

# ALLEGORY *press kit — english*

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**Rooftop°42**  
**Allegory Studio**  
**December 2013**

**Allegory Studio designs Geneva's first public rooftop restaurant with a unique view on the lake in the city's buzziest neighborhood.**

Opened on December 14th, Rooftop°42 is the first restaurant designed by Geneva-based Allegory Studio and will be the first public rooftop restaurant in town to offer its clients such a view on the Lake. Albert Schrurs inspired himself from both the New York lounge bars and the Parisian brasseries to create a unique atmosphere. Located on the 8th floor of a recently renovated building on the infamous luxury and high-end street Rue du Rhône, Rooftop°42 will be the new landmark for the international business crowd and for the trendy couples.



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## Contact

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# ALLEGORY *press kit — english*

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## About Rooftop°42

Allegory Studio was asked by its client, an entertainment entrepreneur, to design a restaurant & bar elegant enough to attract the important business crowd, mostly at lunch, and trendy enough to be the perfect location for a first date, an afterwork, a dinner or an evening with some friends. Set in a contemporary renovated building, on one of the most luxuriest streets in the world, the place had to be unique and unlike the other places in town.

Taking inspiration from both the Parisian traditional brasseries and the New York minimal and raw spaces, Allegory Studio tried to create a space which could be seen as a bridge between both of these atmospheres. The main concern in designing the restaurant, was its main attribute, which is undoubtedly the view on the lake. The space is organized in such way that the number of seats with a lake-view is maximized and that the circulation between the different spaces is optimized. The central kitchen, with an open view on 3 of its 4 sides, hierarchizes the restaurant spaces, by creating different slightly different atmospheres around it. Bistro tables and hybrid “sofa-chairs”, banquettes and stools are displayed to maximize the experience and for the guests to enjoy the venue in different ways. The restaurant features an area that can be converted into a conference and meeting dining room with its own access. Clients seated in this special space will be able to appreciate a site-specific artwork by the French artist **Camille Rousseau**, with whom Allegory Studio had already worked on a previous project.

Following two well established processes of the young yet emerging studio: **the twist**, which consist in revisiting some very strong and identifiable brand or context codes, and **the fusion**, where different materials are confronted and combined in unconventional ways. Rooftop°42 refers to all the traditional codes of a Parisian brasserie with banquettes, tiles on the floor, flooring and wooden chairs, as well as to all the nightlife/clubbing codes by using elements such as glass, metal, music and lights. Aside from the technical aspect of the project, its complexity mainly consisted in balancing the different DNA of each of these universe, and to achieve an effective symbiosis.

The floor is a good example to describe the phenomena. Allegory chose to incrust contemporary tiles and RGB controlable Led-lit glass slabs in a mechanically used oak parquet. The incrustated elements were split in the room to be more present in the most delicate areas such as the bar, the entrance or the dance floor.

The technical part of this project being quite complex, Allegory Studio teamed up with the well-established Geneva-based firm **Patrice Reynaud Architectes Associés**.

# ALLEGORY *press kit — english*

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## Quotes about Rooftop°42

### Albert Schrurs, founder of Allegory Studio:

“The brief we received from the client was to create a venue that could be ideal for both a business lunch and a first date dinner.”

“The Rooftop°42 is a destination in itself with a stunning view.”

"Allegory Studio tried to escape from what the public would have expected in Geneva. We wanted to create something new."

“The fact that the Rooftop 42 is also a nightlife venue added some challenges: the lighting, the high heels of the girls on the wooden floor or the sound system. This is why we adapted the place by placing for example tiles and not wood on the most crowded surfaces.”

“The Wogg 42 chair by Jörg Boner for Wogg was an obvious choice. The chair itself meets Rooftop°42's double identity, it's an hybrid product, halfway between a chair and a sofa, with a removable cushion, it's perfectly suited for both business conventional lunches and first dates locations in search of the most trendy in town”.

“The kitchen is visible from 3 of its 4 sides, the cooking process becomes part of the spectacle and an animation in the room”.

