



BARCLAYS PREMIER: DETAILS OF EXCELLENCE

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Pictures: Gianni Frigerio / VIP Multimedia Italy

Barclays – the renowned UK-based Banking Institution with branches in over 50 countries – recently launched the first Premier flagship branch in Milan. The goal is promoting a new banking concept to support Barclay's expansion plan in Italy. The new flagship branch is located in Via dei Mercanti 10, just few steps from the Duomo, the recognized symbol of Milan, and from Piazza Cordusio, Milan's true financial heart.

Each and every detail was designed to tend to excellence and Helvar is proud to be one of the companies selected to be part of this project. In particular, Helvar was chosen to provide the management solution for the whole lighting system of the branch.

INNOVATIVE SPACES FOR A NEW BANKING CONCEPT

The first Italian Premier flagship branch is hosted into a fully restructured historical building, of which the original facade was accurately maintained. The heavy restructuring was needed both for technical and image reasons. To keep maximum design consistency among the branches distributed all over the world, Barclays Head Office elected to award the whole project to one single vendor, namely London-based Future Brand, supported, in the case of the Milan flagship branch, by Polis Engineering that took care of the execution and coordination of the works.

In particular, the coordination activity was critical for achieving such excellent results in a very tight turnaround. As Ing. Della Bella of Polis Engineering puts it "Success was mainly due to the perfect synergy created by the partner enterprises, among which Helvar".

The Premier concept is reflected in the design elements characterising the five-storey building; warm hues, smooth and exclusive materials, modern and yet never aggressive design lines, intense and yet soft lighting. The same concept occurs again in the circle theme symbolising the new customer-centric approach. This is particularly evident in the shapes of the entrance partition walls, ceiling clouds, fitted carpeting, luminaries, wall washers, chandeliers, and desktop lamps.

As in an architectonic crescendo, you go from the muffled, protected atmosphere of the first four floors to the basically open space of the fifth floor, where the lighting plays a fundamental role in creating a "continuum" between interior and exterior space.

Glass surfaces looking onto the city are widely used all through the building to allow visual interaction between the bank and the external world and to convey a feeling of might and movement to the visitor. The whole space looks more like the lobby of a luxurious hotel than the waiting area of a bank, but this is an instinctive clue to the exclusive treatment you will be granted inside. ▶



Circle theme, exclusive materials, modern design lines and intense yet soft lighting are elements reflecting the Premier concept of Barclays.

The fifth and last floor is intended to provide a multifunctional business space for customers. The space is almost fully open to facilitate business contacts and meetings. A large multifunctional space where large, squared meeting tables and a special catering are available for all the guests.

THE LIGHTING SYSTEM

Within this project, the lighting system plays the critical role of conveying a feeling of confidence and positivity, and of recreating a quiet, cosy, almost home-like atmosphere. Hence the choice of halogen lamps with a mix of direct and diffused light. Each floor has its own lighting scenario specifically designed according to the end result pursued. The entire lighting system is managed through centralized in-built scheduling and time-clock functions controlling the on/off and dimming cycles according to the volume of daylight.

This is exactly why Polis Engineering decided to resort to Helvar. “Indeed, we needed a fast-acting and reliable partner – says Ing. Della Bella – capable of providing a high-performance lighting control system but also of interfacing to luminaires provided by several different manufacturers. More often than not when you confront with such complex projects, the capability to swiftly adjust to different situations is one of the most critical requirements”.

To manage both the individual luminaires and the lighting system as a whole, Helvar proposed the adoption of the DIGIDIM ROUTER. The 5 routers installed, one per floor, are connected to one another by means of Ethernet switches, which allow the concurrent control of all DALI networks that manage each single luminaire.

Helvar’s technical solutions allow the achievement of maximum performance levels, although providing the necessary flexibility to customise the system according to user requirements. ■



PROJECT DETAILS

Barclays' Project Manager: Ing. Marco Altare
Architectonic Concept and Interior Design: Future Brand, London
Project Execution, Facilities and Project Management: Polis Engineering, Milan
Lighting Design: Future Brand
Luminaires: IGuzzini, B&B Italia, Kartell
Lighting Control System: Helvar DIGIDIM Router