

CASE STUDY



+ Main entrance

DEUTSCHE BANK
INDIA.



Teller counter area



Lobby area



Brief:

Deutsche Bank is a leading global investment bank with a strong and profitable private client's franchise. A leader in Germany and Europe, the bank is continuously growing in North America, Asia, and key emerging markets. In their endeavor to excel and expand Deutsche intended to set up a 'state of the art facility' in Mumbai.

Deutsche's Outlook:

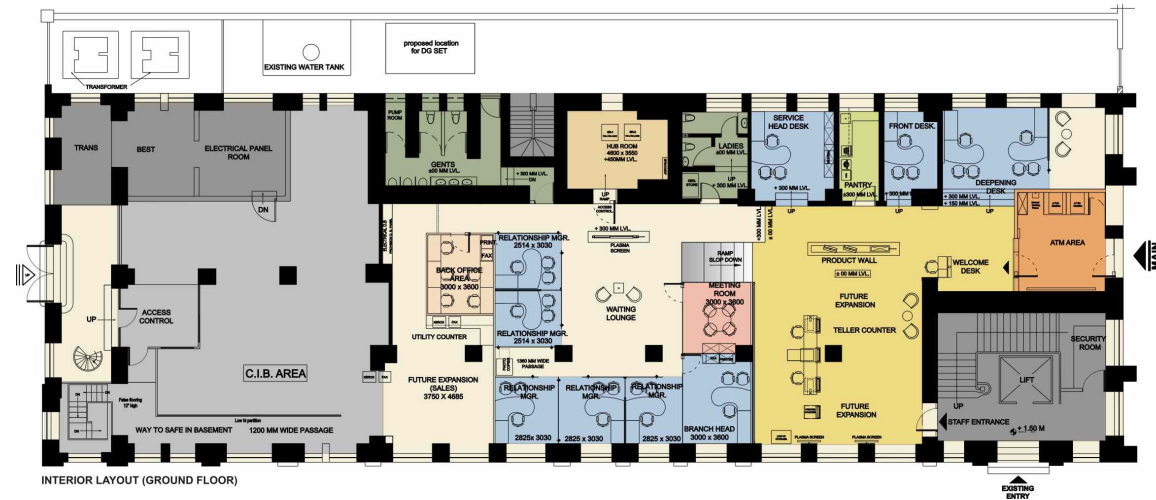
The concept was to create a monumental edifice that builds an everlasting impression, as it was the stepping stone for Deutsche bank in India.

Challenge:

It was a challenge to fuse contemporary interior style with the classic exterior and to express classic enduring design since the building is a heritage structure. Deutsche wanted to flaunt the colors of their logo, as an identity.



Waiting Lounge



TYPICAL FLOOR PLAN

Execution Approach:

The project is expressed with a simple design, high - quality materials and executed with careful attention on detailing that relates to Deutsche's philosophy i.e. 'Growth within secured environment.' This was achieved by creating 'cube within a cube' concept, such that none of the sides of the internal cube (cabin/cubicle) touches the ceiling or any of the walls. Flexibility for future functional changes was achieved by elevating the floor and cabling underneath. The front area served as an inviting lounge for the walk-in bank while the high network area segregated behind with maximum usage of glass that depicts openness and transparency.

Uniqueness of the design:

The applied concept – Cube within the cube, is the most unique feature of the project.

