street 12 dates back to the 1870s. In the first half of the 18th century, there were mansions at this address, but they were demolished in 1869. In 1877-79, architect Robert Gedike built rental housing here for Count A. Orlov-Davydov, Master of Ceremonies for the court and deputy of IV State Duma.

Heir to the famous Orlov family, Count Alexey was master of ceremonies court and later IV State Duma deputy. After 1917 he emigrated, ending his days in the Russian House in Sainte-Genevieve-des-

Bois. The Count lived in St Petersburg, and rented the premises of his Moscow apartment building. One of the tenants was the famous Sytin, who opened a bookstore in the house. Another tenant was Roman R. Koeller (1838-1907).

Roman Koeller was the owner of a perfumery and chocolate boutiques, and their interiors were decorated with mosaics by famous French architect Edouard Nierman, the master of French art nouveau and one of the creators of fin de siècle. From the 1880s to 1920, Nierman was one of the most renowned decorators in Paris and the Cote d'Azur. His works include theatres, hotels, casinos, restaurants and concert halls along with the world-famous Moulin Rouge (1903).



In 1907, Nierman arrived in Moscow to create a mosaic for Koeller's chocolate boutique. The rich floral designs included irises, lilies, poppy seeds, bluebells and primroses, and were made with the support of French glass master Pizzagalli (his symbol was found on one of the mosaics). Part of the mosaic is present today and was preserved as part of the legacy of the building. The façade and space of the ground floor of the former Koeller boutiques were retained during the current reconstruction as well.



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WHEN COMFORT IS PARAMOUNT: ROOMS AND SUITES

Superior and Deluxe rooms



The restored building is home to 210 rooms and suites, among them 166 deluxe and superior rooms. Decorated in brown and beige colours, the rooms intertwine Belle Époque features (a tribute to the history of the place) with contemporary touches in a refined way, creating an up-to-date vision of classical elegance – an elegance where the quality of each detail does not overwhelm, but rather creates a symphony of genuine style. The rooms share views of the capital’s historical downtown - replicating the familiar postcard views of Moscow and its symbols. While superior rooms overlook

either the hotel’s ample patio or Bolshoi Cherkassky Lane, deluxe rooms have open views of the famous Lubyanka Square, Maly Cherkassky Lane, Nikol’skaya Street or the patio of the building. There are a number of popular city attractions all around, drawing travellers from all around the world, who love the calming relaxation they can feel in the space of their rooms. Rooms range from 30-35 sqm for superior rooms and 35-48 sqm for deluxe rooms. All of them are noise-free and air-conditioned, with individual climate control.

Stylish furniture, subtle lighting and a combination of the finest fabrics and other features from dark wood, transparent crystal to soft fabric pads, all coloured with a warming beige palette, creates a comfortable ambience, supplemented by digital features making rooms fit the demands and trends of today. Tall wooden “frames” along the perimeter of rooms visually capture the areas in separate parts, adding geometrical primness to the design, and at the same time resembling the elegant gold frames of mirrors.

The bathroom is designed in white marble with small dark blue and golden mosaic tiles, and a separate shower glass cubicle is in all the rooms and makes one remember the famous saying of Thomas Aquinas that “sorrow can be alleviated by good sleep, a bath and a glass of wine” – the hotel shares this philosophy, and has truly created a space to admire. While the mirror remains still when being used as such, the classical image of the interior breaks into pieces once it shows the digital projections incorporated in the surface. The small and neatly incorporated gadgets follow the steps of the guest and become pleasant discoveries once seen and used – whether it is light, music or television.

The interiors are designed in the knowledge that the guests, even now equipped with a soft bathrobe and slippers, may not wish to succumb to absolute comfort while still having a busy agenda, so every room presents a well-designed sitting area with a work desk. Outlets are



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equipped with direct dial satellite phones with voice mail. The high speed complimentary Wi-Fi Internet access, fax and PC connections are all available with an easy click. For an enjoyable pause between the hustle and bustle, there is a mini-bar with a great variety of soft and alcoholic drinks, snacks and souvenirs. The personal safe with a notebook charging option and a 42-inch flat screen interactive TV are standard in every room.

The guests of the St.Regis Moscow Nikolskaya can take advantage of other services making the comfort of the stay paramount as well, such as 24-hour in-room dining service, complimentary mineral water in-room replenished daily, laundry and dry cleaning express services, free evening turn-down service, a complimentary overnight shoe-shine service and daily in-room English or Russian morning newspapers. All guests are invited to enjoy free access to the spa centre with its swimming pool and fitness area as well.

