

Waterloo Road

12:00



# REVOLUT



## CONCEPT

### JUXTAPOSITION



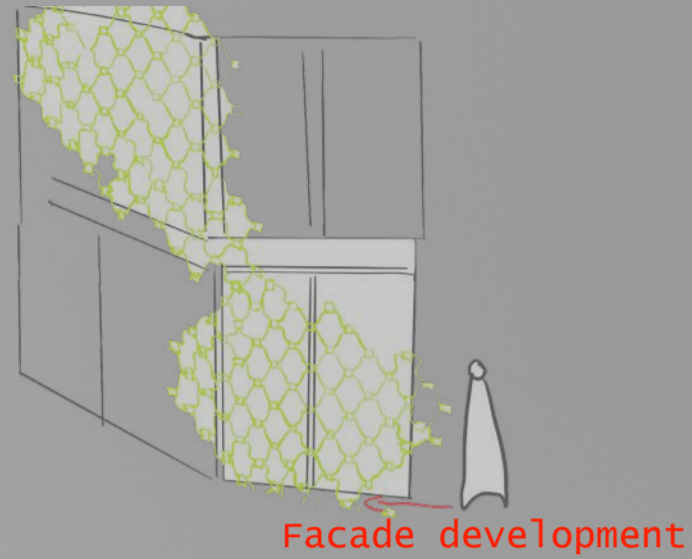
## REBELLIOUS & ORGANIZED

Today the world is confronted with inflation, energy crises, and wars that is creating a domino effect influencing the economy of the world. To be prepared for these kinds of events the financial system should offer more support when it comes to knowledge. Based on this need and care Revolut is shaking the norm of a traditional bank and builds a space where users can gain knowledge and build strong connection withing the financial community. A space where people will be informed and trained to deal with challenging times in order to avoid economical collapse. Revolut is offering a system which helps people manage their money better and by offering the knowledge support they can less affected by unpleasant financial events.

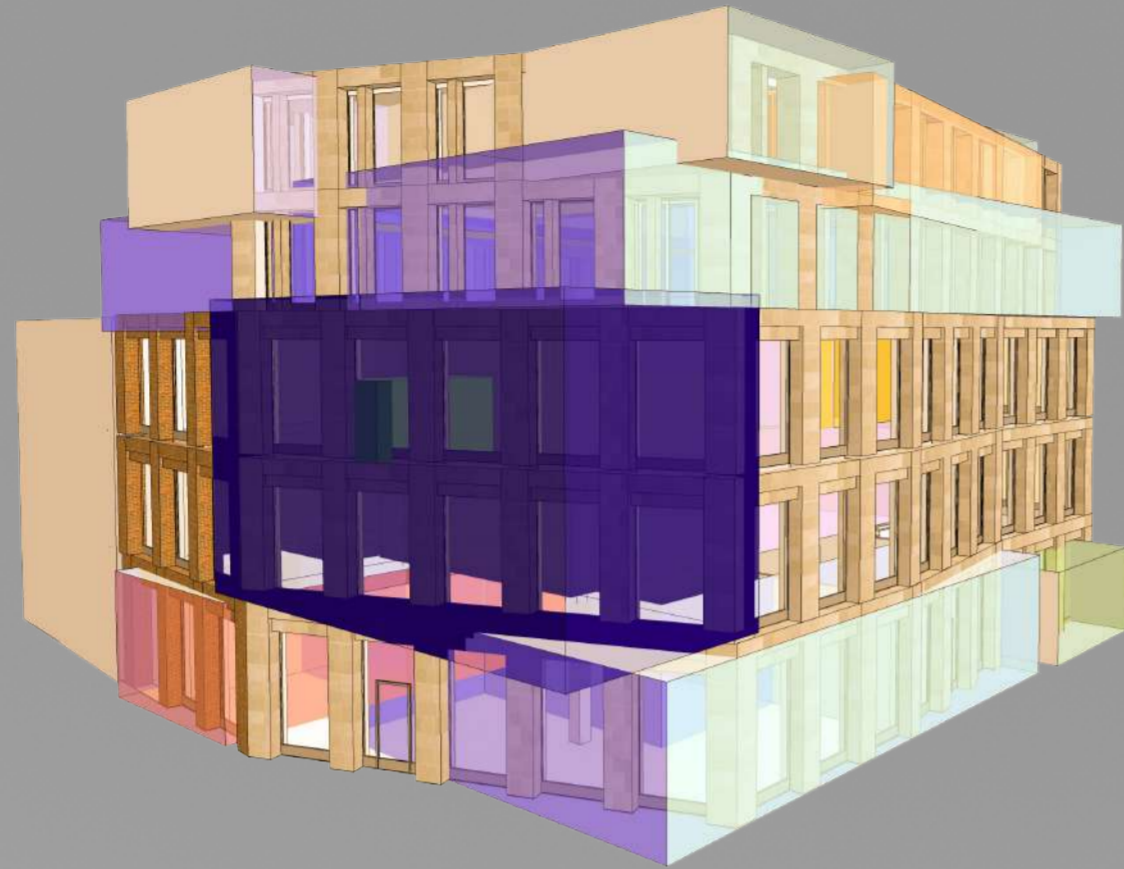
Revolut is not a traditional bank. Since their conception (2015) they have focused on sustainability and digital transactions. They won't settle for an ordinary label or function like a traditional bank. The position of the site represents an advantage, being situated on 152 Waterloo interaction with Baylis road and easy to spot. Based on the sun path analysis the building is spoiled by the sunlight on the east and south sides which favoures a sustainable look for the future.

