

BANK OF WEST

San Francisco, CA

Size

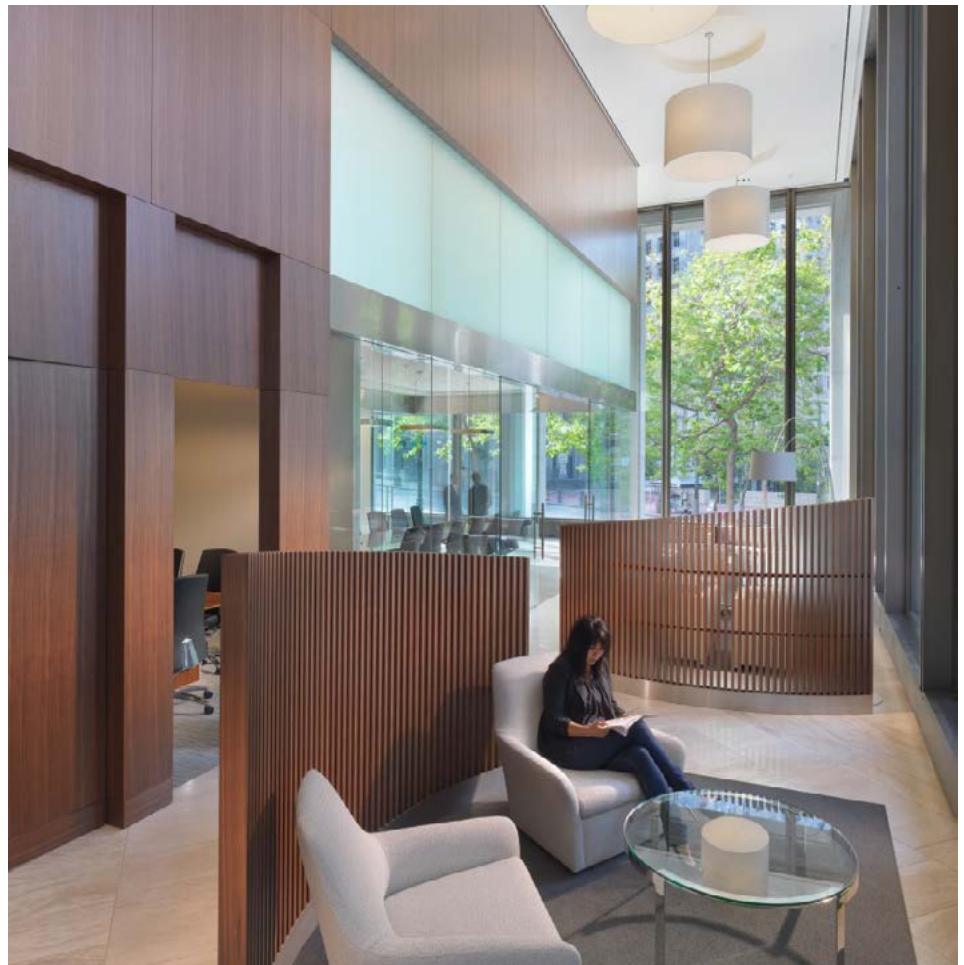
10,000 square feet

Project Highlights

Flagship Wealth Management Center;
Flexible spaces that allow for individual
and collaborative use; Coffee bar; Variety
of collaborative spaces: large and small
conference rooms, huddle space, lounge
area, and informal and formal meeting
spaces; Boutique banking environment

Services Provided

Full service interior design and architecture





Headquartered in San Francisco, Bank of the West's new flagship Wealth Management Center is located in the heart of the financial district. Intended for use by a diverse group of finance professionals to deliver integrated solutions to their high net worth clients, Bank of the West desired a space that was reflective of their brand: innovative, client-focused, and modern yet established. Wealth Management Center clients have the option of meeting with their financial advisor individually or with a team of subject matter experts; therefore the space needed to provide flexibility to accommodate various purposes.

IA was asked to design a space that felt welcoming and high-end without being ostentatious; impressive but not more memorable than the advisory experience. In addition to the typical areas associated with office space, the facility includes a lounge area, formal and informal meeting spaces, and coffee bar. The architecture of the front of house area presented two challenges: it was a former storefront that had to feel more like a high-end office than a retail location, and the narrow, tall shape of the space was awkward. To address the programming challenge of creating a more personal experience for clients, the design solution gradually transitions from a retail-like space to one of an office. When clients enter, they are met with a reception area that has the feel of a boutique hotel lobby, replete with arching



ceilings. There are various seating areas, as well as views of bustling Market Street. As clients move through the space, it gradually becomes more private. When reaching the conference area—with rooms ranging from a large conference to small huddle rooms—the ceilings are at a lower scale. The back of house office area features an open plan with limited private offices to ensure that team members have the opportunity to collaborate across areas of specialization.