“The owner granted us with their confidence and let us truly express ourselves, it's quite amazing to have such open-minded client.”

“It was amazing to work with Moroso and Teo Jakob. We managed to accommodate Ron Arad's sofa design to create unique banquettes for Rooftop°42. They also made possible for us to display Patricia Urquiola's Mafalda chairs for the first time in a public space (they were launched in Milan in 2013). It's quite flattering to see them around our Totem tables”.

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## Credits

Project pictures can be downloaded in the press section on: [www.allegory.ch](http://www.allegory.ch)

They can be used with the credit mention.

### Client

**Architecture & Design**  
**Architectural advisory**  
**Engineering**

**Onsite artwork**  
**Photos**

### Rooftop42 SA

**Allegory Studio**  
**Patrice Reynaud Architectes Associés**  
**Amstein + Walthert**

**Camille Rousseau**  
**Annik Wetter**

# ALLEGORY *press kit — english*

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## About Allegory Studio

Established in Geneva since 2010 as Allegory sàrl, **Allegory Studio** conducts under **Albert Schrurs**' management, a multidisciplinary practice in the fields of architecture, interior design, installations, scenography and design.

Born in New York in 1985, Albert Schrurs is Swiss, he grew up in Geneva. He then graduated an Architect from the **EPFL\*** and a MAS Luxury Designer from the **ECAL\***. Before dedicating himself to Allegory Studio in 2011, he had worked as an Architect for the french luxury brand **Louis Vuitton** and for several reknowned architects, such as **Shigeru Ban, Jacques Lucan, Kengo Kuma** and **Ma Yansong**, in Paris, Tokyo and Beijing. Albert Schrurs is also one of the founders of the swiss cultural project, Verbier Mountain Climbers.

\* EPFL - Swiss Federal Institute of Technology in Lausanne

\* ECAL - University of Art and Design in Lausanne

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### Albert Schrurs

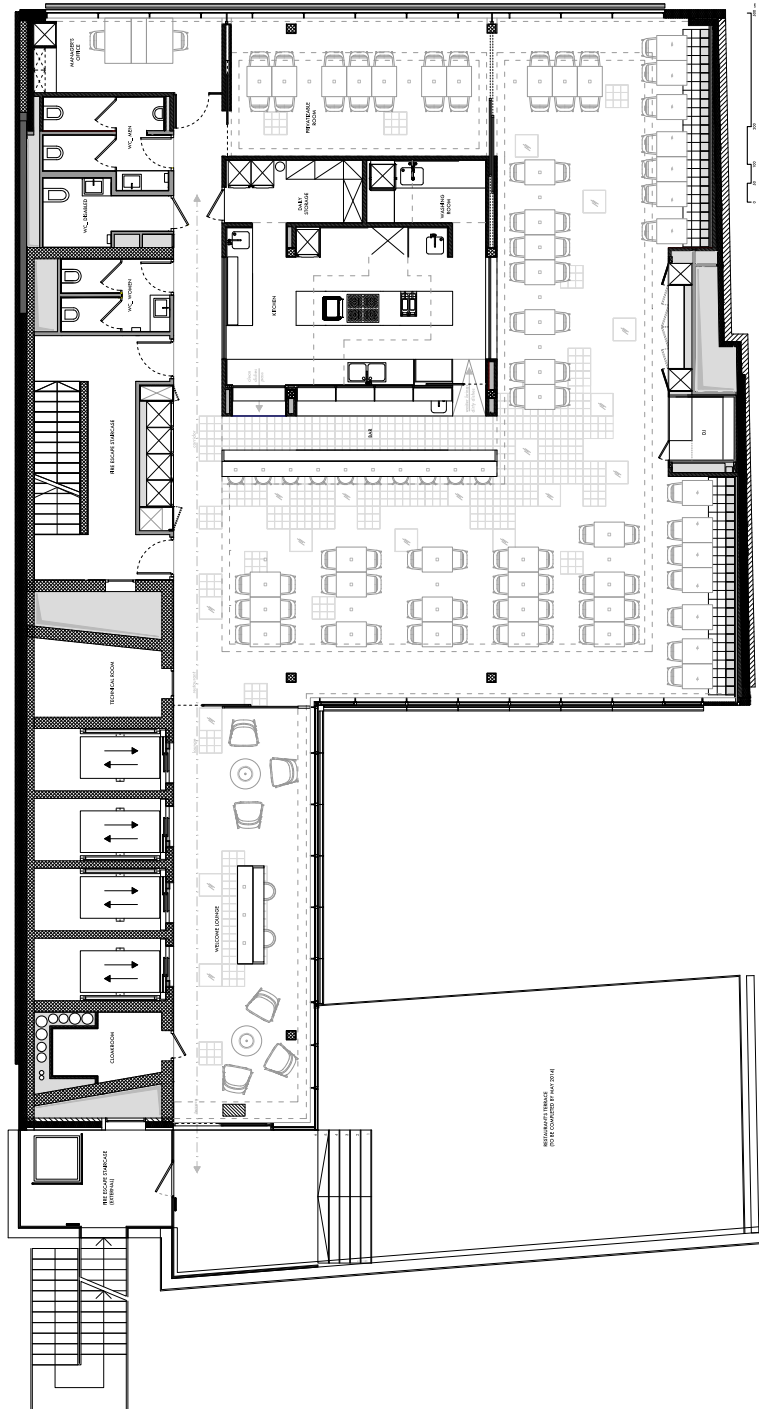
Pictures can be downloaded separately on [www.allegory.ch](http://www.allegory.ch) in the press section.

