

CASE STUDY



+ Priority banking

STANDARD CHARTERED

Priority Bank Branch
At Baniyas Square, Deira, Dubai, UAE.

STANDARD CHARTERED BANK

Deira, Dubai, UAE.



Teller area & waiting



Cafeteria & Open office area

Brief:

Standard Chartered bank is one of the top leading International financial organizations. With a banking heritage spanning more than 150 years, Standard Chartered has an extensive global reach and a strong position in emerging markets, supplemented by strategic alliances and acquisitions. In the quest to expand & excel Standard Chartered proposed this edifice of their physical manifestation at Deira, Dubai.

Location:

Baniyas Square, Deira, Dubai

Area:

10,000.00 Sq.ft.

Concept:

Concept was to create highly communicative, rational & humanized in its approach through brand. This three level facility planned with its business unit in a manner to facilitate its business & dependency with a unique customer experience. Consumer Retail Branch at Ground level, Priority Banking at Mid level & Back Office at Top Level.

Design approach:

Before actual designing existing premises was carefully analyzed on the compliance of human health & safety standards & locally available materials. Existing premises which was not compliant with NFPA standards, was made compliant by redesigning of existing staircases. Locally available materials were tapped to their fullest to expedite the execution.

Uniqueness:

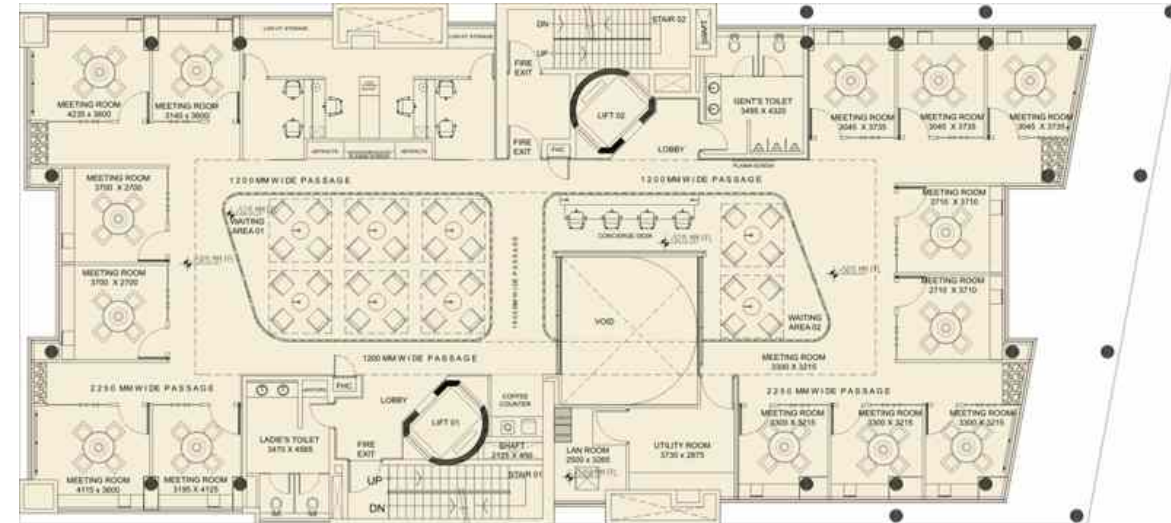
Uniqueness of this project lies in its careful & efficient planning of design features. Impact wall & features in Consumer banking for brand projection. Use of void glazing to create forest feature, use of niches to tone down the effect of dark veneer & to host the Arabic artifacts in Priority Banking. Island Cafeteria in the center of Back Office area.

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Concierge Desk



Priority Banking - Floor Plan

Challenge:

Adapting the Standard Chartered's best practices to the site constraints & exploiting locally available materials. Since the branch hosts three different business entities at three different levels, each one of them has been uniquely conceived.

At ground level the large volume has been optimized to an inviting entrance. Teller areas planned deliberately at remote end through personal banking areas in order to generate business for personal banking. special emphasis has been laid on the design of branding at all customer interface areas like entrance, passages & waiting areas.

Priority Banking area at Mid level is very exclusive accessed by separate staircase, with a feel of private club .i.e. warm & cozy. It is characterized by intimate, natural, attentive & humanized qualities through its soft warm lighting, dark veneer cladding, forest feature & lounge seating. Arabic artifacts & local names to the consultation (meeting) areas adds local flavor to this area.

Top floor which is a back office is efficiently planned as open office plan. The main feature of this is an island cafeteria planned at the center of office & at the same time serves as breakout area with ease in access from other floors as well.