

ASB St Lukes

Auckland

The brief was to design a new ASB branch, incorporating all banking services and facilities, within a retail environment. Traditional banking services were to be included, with a priority to 'migrate' customers towards more self service, technology based services and for the complete project to be highly visible and branded, with ease of access from the mall.

The ASB Bank branch, in the Westfield St Lukes Mall, Auckland, is the first new look mall branch, incorporating refreshed branding, layout, image, services and fixtures, offering a full range of banking services. The bank occupies a high profile mall, corner site.

The 'outside' corner stands out as a highly branded surround, to a full range of self-help, technology based banking services and facilities, including ATMs, deposit,

change and coin counting machines. Write-up, brochure holders and access to Foreign Exchange extends this area into an easily accessed, after hours service provider.

Continuation of (the mall) terrazzo flooring into the front third of the bank frames the addition of Concierge and customer Internet Banking facilities, along with waiting, cafe and community services. Purpose designed 'internet pods' allow privacy to customers, while they (either standing or seated) can carry out internet banking services, flanked by rates, news and promotional LCD screens.

The purpose designed concierge counter has (double) information pods, with staff members answering customer queries. Softer finishes, tones and lighting set the tone for the meeting rooms and teller transaction area. Individual teller 'pods' with shrouded automatic cash dispensers

provide traditional counter services to customers in a very open environment.

Meeting rooms have the ability of closing off (glazed) fronts, to enable one on one customer interface, or for customers to have the ability to discuss their banking requirements and business via private video conference facilities.

ASB and Resene have worked together, to develop 'standard' ASB colours, used throughout their branch and corporate network including personalised ASB Black, ASB Yellow (exterior and interior) and ASB Grey, as used on shopfront surrounds, automated services surrounds and internet services surrounds and ASB Silver, ASB Bedrock and ASB Half Bedrock. These form the heart of the colour scheme complemented by softer tones used throughout the inner branch and meeting rooms.







 Resene Hive





Architectural Specifier:
Ellery Muir Associates and CPRW Fisher

Building and Painting Contractor:
Construction + Interiors Project
Management

Colour Selection: Ellery Muir Associates
and CPRW Fisher

Interior Designer: David Muir