# NEVER SETTLE

# DEVELOPMENT MOMENTS



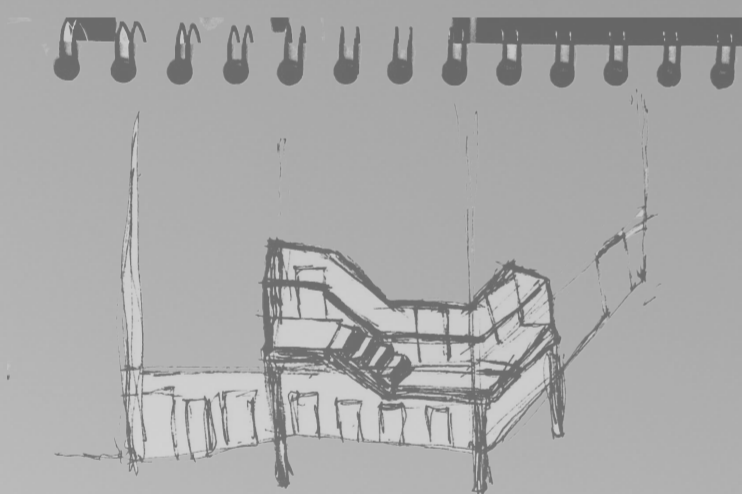
Facade development



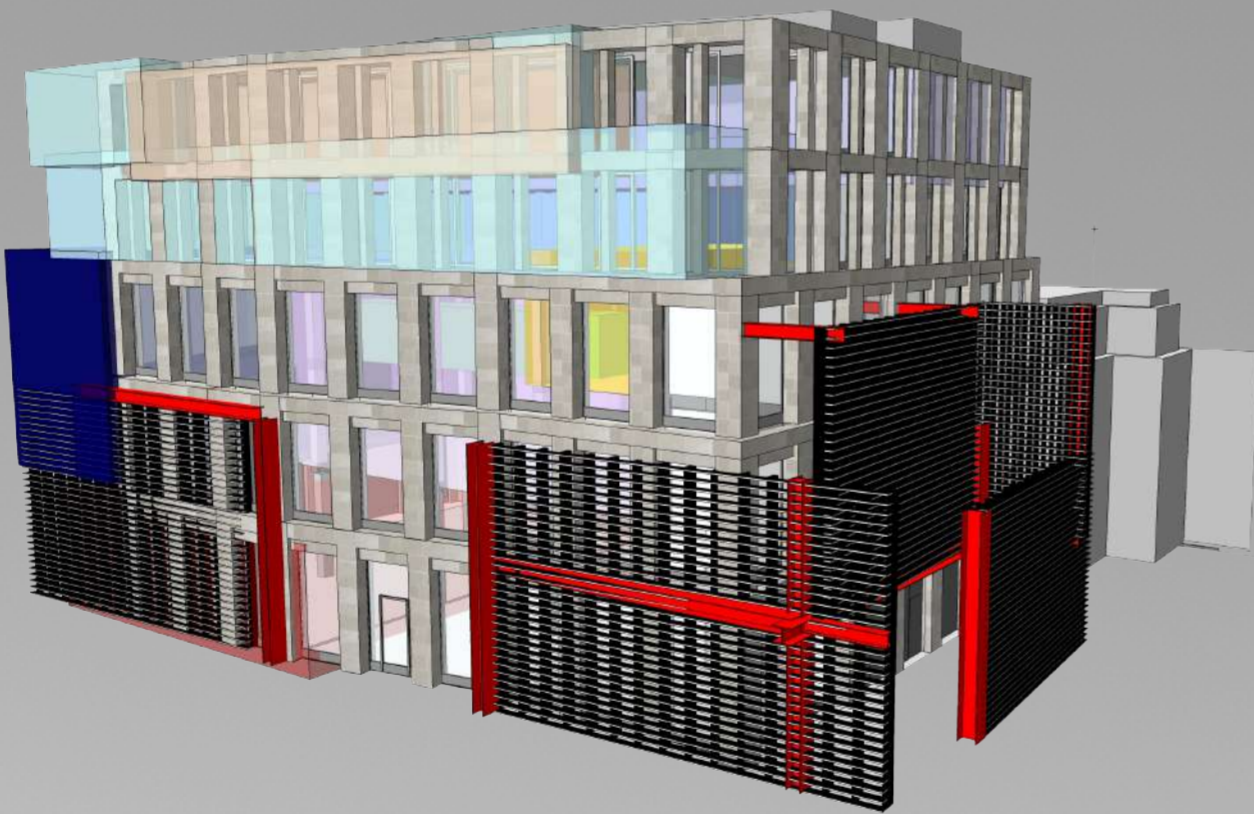
The personality of the brand requires to break the pattern of (existing building) obedience and let the Revolut vibe to be seen and felt even from the first sight.



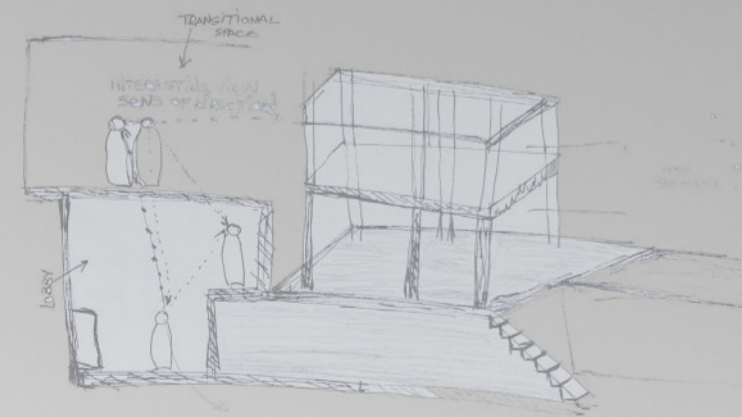
Transitional space



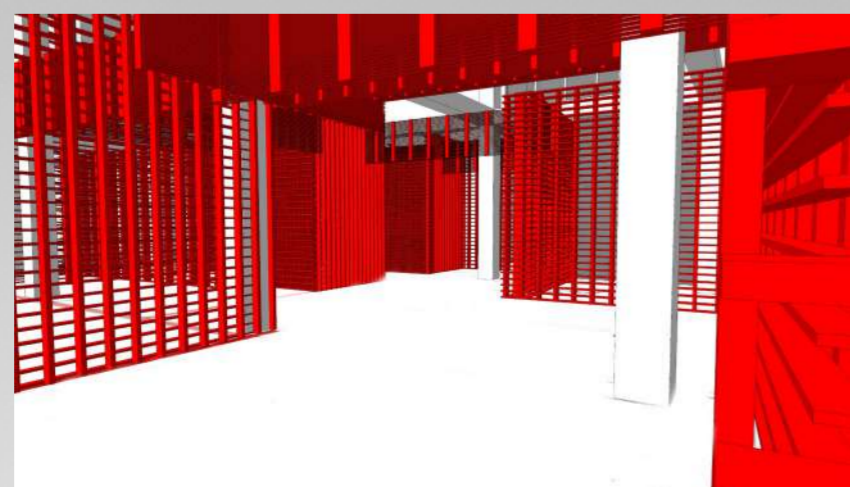
Outside experience



By exploring different ways of rebellious vibe I came with the idea of combining materials that will support that statement and warping the facade. This way I discover an opportunity of guiding Revolut members to the thresholds and also to generate curiosity for the commuters of Waterloo.