St. Regis Suite



For those who value exceptional space, the suites of Nikolskaya are the first choice, ranging from the St.Regis suite with a floor space of 55 sqm to the two Presidential suites of 150 sqm each. One king (and tsar feel!) bed is a must when it comes to the comfort of high expectations. Added windows on the attic floor suites enliven the area with streams of natural light. For guests wishing to admire Lubyanka Square and surroundings from a different angle, there is an added sofa as well.

Astor Suite



Named after the founder of St. Regis brand John Jacob Astor - Astor Suites consist of two spacious rooms – a bedroom and a living room, making altogether an area from 55 to 75 sqm. While a door separates two areas, business amenities are in both. The bedroom features a sitting area with a 42-inch flat screen TV and a work desk, and the living room consists of a sitting area with armchairs, a sofa, an identical TV and a work area with a direct dial satellite phone with voice mail. The powder room is a cosy addition.



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Presidential Suite



The Presidential suite has one king bed and has been designed with wonderful panoramic views over Lubyanka Square. The décor utilises a palette of gold, white and beige, complemented by gilded oak, marble, crystal and silk. This exquisite suite has a vast living room with a dining area, a relaxation area and a work area, private balcony, in addition to a huge bedroom with a lavish bathroom, including an oversized bath and a separate shower cabin. Both areas feature 42-inch flat screen TVs and direct dial satellite phones with voice mail functionality. The suite has a minibar with a great variety of soft and

alcoholic drinks, snacks and souvenirs. The suite is noise-free, air-conditioned and appointed with a walk-in closet, computer outlets and Wi-Fi Internet access, as well as a personal safe and a bathrobe and slippers. The bathroom is decorated with white marble and includes a bathtub, a separate shower cabin and a separate toilet cabin with douchette. The suite features a powder room as well. It can be connected to Deluxe room and configured as a two-bedroom suite. Guests who stay here can arrange for a separate entrance and personal butler service. Presidential suite is located on the 4th floor and has an area of 150 sqm.

Royal Suite



The Royal suite is located on the prestigious 6th floor area and has a high ceiling remaining from the original historical building. Spacious suite has one king bed and has been designed with wonderful panoramic views over Lubyanka Square. The décor utilises a palette of gold, white and beige, complemented by gilded oak, marble, crystal and silk. This exquisite suite has a vast living room with a dining area, a relaxation area and a work area, private balcony, in addition to a huge bedroom with a lavish bathroom, including an oversized bath and a separate

shower cabin. Both areas feature 42-inch flat screen TVs and direct dial satellite phones with voice mail functionality. The suite has a minibar with a great variety of soft and alcoholic drinks, snacks and souvenirs. The suite is noise-free, air-conditioned and appointed with a walk-in closet, computer outlets and Wi-Fi Internet access, as well as a personal safe and a bathrobe and slippers. The bathroom is decorated with white marble and includes a bathtub, a separate shower cabin and a separate toilet cabin with douchette. The suite features a powder room as well. It can



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be connected to Deluxe room and configured as a two-bedroom suite. Guests who stay here can arrange for a separate entrance and personal butler service. Royal Suite has an area of 150 sqm.

A CULINARY JOURNEY TO THE HEART OF EUROPE AND OVERSEAS

One of the main discoveries awaiting the guests of the St. Regis Moscow Nikolskaya is the hotel's overall conviction to provide an exquisite culinary experience, using top-quality products to produce gastronomic innovations.

A Tavola Italian Osteria



A piece of real Italy in Moscow, reminiscent of a piazza in its look, feel and taste is welcoming its guests at St. Regis Moscow Nikolskaya. To take a bite, one should visit A Tavola restaurant. One can walk in directly from the street and find oneself immersed in a stylish trattoria-like setting, with shelves adorning walls with rows full of mouthwatering delicacies, such as coffee, pasta, jams, biscuits, olive oils and wines. The name A Tavola – ‘at the table’ – keeps its promise of keeping guests in a comfortable and lively ambience while they are taking their seats

on cosy piazza style chairs. Acknowledging the principle that ‘simplicity is the new elegance’, A Tavola presents a seasonally changed menu inspired by different Italian regions.

