

COMMERCIAL BANK OF QATAR

01



- 01 Entrance foyer and reception to all levels
- 02 Library for high net worth Clients
- 03 Consultants Area
- 04 Granite tile pattern based on traditional Islamic iconography

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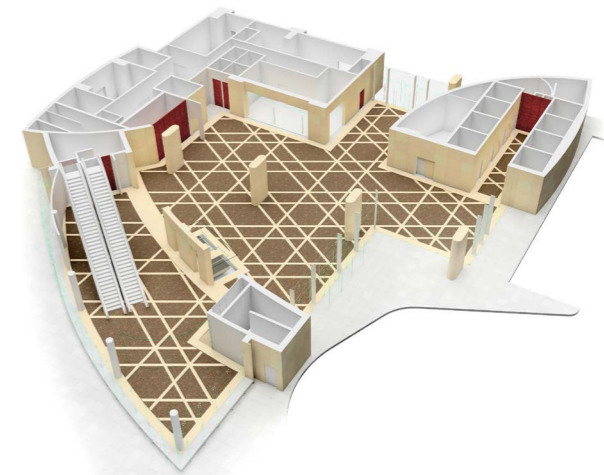
Project
The development of interior features, fittings and fixtures to a 23-floor newly built corporate building.

Scope
Creation of flagship branch for regional banking group and facilities for executive, staff and high net worth Clients. Internal Layout, brand strategy and design integration.

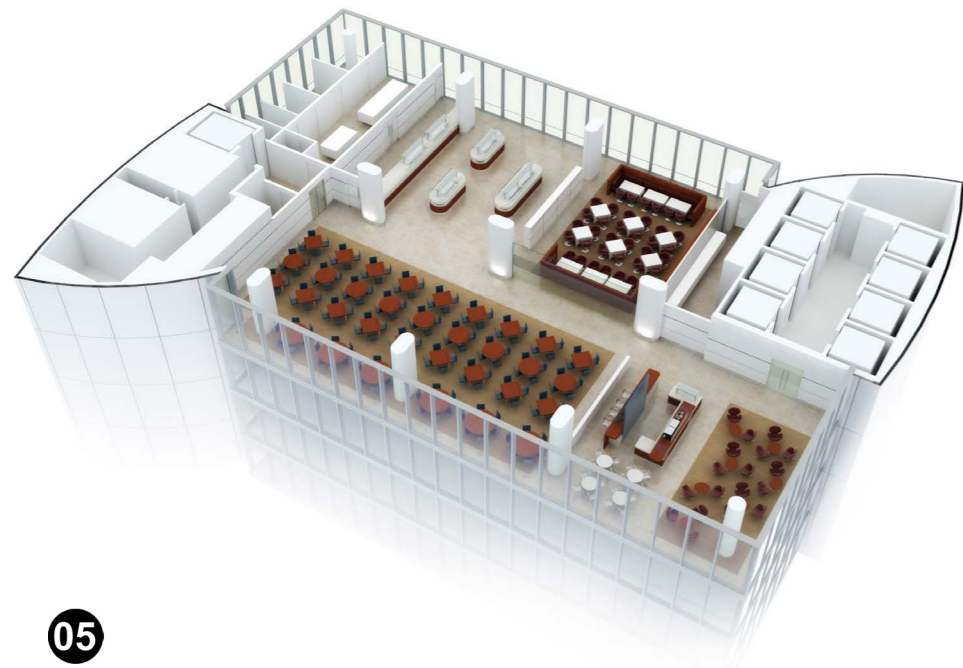
Value
US \$6.5 Million.

Commercial bank is one of the largest regional banks in Qatar, with over 70 branches across the gulf state region. They have a broad property portfolio extending from small stand-alone operations through to large city-centre sites. Their regional expansion programme has allowed them the opportunity to relocate their corporate and retail headquarters from their current site into a new 23-storey purpose-built structure in Doha, which upon completion will be the tallest curtain-walled structure in the region.

With the base build of the structure already in the process of completion, I was employed to work on the fit-out of the interior. The building needed to contain their executive and management personnel as well as conference, catering and prayer facilities. In addition the lower levels of the building to contain a new branch flagship, which could accommodate both retail and more private banking facilities for high net worth clients. The project was divided into 2 parts: The lower levels accommodating 4 levels of the bank branch, a staff restaurant and prayer



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level as well as 2 levels of operational banking staff. The second part was the upper levels of the bank, which accommodated the executives, directors and CEO, as well as the corporate conference level. The other levels were to be sublet as a prestigious location for future tenants. By creating public, semi-public and private spaces and controlling access via the main lifts and the wall climbers to the atrium, a level of security could be that still allowed the ideals of the brand to be expressed in its openness and accessibility. The intention was to use the principles of the flagship and eventually incorporate them across their network of branches.

Using the architecture of the building and building a curved brand wall across 2 levels of the public banking space allowed for recessing banking facilities as well as providing a surface for high-tech electronic promotions. This was integrated with their marketing and events-driven programmes to create a guide through to the branch as well as an exhibition facility.

By contrast the upper levels, which contained private and high net worth banking were more discreet, allowing for investment and consultation in a prestigious environment which included a library, private offices and consultancy spaces, conference facilities with built in presentation platforms. The design proposals were approved in 2006, with the project reaching completed in 2008.



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B BANKING AND FINANCE
Flagship store design and Branding

- 05 Upper level Conference and meeting facilities
- 06 Banking branch with circular layout plan to lower levels
- 07 Typical Office environment at mid-level
- 08 Upper level Board Room



07