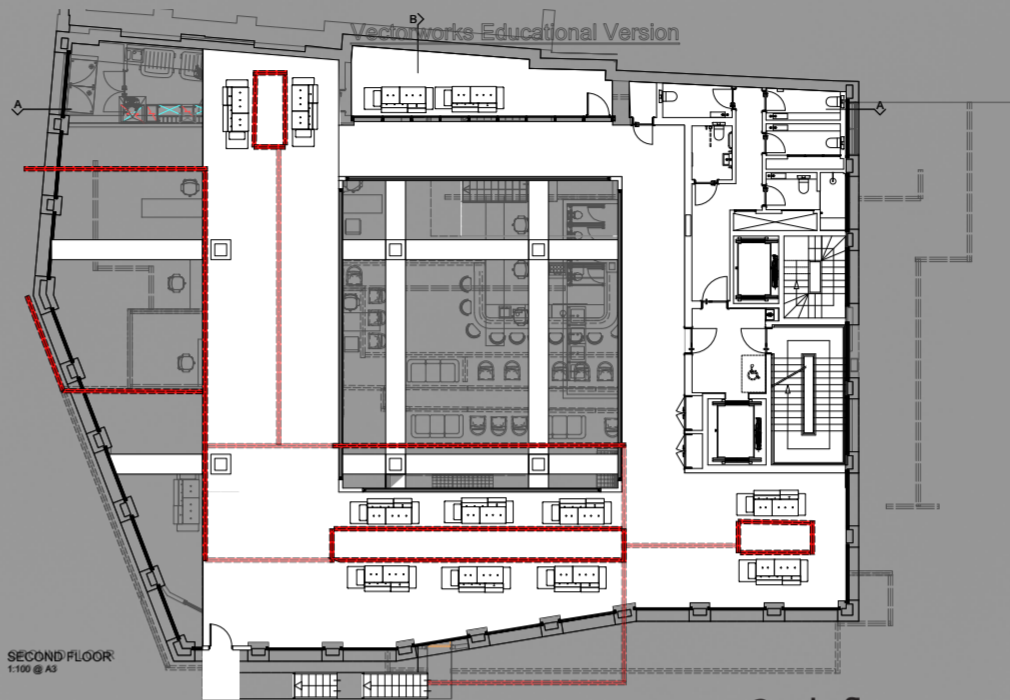


User experience



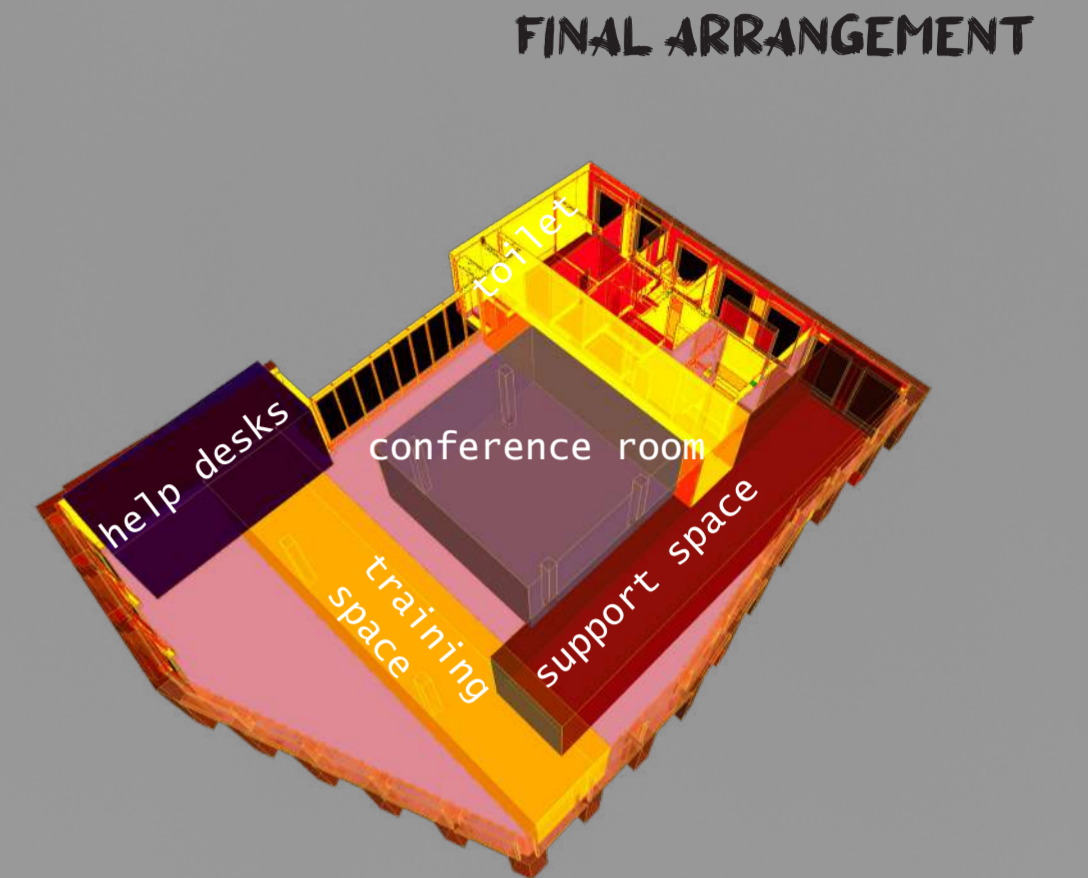
The structure will break the order of the existing building by generating different spaces inside and outside as well.

Sustainability vibe

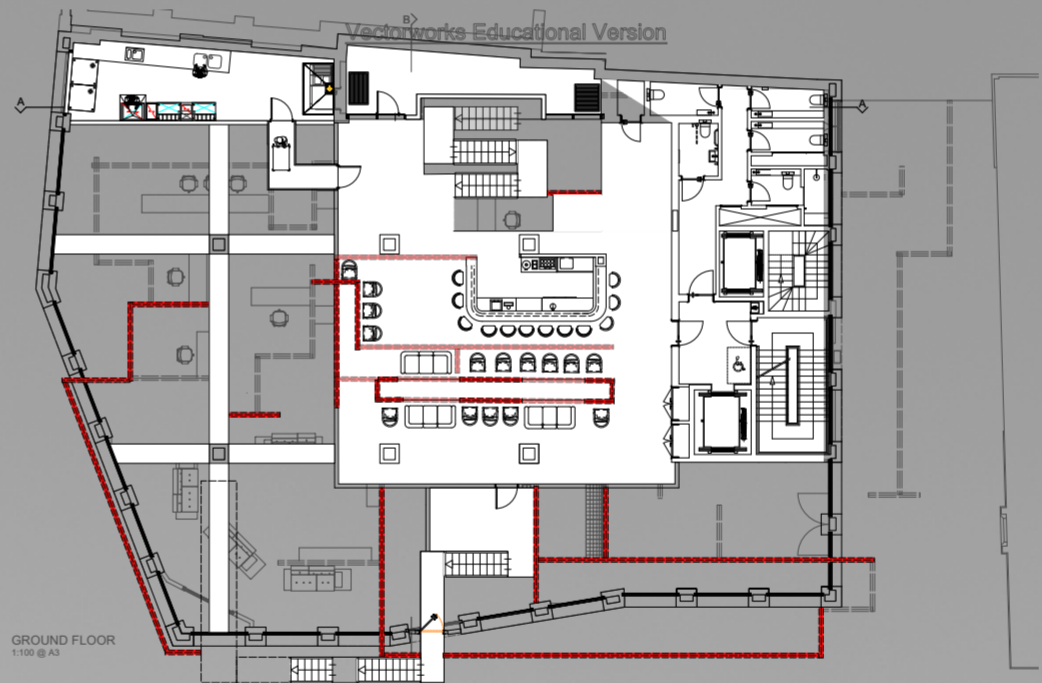


2nd floor

Revealing the existing beams will give a sense of honesty and transparency which is avoid in traditional bank.