No matter which region is chosen, a compact and seasonally flavoured menu will catch the guests' eye with a tailor-made selection of cold and warm antipasti and salads, followed by homemade pasta and main courses from Italian chef Stefano Andreoni.

To put a cherry on this Italian pie, the waiters offer guests traditional and new Italian wines by the glass, as well as slices of Parma ham, salami or mortadella.

While cold starters will be prepared as eye catchers in front of the guests, hot dishes will come a la minute – as if understanding the impatience of the guests to try the essence of Italy. Take-away is also an option on demand. The dessert menu consists of classic Italian desserts from tiramisu to homemade biscotti, all paired with freshly brewed Italian coffee.



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Orlov Lobby Lounge & Bar



The selected coffee and tea specialties are paired here with excellent homemade pastries. All those with a sweet tooth will find here an irresistible offer of freshly assembled cakes. Hot entremets, like crepes and waffles, will make time seem to come to a stop for pure enjoyment. A take-away option is also foreseen: visitors of the hotel won't be able to simply pass by a vitrine with a chocolate fountain and rows of delicate macarons! Fresh juices will change daily to provide a healthy and tasty beverage selection. The lounge bears the name of the first owner of the building – Count Orlov-Davydov – and

opens up with a view to be admired. In the centre there is a multi-coloured stained glass dome crowning the lobby area, and the design concept of the place reminds one of a sea liner with an upper deck and curved staircases. Live music in the evenings and a cosy atmosphere during the day will make the lounge the centre of the hotel, and the bar will provide a selection of the finest drinks and champagne.

CONFERENCES & EVENTS AS ART

The “place to meet” concept continues in the conference halls, ideally set and equipped to the highest standards to host board meetings and conferences alike. Every detail here, in elements of glass, wood or crystal chandeliers, creates a refined atmosphere. The business centre is equipped with the latest audio and visual equipment and helps to organise meetings from request to desired result.



The names of the halls pay tribute to the fin de siècle, when the hotel was founded, recalling the brightest artists of that time, from Kandinsky and Malevich to Vasnetsov, Chagall and Vrubel. Not only in name but in character do the new halls meet their names: being *avant-garde* with the digital facilities and set to conciliate the most *abstract* positions to a common denominator. The room space of the hotel is designed *beyond standard* range from 35 to 95 sqm and



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can welcome according to *geometric art* anywhere from 16 guests in a boardroom style to 80 participants in a theatre set-up – and the staff is always ready for any *improvisations*.



Kandinsky Ballroom holds in comfort up to 200 guests and has a spacious pre-function area for cocktails and receptions, which can be displayed in multiple *compositions*.

The Boardroom Malevich, overlooking Lubyanka Square, is another highlight of the conference space. Here, every contract is signed with a light touch, putting the final flourish on the *canvas* of a business agenda.

Rooftop Hall, Event space



Rooftop Hall, an ultra-modern bar and lounge, located on the 8th floor of the hotel, opens up new opportunities for private and corporate events, New Year parties, banquets, cocktail receptions and weddings. Accommodating up to 120 guests Rooftop Bar has a panoramic view of the Red Square and the Kremlin as well as summer terrace, which can host a cocktail reception up to 50 guests. Attentive service as well as personalized menu from the chef, provide the success to any level of the event.



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WHERE WELLNESS MEETS BUSINESS – IRIDIUM SPA



The IRIDIUM SPA has been designed above all with relaxation and rejuvenation in mind. It features an indoor patio-style swimming pool, a relaxation area, 6 treatment rooms and a fitness centre with comprehensive equipment, including an array of cardio and weight lifting machines.

Freshness and purity are the byword for the area, where all parts neatly interconnect: the glass-covered upper floor of the patio is constructed as a gym, whilst those training can overlook the contemporarily designed 10-metre swimming pool. When it comes to relaxation, the steam room and a sauna round off the spa facilities. Whether in need of a good work out in the fitness centre or an indulging treatment from the spa specialists, a visit to the spa will bring both body and soul to the height of their capabilities.



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BUTLER SERVICE



St. Regis Butler Service has been a treasured hallmark of the St. Regis experience since the very first guests were welcomed in 1904 when Colonel John Jacob Astor IV, son of Caroline “The Mrs. Astor,” debuted his hotel, The St. Regis New York. His vision was to marry the innovative edge of American invention with European opulence and hotel keeping tradition by creating “the finest hotel in the world.” This required two factors - exceptional service by an equally exceptional staff. This commitment to excellence was personified by the signature St. Regis Butler, who embodied that spirit then and still does today.