Photos (c) **Aurélien Bergot, White Balance**



# ALLEGORY *press kit — english*

A3 - scale 1:100 - PDF floorplan  
is included in the press kit.



Rue du Rhône 42  
Rooftop '42 - Restaurant & Bar  
PROJET R8 - Plan A3  
ÉCHELLE 1/100 DATE 14.12.2013 DESS. A.S.

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# ALLEGORY *press kit — english*

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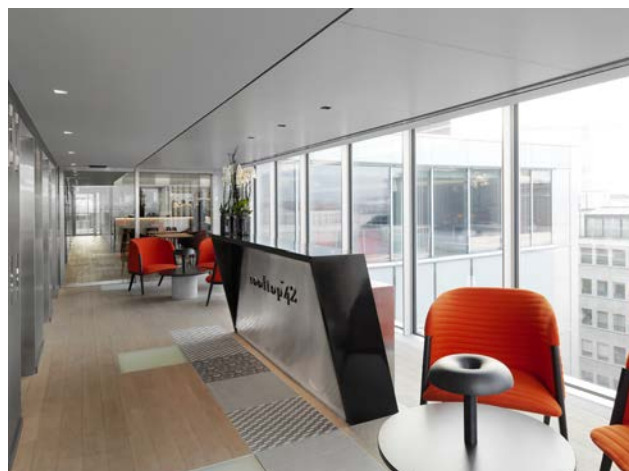
## **Rooftop°42 by Allegory Studio Entrance**

Mafada chairs by Patricia Urquiola for Moroso

Totem tables by Allegory Studio

Azulej Nero tiles by Patricia Urquiola for Muttina and glass slabs incrustated in a oak wood parquet.

**Photo(c) Annik Wetter**



## **Rooftop°42 by Allegory Studio Entrance**

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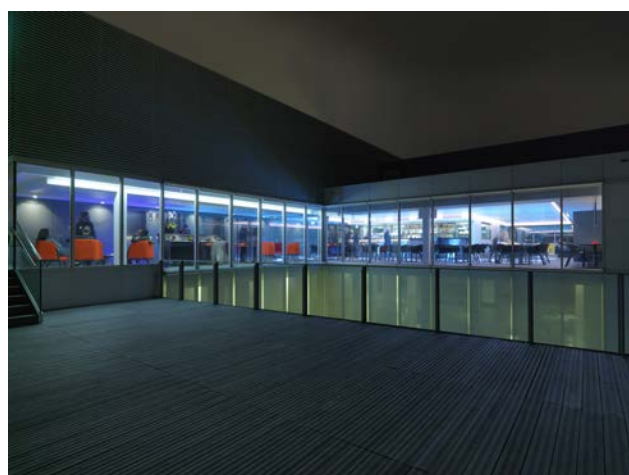
Totem tables by Allegory Studio

**Photo(c) Annik Wetter**



## **Rooftop°42 by Allegory Studio General night view from the terrace**

**Photo(c) Annik Wetter**



# ALLEGORY *press kit — english*

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## **Rooftop°42 by Allegory Studio** **Bar area**

Highstool by Jean Prouvé, Vitra re-edition.