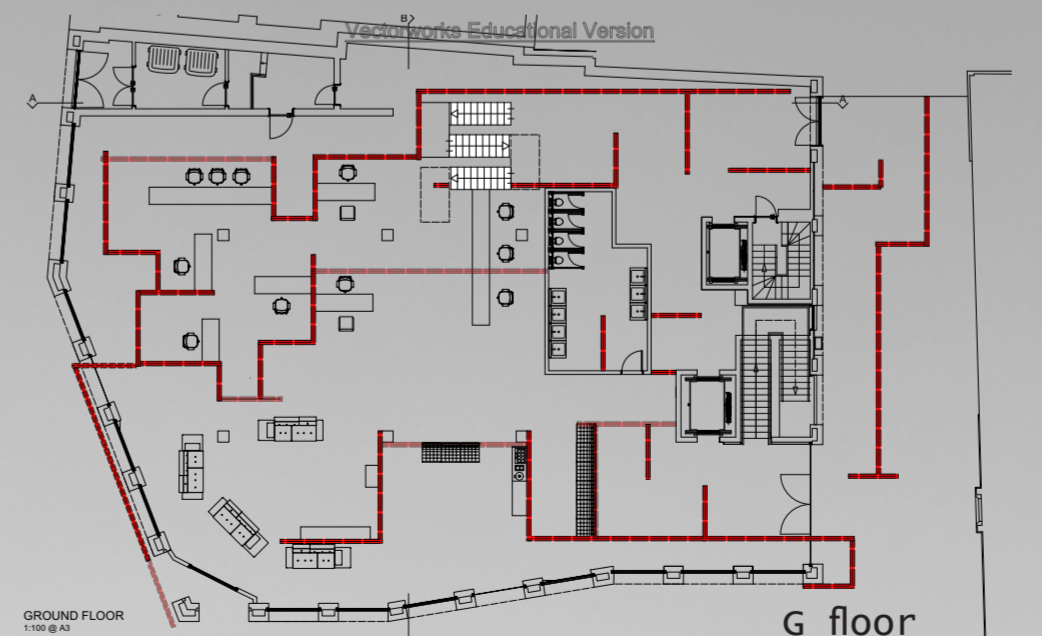
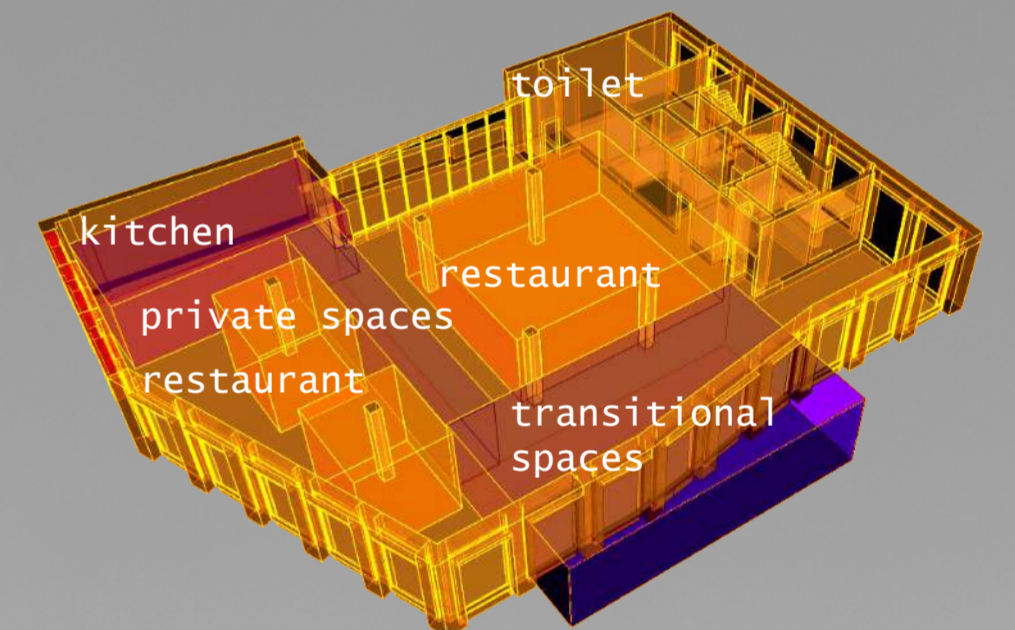


