

NXT BANK



THE BRIEF

FINALLY, THE BANK COMES TO YOUR HOME.

INDIRECTLY, WE WANTED TO HIGHLIGHT HOW GOING TO THE BANK IS OFTEN SEEN AS A HEAVY, EXHAUSTING, AND BORING TASK – SOMETHING TIED TO INSTITUTIONS THAT HAVE STOOD FOR OVER A HUNDRED YEARS.



OUR REFERENCES & TREATMENT

SO, WHAT'S THE PLACE MOST ROOTED IN PEOPLE'S COLLECTIVE MEMORY AS OLD AND DULL? THE ANSWER: TRAIN STATIONS. THAT'S WHY WE DECIDED TO BUILD THE BANK INSIDE AN OLD TRAIN STATION, RESTRUCTURED AND REIMAGINED AS A BANK. BECAUSE SUCH A MONUMENTAL STRUCTURE COULD NEVER SIMPLY COME TO YOUR HOME – AND WHEN IT DOES IN THE FORM OF A SERVICE, IT BECOMES A STRIKING AND MEMORABLE EVENT. THAT'S EXACTLY THE IMPACT WE WANTED TO ACHIEVE IN THIS PROJECT, WE RELIED HEAVILY ON THE REFERENCES PROVIDED IN THE DIRECTOR'S TREATMENT AS A CONCEPTUAL BASE. HOWEVER, WE APPROACHED THE SUBJECT FROM A DIFFERENT PERSPECTIVE, ALLOWING US TO SHAPE IT BOTH CINEMATICALLY AND ARCHITECTURALLY.

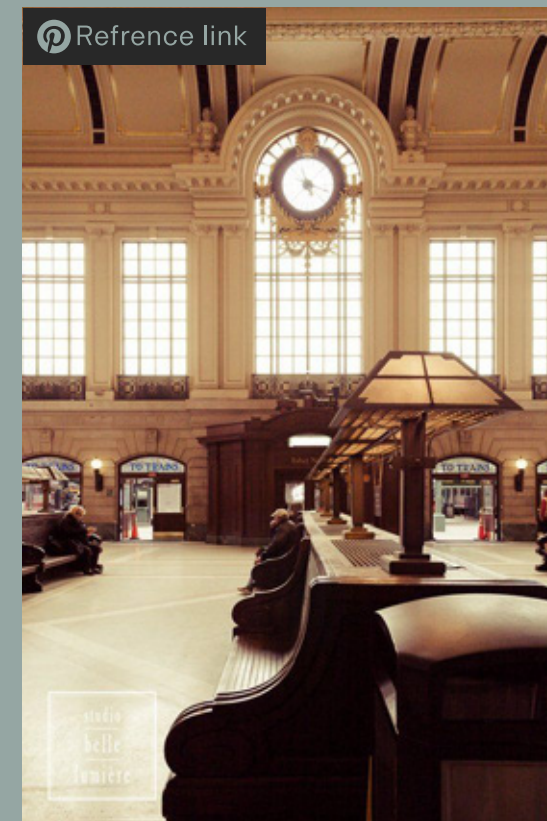
IN EGYPT, THIS TYPE OF ARCHITECTURE IS MAINLY FOUND IN DOWNTOWN CAIRO, WHICH IS WHY WE CHOSE DOWNTOWN AS THE SETTING FOR OUR EXTERIOR.