St. Regis Butler Service was personal service redefined; the beginning of the start of a revolutionary institution. It was born out of a need to fulfill every guest's desire as if it were second nature; going Beyond Expectation to provide service, which is authentic, meaningful and generous.

Building upon more than 100 years of legendary service, today's St. Regis Butler acts as a trusted personal assistant who anticipates and attends to any and every guest need; poised and ready to give you back time, be it an extra hour at the beach while the butler packs your bags or a salvaged morning to work on a presentation while the butler packs and ships materials to your next destination. Time, after all, is the ultimate luxury. St. Regis Butler Service provides a wide range of services to guests – essentially, anything a guest would ask for. However, there are 5 key signature services which are offered with our compliments at every St. Regis hotel and resort around the world.

Unpacking & Packing

Allow a St. Regis Butler to take care of the unpacking and storage of your luggage so you may simply relax and enjoy your time. Before you depart, contact the Butler Service Desk to assist with gathering and folding your garments for the journey home.

Beverage Service

Upon arrival, allow a St. Regis Butler to arrange coffee or tea service in your room. If you wish, a St. Regis Butler will arrive after your morning wake-up call to draw your shades, deliver your coffee or tea, and provide the day's newspaper and weather forecast.

Garment Pressing

Once unpacked, let your St. Regis Butler know which garments require pressing and they will be pleased to assist, returning the garments to your wardrobe promptly. Generally, two garments may be pressed complimentary.



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Service Desk

Honored to carry on a century of tradition of making guests feel at home, the St. Regis Butler Service Desk is available at every St. Regis hotel around the world. Should you need anything, at any time, please use the guest room phone to dial the St. Regis Butler Service Desk for prompt assistance.

RED MARIA, signature cocktail



Highlighting the original heritage of Fernand Petiot's Red Snapper, the signature cocktail of The St. Regis Moscow Nikolskaya gives the iconic Bloody Mary a refined, Russian twist. Infused with the rich flavors of traditional borscht, the Red Maria is a savory reimagining of this Fifth Avenue classic.

Ingredients:

7oz / 200ml tomato juice
2tsp / 10ml Worcestershire sauce
0.5oz / 15ml fresh lemon juice
5 shakes of tabasco
4 shakes of ground black pepper
2 shakes of salt
2tbsp / 15gr of marinated horseradish

2tsp / 10ml of fresh beetroot juice
1.5oz / 40ml of premium Vodka

Combine tomato juice, Worcestershire sauce, lemon juice, tabasco, black pepper, salt and horseradish over ice and shake. Pour in a large tumbler glass filled with one large ice cube. Top gently with the Vodka-Beetroot mix to create two layers. Garnish with beetroot ships and one mangold leaf.



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ST. REGIS MOSCOW NIKOLSKAYA SUMMARY

ADDRESS:	St. Nikolskaya 12 109012 Moscow, Russia
TELEPHONE:	+7 (495) 967 7776
FACSIMILE:	+7 (495) 287 2720
WEBSITE:	stregismoscow.com
FACEBOOK:	https://www.facebook.com/StRegisMoscowNikolskaya
OPENING:	31 October 2013
OWNERS:	Rutsog Invest
MANAGEMENT COMPANY:	Starwood Hotels and Resorts
GENERAL MANAGER:	Hiren Prabhakar
TOTAL NO. OF ROOMS SUITES:	210 rooms and suites
ACCOMMODATION OPTIONS:	77 Superior rooms 37 Deluxe twin rooms 53 Deluxe King rooms 26 St. Regis Suites 15 Astor Suites 1 Presidential Suite 1 Royal Suite
SPECIAL FEATURES & FACILITIES:	A Tavola Italian Osteria Orlov Lobby Lounge 1 Grand Ballroom for up to 200 guests 3 meeting rooms from 35 to 95 sqm 1 boardroom Rooftop Hall Iridium SPA
ADDITIONAL SERVICES:	24-hour in-room private dining Airport and railway station transfers Bentley rental service Outdoor parking Concierge services



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MEDIA CONTACTS:

Ludmila Mikhalina, Director of Public Relations
ludmila.mikhalina@stregis.com
+7 926 575 2222