FINAL ARRANGEMENT



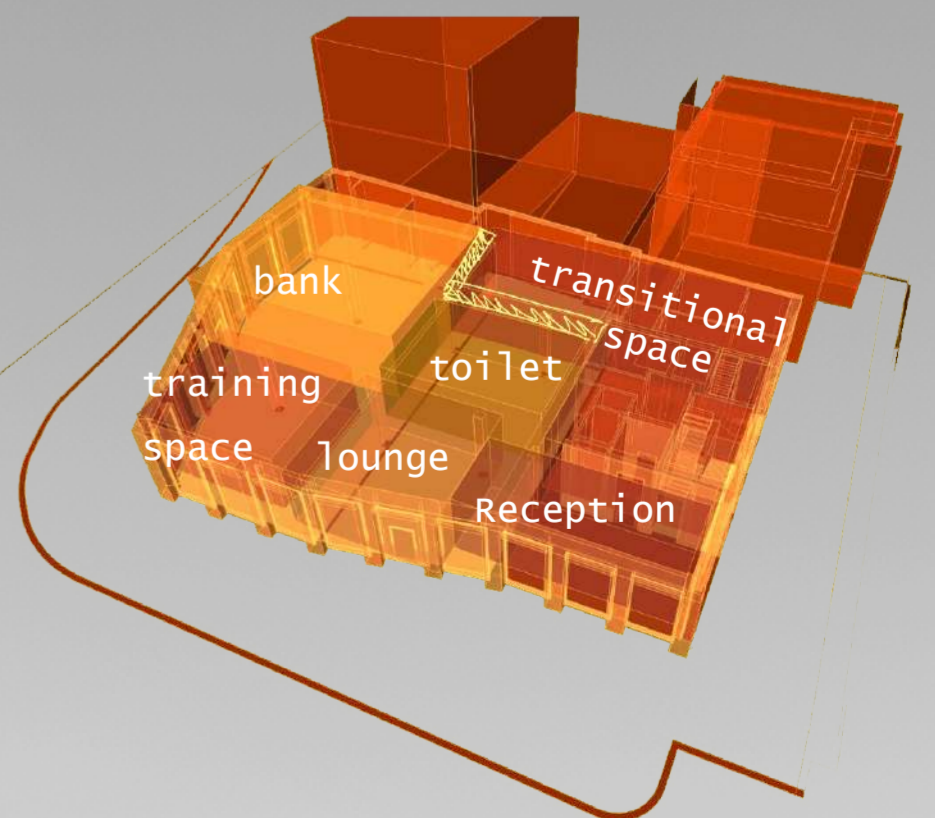
1st floor

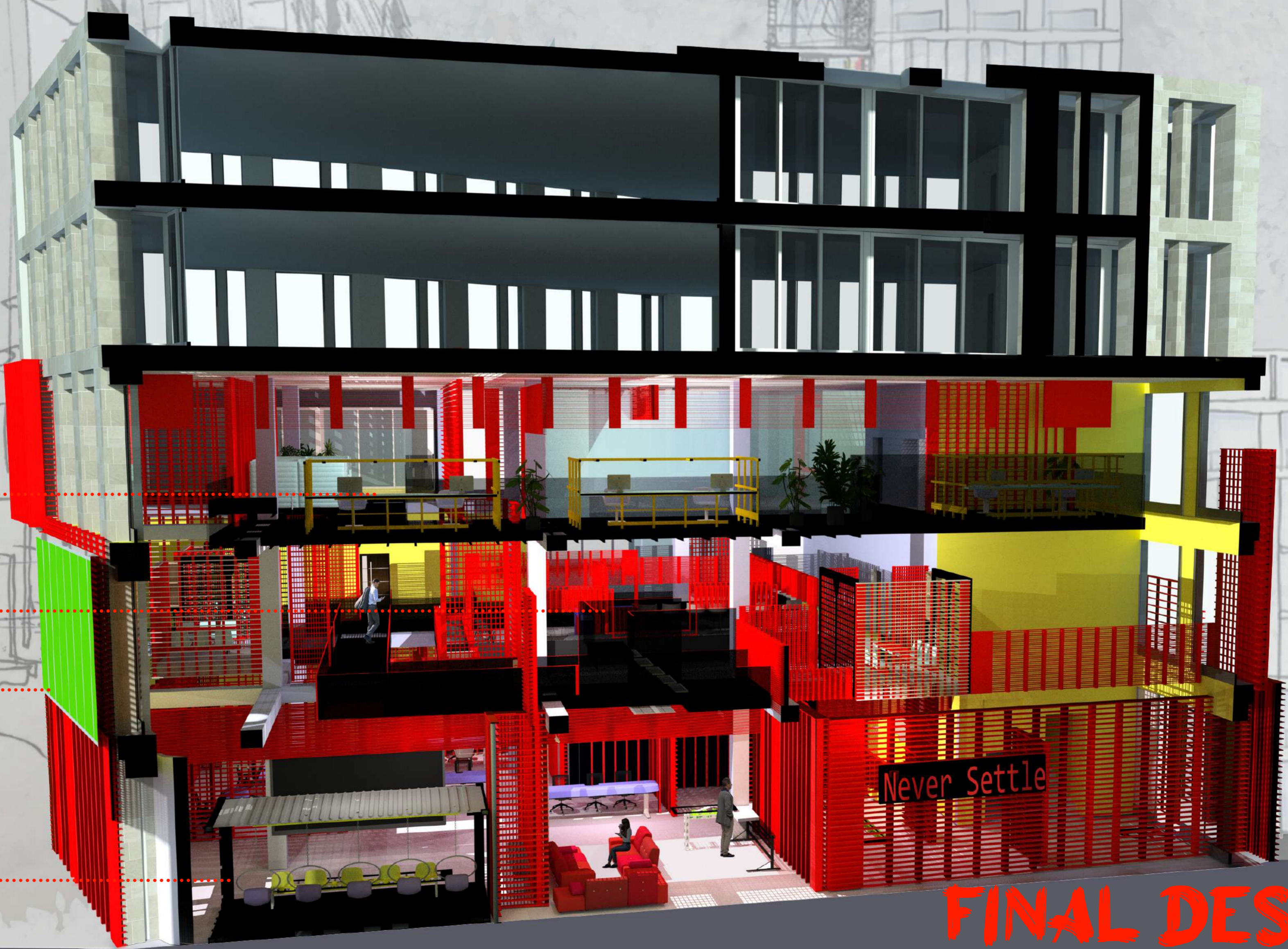
Void spaces are essentials for breaking the traditional bank label. The continuity of the space between levels will generate ideas of unity and community.



G floor

The structure helps creating additional areas by pushing the used space away from the existing walls.





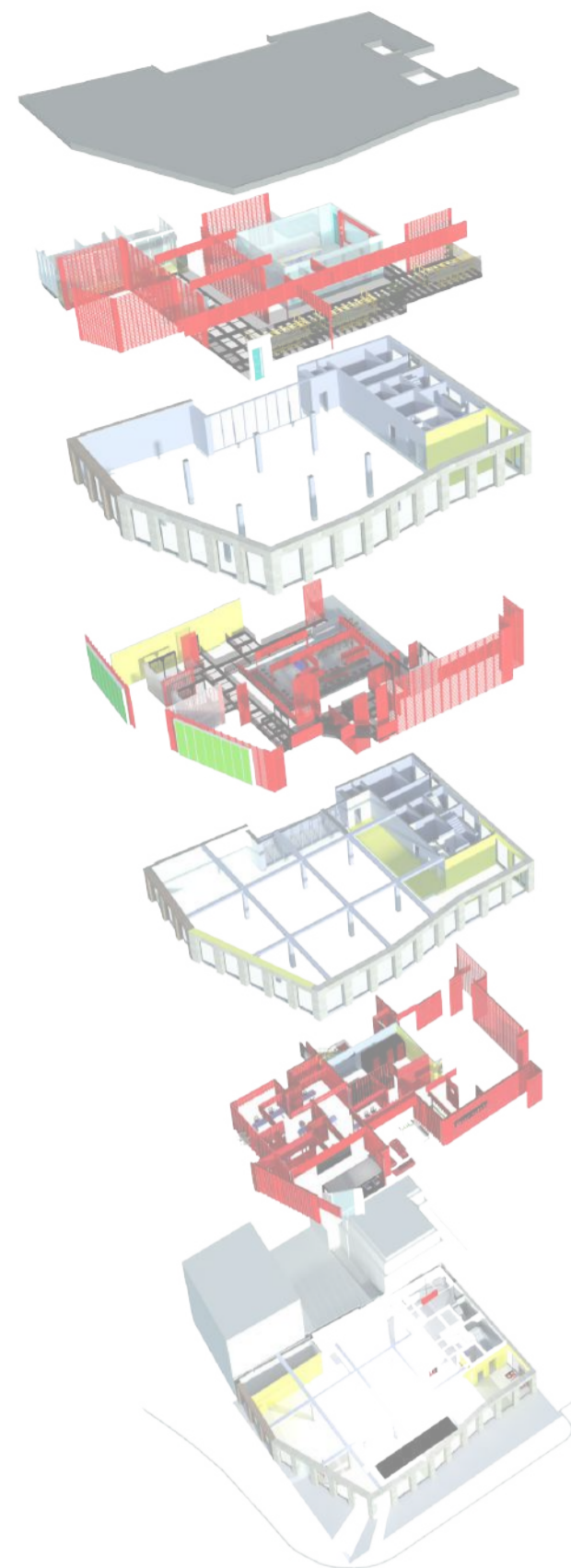
The support space is the area where people can get have access to virtual information by accessing available computers.

