

<<金融设计的艺术>>

图书基本信息

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内容概要

本书包含50多个出自全球知名设计事务所及知名设计师的金融设计案例，从欧美到亚洲，以丰富的内容和创新的设计为读者带来金融设计的艺术感受；项目包括银行营业厅、金融中心、股票交易所、银行总部大楼等，既有精巧的中小型项目，也有庄重的大型项目；不仅有大量的彩色实景图片，更配有平面图、立面图、剖面图和设计手绘图等，清晰展现出细腻的细节设计，再配以简明扼要的文字说明，全面向读者展示出每一个项目的设计精髓。

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Cooperative Credit Bank

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San Paolo Bank

Nordea Bank Headquarte

S.W.I.F.T. HEADQUARTERS

Bank of China Head Office Building

Synergias Co-op Bank

Riviera Twin Star Square

Banco Santander Headquarte Tower

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章节摘录

版权页：插图： The Barwa Bank branch design concept has been one of the most challenging projects that Crea International has ever developed: designing the most progressive Islamic bank of the future, showcasing either modernity and coolness strongly rooted with the tradition of the country was the brief assigned by the client. The objective was to propose an environment aimed to customers more and more familiar with most innovative technologies, a bank thought where people would feel comfortable and welcome in a retail environment close to the fashion mid market luxury. Through the methodology of Physical Brand Design, Crea International team approached the project in a very logical and structured way: "In the first place, we look into the history and traditions of the country to get familiar with the components Qatari people felt very belonging to their culture and were proud of it. We also analysed throughout the mission of Barwa Bank and the values it stands for, and finally we looked at the banking models both in Western and Middle East countries to build a strong point of difference and a gap with the current models, as claims Viviana Rigolli, strategy director of the project." To ensure real distinctiveness versus such current banking models and to build the most innovative bank, Crea International designed a new service standard: only a central banking area hosting multifunctional comfortable workstations where the bank assistant can seat close or in front of his client looking together at touch screen table, where all banking functions can be performed with total transparency and almost paperless. The final result is a delicate balance between tangibility simplicity, intuitive space fruition of the service model together with the warm but still precious environment and design that characterizes the banking space. Crea International has designed the new and surprising retail format for the Mediobanca group, CheBancal, a multichannel distribution model based on website, customer service and new generation light branches. The Natural Tech concept designed by Crea International is inspired by "the rules of simplicity" by John Maeda and by the landscape of the solar system. The leading design idea is that the things that surround us have to get back to essential. The overall atmosphere of CheBancal recalls the warmth and light of the sun, the layout of CheBanca ! reminds logical organization of the solar system with the client ideally at the centre of it.

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编辑推荐

《金融设计的艺术:英文》编辑推荐：传统的金融类设计常给人一种距离感，随着时代的不断发展，当今的金融设计更多地重视使用者的感受，《金融设计的艺术:英文》中辑录的银行营业厅、金融中心、银行总部大楼等，都采用了新颖时尚的设计手法，拉近银行与客户之间的距离，为未来的金融设计发展趋势做出指向性的引导。

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