

## CASE STUDY

FEB '21' →  
SEPT '22 ←

# PEKAO S.A.

BANK POLSKI I

**1.** CHALLENGE

## Designing and introducing a new concept of outlets

**2.** IMPLEMENTATION

The choice of the methodology of our work with the Pekao brand was initiated by the victory in an organized competition for the creation of a facility of the future, which was to be comprehensively adapted to various branch areas, special buildings or islands (adapted to shopping centers or universities).

The conceptual design was mainly based on the cooperation of an interdisciplinary team of sociologists and architects, who jointly selected leitmotifs and main design points. They guided them throughout the design process, and also formed the basis for taking further steps in creating space for the bank.

It is worth noting that the project identified specific zones that were responsible for various functions performed by the bank (e.g. entrance zone, activity zone, kids zone, meeting rooms, etc.) - which in their entirety were to show the friendly aspect of the visited facility for various groups. The created concept was based on values, i.e. Polishness, community, support in development, which in their complexity are supposed to connect generations, correspond with trends, distinguish agency and dynamics, and above all evoke positive emotions.





The issue that reflected the idea for the project was to find a common part, which unites Poles and is also their pride national. The perfect combination of these areas according to our office was nature and Polish landscapes supplemented with Polish design. The facility was primarily intended to be friendly, and the created design is timeless, based on nature - natural materials, subdued colors.





The materials used emphasized the values that the bank should follow located close to its client:

- Transparency, emerging in the transparent glazing that influences on the transparency of the bank's operation, and also constitute a modern structure design
- Naturalness, an indispensable element of which is the use of eco materials, live greenery, or plaster panels that are in the right color emphasized the freshness of the interior
- Solid foundations that are not only responsible for the bank as an institution, but in the interior design based on materials, i.e. stone floors

Environmental responsibility was an important aspect in the selection of materials and sustainable development - the use of natural materials finishing materials or those that have been made to some extent from recycled raw materials.

The project proposed a carpet that was partially completed made of recycled materials, as well as furniture upholstery fabrics soft. Natural materials such as plywood were also used free-standing furniture or ceiling acoustic panels made of wood wool, whose advantage is both the quality and durability of the product. It is worth emphasizing that in the concept of equipment elements, features that extend the usefulness furniture, thus also leveling the overproduction of industry and related to them waste and investment costs.

A place that has been distinguished in the entire project in terms of communication is a non-bank zone (open room), which is to both present, educate and entertain customers

All design activities were not only to modernize and visually distinguish bank, but above all introduce it to a new era of communication with the client according to the path CX. Properly thought-out, but also non-obvious design allowed to create the first Pekao SA branch in Warsaw, which fits perfectly into the timeless design framework, and also encourages get acquainted with the offer and rediscover the bank.