The **networking space** is represented by the restaurant area where users can schedule **business private meetings** or they can join the public space.

Algae panels on the facade makes a strong statement about **sustainability**.

Training space where users are gaining **knowledge** regarding financial system. By exposing this corner to the commuters they will be intrigued and drawn to learn about money management.

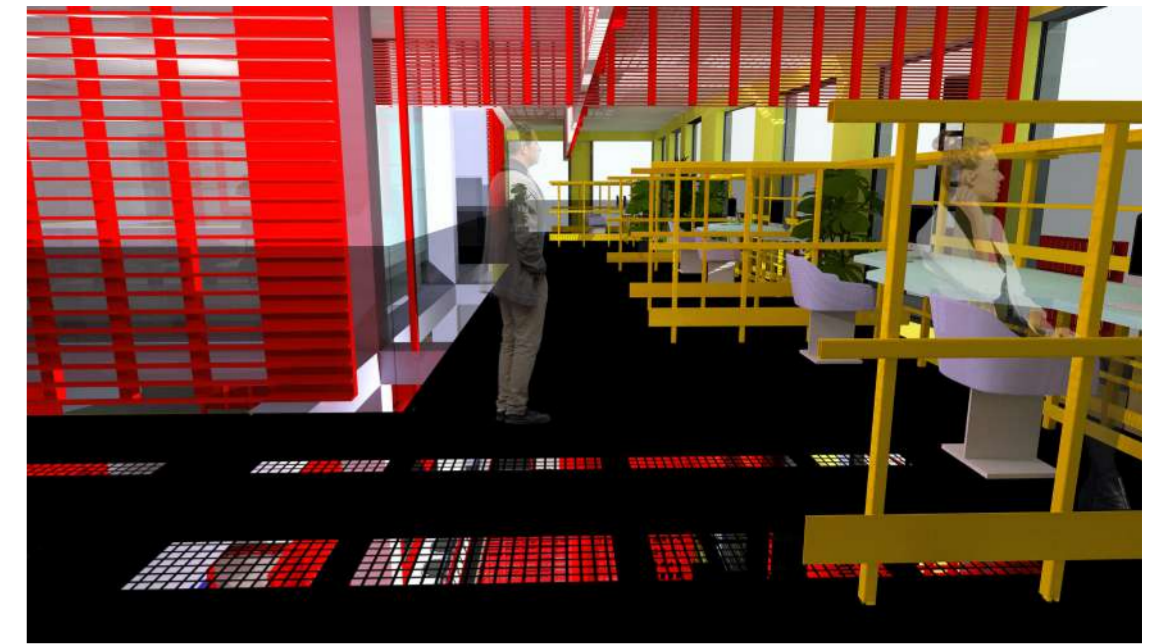
**FINAL DESIGN**



In a tough environment as it is the financial market vivid colors and transparency of the materiality helps the user to feel more relaxed. The blue sittings are used for focus groups where people can **grow their knowledge**.



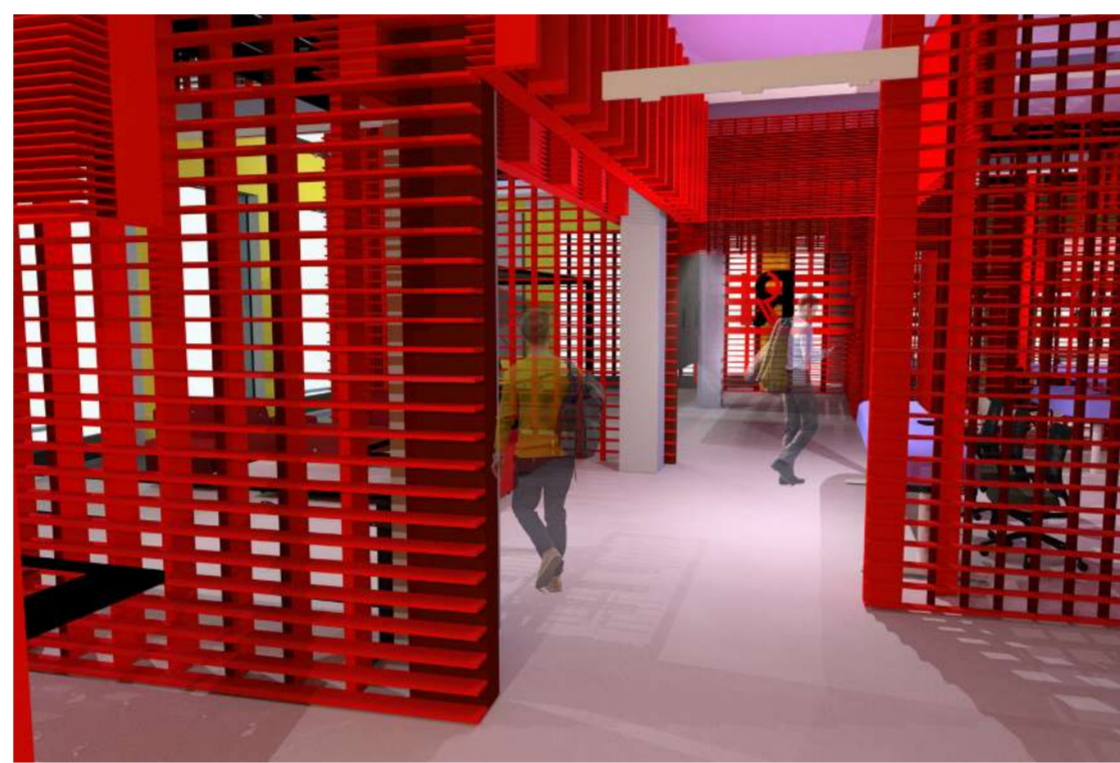
The existence of a restaurant in a bank is uncommon but has different benefits which are: the user is feeling more relaxed and has the opportunity of **interacting** with other people which can collaborate in future. Also it help in **developing the community**.