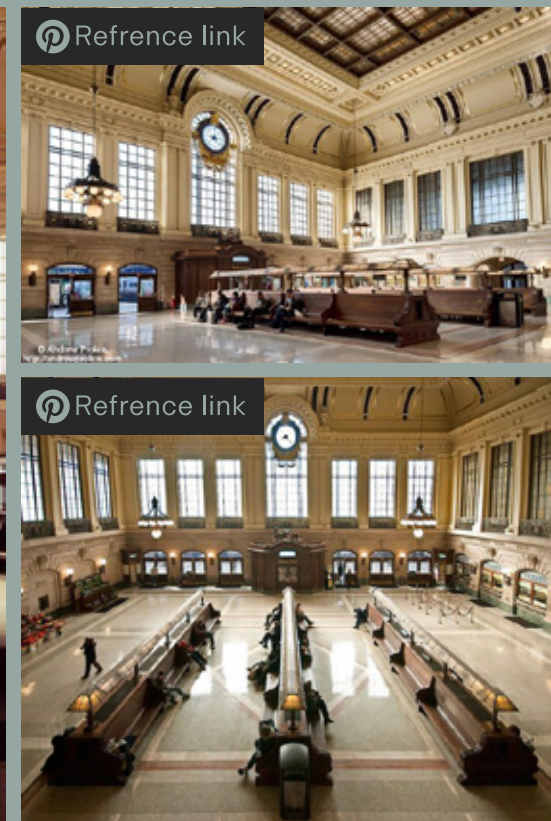
Entrance



exterior street



Structure Inspiration



Our references



Ceiling



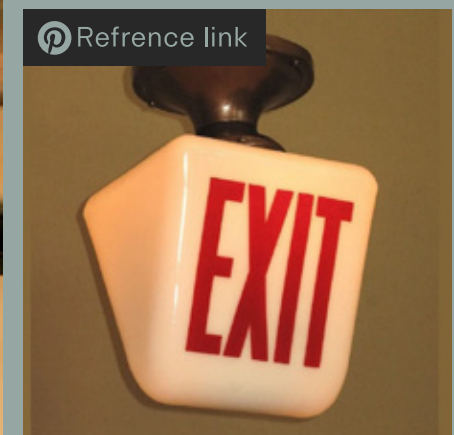
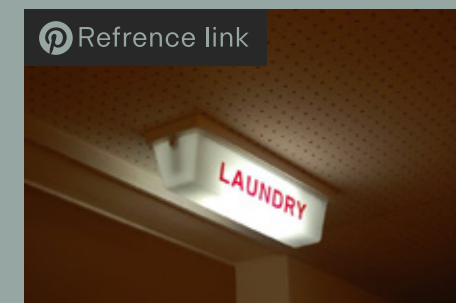
Texture & Flooring



Teller



exterior street



Practical Lights & Interior Details



CONCEPTUAL DESIGN

TO BEGIN WITH, WE WOULD LIKE TO CLARIFY THAT EVERYTHING YOU WILL SEE IS SET BUILDING INSIDE THE STUDIO – NOTHING WAS FILMED ON ACTUAL LOCATIONS. EVEN THE RAIN SCENE WAS SHOT JUST OUTSIDE THE STUDIO.

THE BIGGEST CHALLENGE WE FACED IN THIS PROJECT WAS HOW TO TRANSFORM SUCH A MASSIVE STRUCTURE INTO A SET DESIGN WHILE STILL MAKING THE AUDIENCE FEEL THE GRAND SCALE OF THE SPACE.

WE BUILT ON AN AREA OF APPROXIMATELY 20M X 15M (EXCLUDING THE EXTERIOR), WITH THE EXTERIOR STREET DEPTH EXTENDING 10M – WHICH, COMPARED TO REALITY, REPRESENTS ONLY ABOUT %30 OF THE ACTUAL SCALE.

THE USE OF REPETITIVE PATTERNS IS WHAT ALLOWED US TO CREATE THE ILLUSION OF GREATER SCALE. WE INCORPORATED COLUMNS AND WINDOWS ON BOTH SIDES, A ROYAL-STYLE FLOORING DESIGN, AND A GRID-PATTERNED CEILING. WIDE-ANGLE LENSES WERE THEN USED TO EMPHASIZE THE MONUMENTAL FEEL. ALL OF THIS WILL BE ILLUSTRATED IN THE FOLLOWING VISUALS.

DESIGN PHASES

3D DRAFTS



BANK PHASES

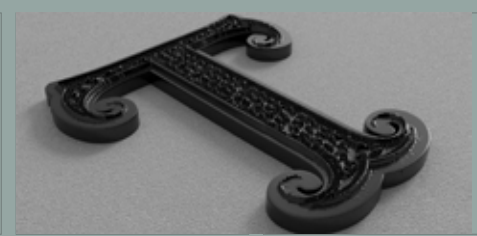
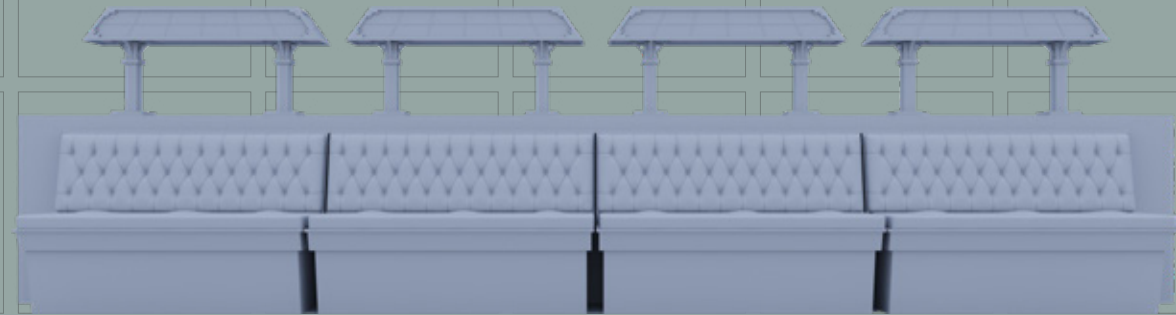