Azulej Nero tiles by Patricia Urquiola for Muttina and glass slabs incrustated in a oak wood parquet.

**Photo(c) Annik Wetter**



## **Rooftop°42 by Allegory Studio** **Main room**

Highstool by Jean Prouvé, Vitra re-edition.

Wogg 42 Chair by Jörg Bonner for Wogg.

Custom "bistro version" of the Wogg 422 table by Wogg.

Custom banquette design (Allegory Studio) of Ron Arad's Do-Lo-Rez sofa for Moroso.

**Photo(c) Annik Wetter**



## **Rooftop°42 by Allegory Studio** **Main room**

Wogg 42 Chair by Jörg Bonner for Wogg.

Custom "bistro version" of the Wogg 422 table by Wogg.

Azulej Nero tiles by Patricia Urquiola for Muttina incrustated in a oak wood parquet.

**Photo(c) Annik Wetter**



# ALLEGORY *press kit — english*

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## **Rooftop°42 by Allegory Studio** **Night view - bar area**

Highstool by Jean Prouvé, Vitra re-edition.

Azulej Nero tiles by Patricia Urquiola for Muttina and glass slabs incrustated in a oak wood parquet.

**Photo(c) Annik Wetter**



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# ALLEGORY *press kit — english*

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## **Rooftop°42 by Allegory Studio Banquettes area**

Custom banquette design (Allegory Studio) of Ron Arad's Do-Lo-Rez sofa for Moroso.

Wogg 42 Chair by Jörg Bonner for Wogg.

Custom "bistro version" of the Wogg 422 table by Wogg.

Miss - suspension lamp by Davide Groppi

**Photo(c) Annik Wetter**



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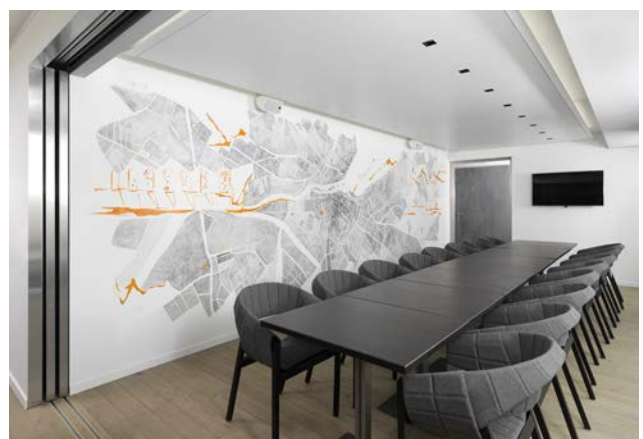
## **Rooftop°42 by Allegory Studio Privatizable room**

Wogg 42 Chair by Jörg Bonner for Wogg.

Custom "bistro version" of the Wogg 422 table by Wogg.

Site-specific Geneva-Map, hand drawn art work by Camille Rousseau.

**Photo(c) Annik Wetter**



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## **Rooftop°42 by Allegory Studio** **WC - women**

Azulej Nero tiles by Patricia Urquiola  
for Muttina.

**Photo(c) Annik Wetter**



## **Rooftop°42 by Allegory Studio** **WC - men**

Azulej Nero tiles by Patricia Urquiola  
for Muttina.

**Photo(c) Annik Wetter**



## **Rooftop°42 by Allegory Studio** **WC - disabled**

Azulej Nero tiles by Patricia Urquiola  
for Muttina.

**Photo(c) Annik Wetter**