The sens of privacy is created by the yellow grid that keeps commuters to a specific distance from the user.



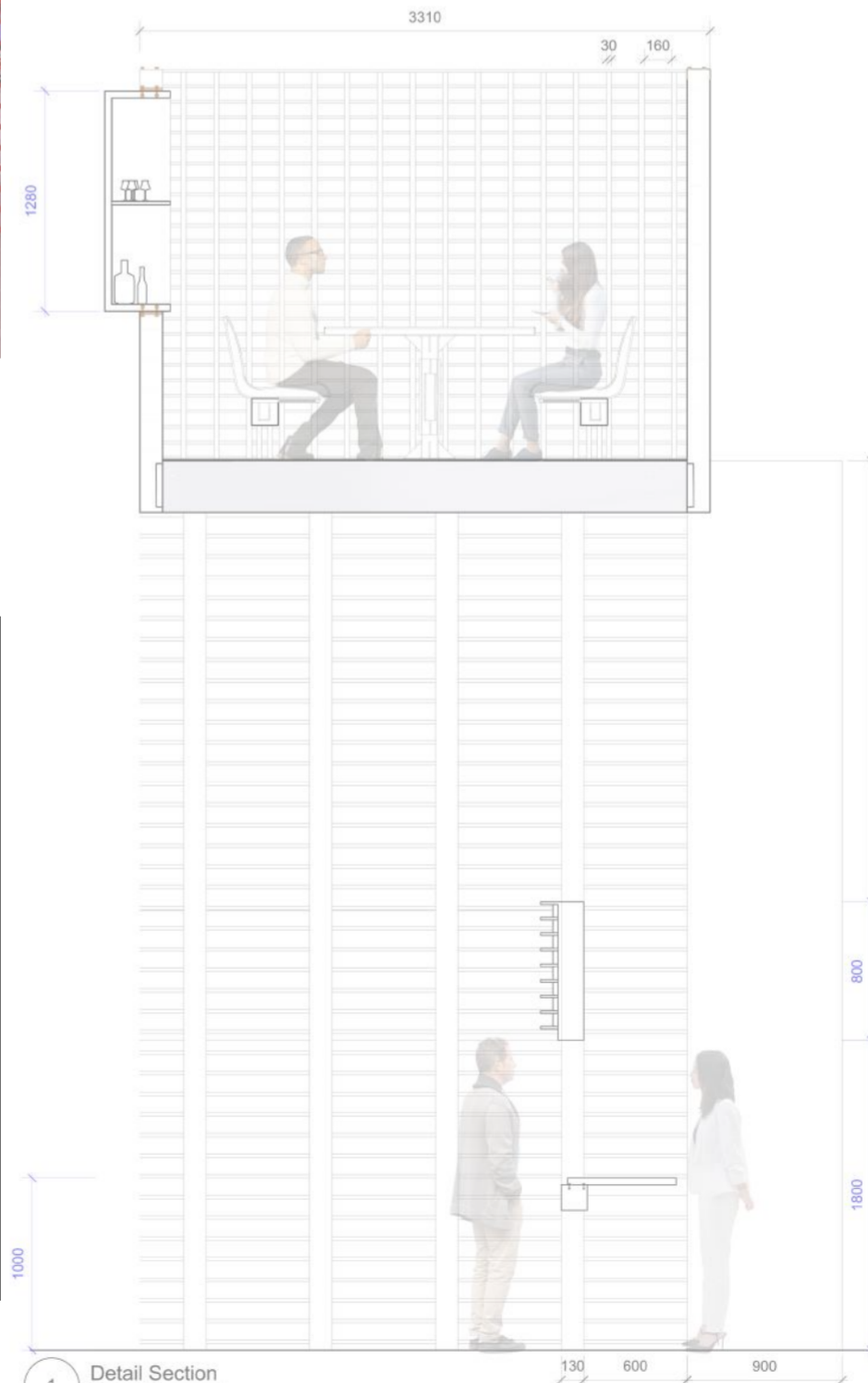
The app is helping users to be informed regarding the training events but also is guiding them through the space.



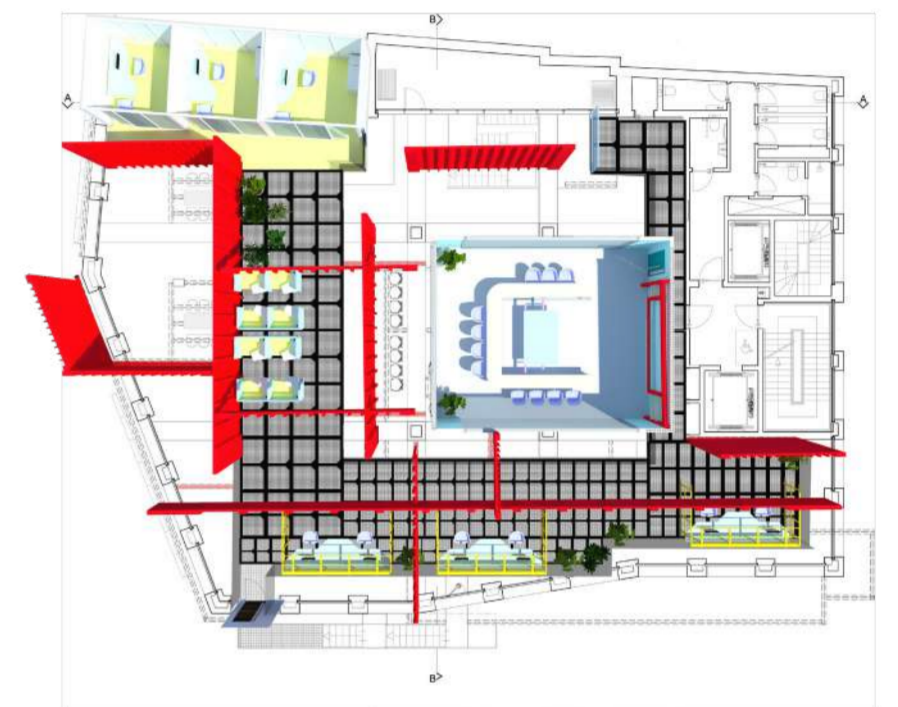
The vibe given by the structure can be associated with the financial market, which is complex and complicated and made of multiple layers. Although offering the chance to see through the grid the user can get a sens of understanding regarding the space near him.



The networking area situated on the first floor offers a private space for those who needs a more quiet space to discuss business.



1 Detail Section Scale: 1:20  
The structure is continuing on different levels which presents the idea of community and connection.



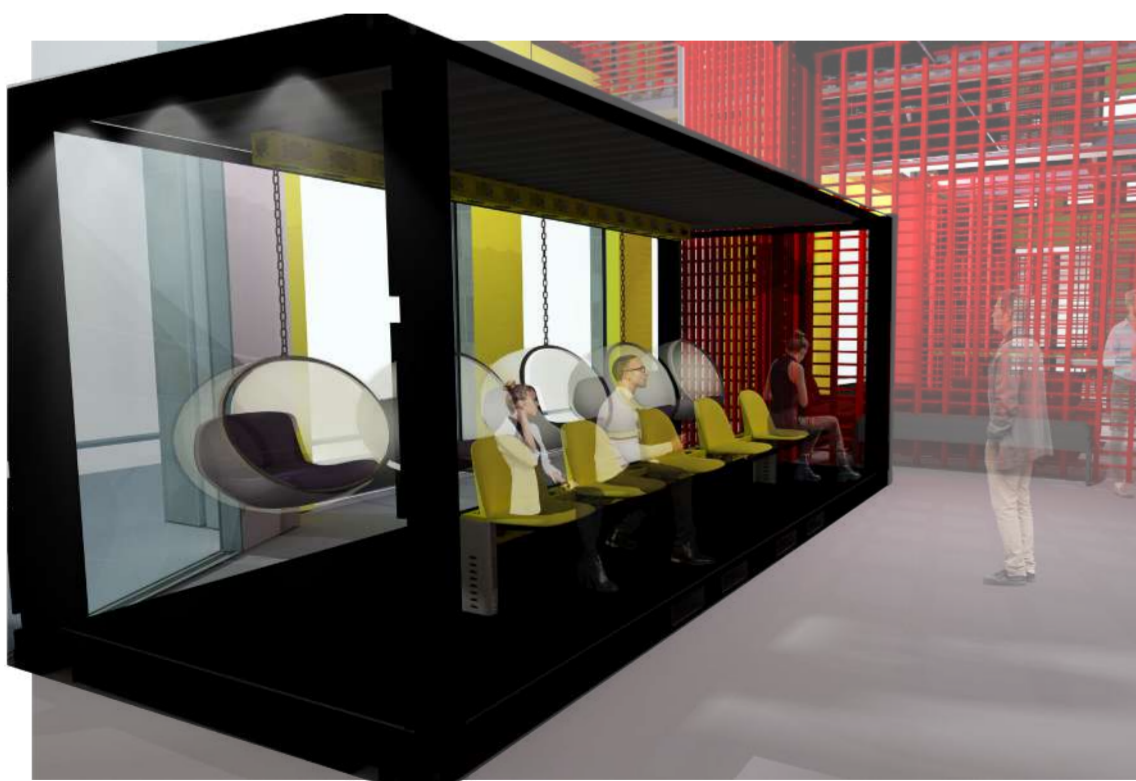
2nd floor



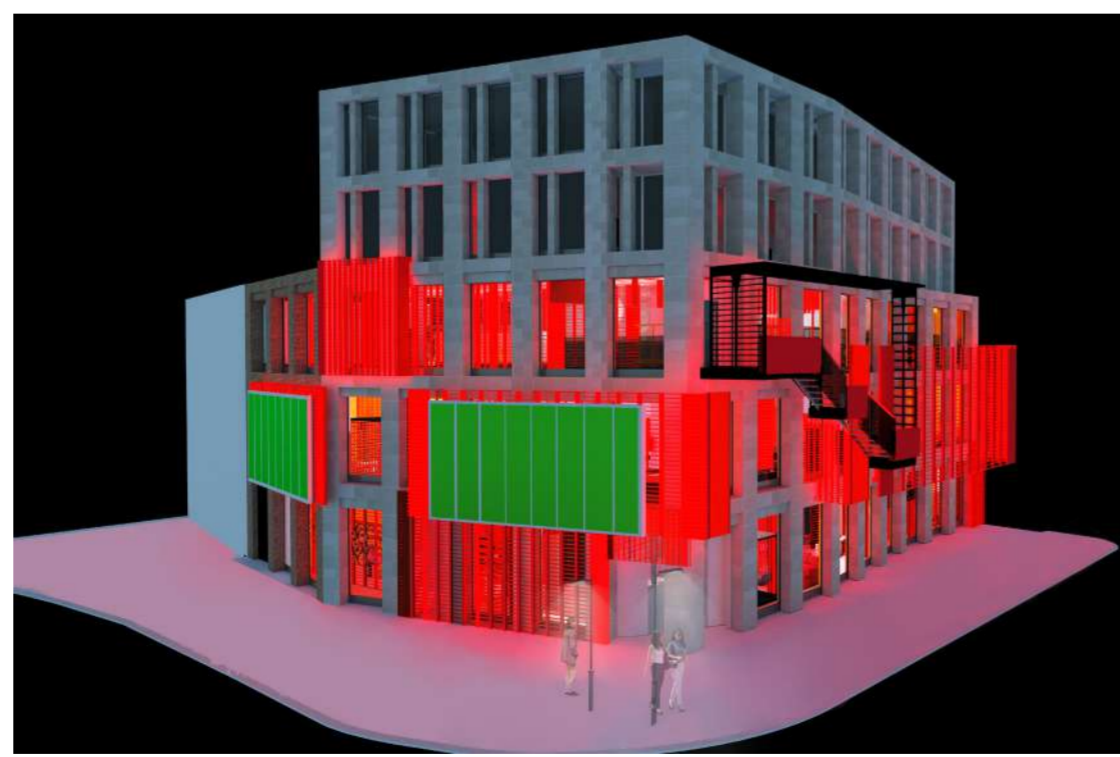
1st floor



g floor



The group talk is exposed to the outside viewers so they can understand the vibe of the community that Revolut offers. The area is where the members of the bank discuss the latests updates of the app and how to **manage their money** better.



The night vision will attract the attention of the Waterloo commuters beside the aspect that is changing the clear view over the algae panels will make them to understand the **self sufficient system**. The subtle message is that we elevate in the same time with you by offering the **support and knowledge**.



# NON CONFORMIST

Revolut is revolutionizing the image of banks through its service and personality. The facade respects this movement and presents non conformity through the vibrant colors and materiality over a strong foundation in which you can trust. The design represents their initiative in building a more sustainable future through the use of algae panels. The idea behind the design is to help commuters understand the brand offers advice about **Money Management**, promoting Financial Literacy, by displaying the Bank's diverse functions from the street.