EXTERIOR STREET PHASES



DESIGN PHASES

PROPS

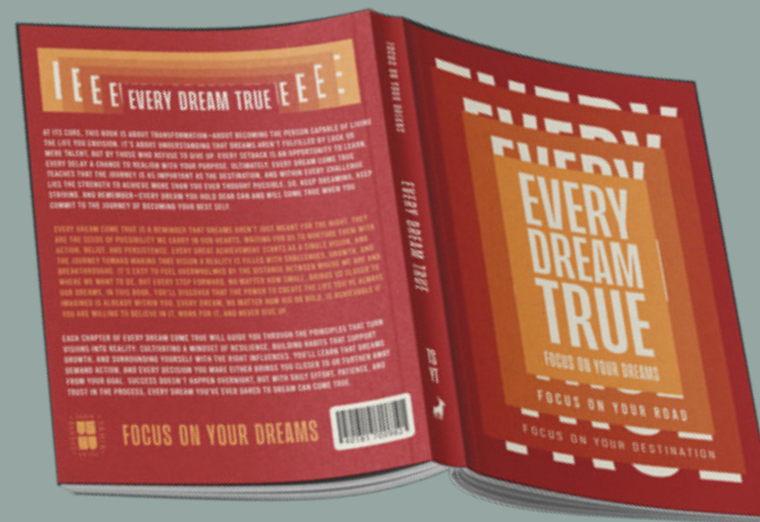


DESIGN PHASES

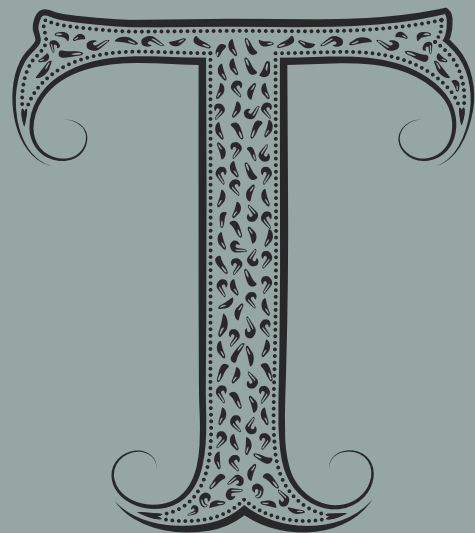
ARTWORK



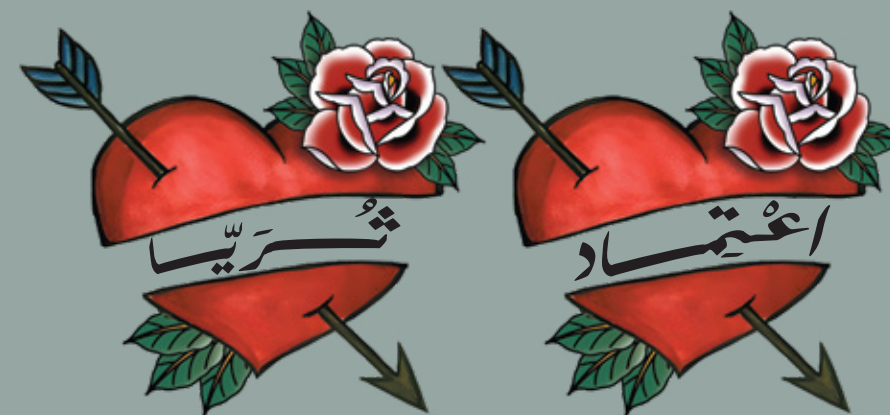
BANK FLOOR



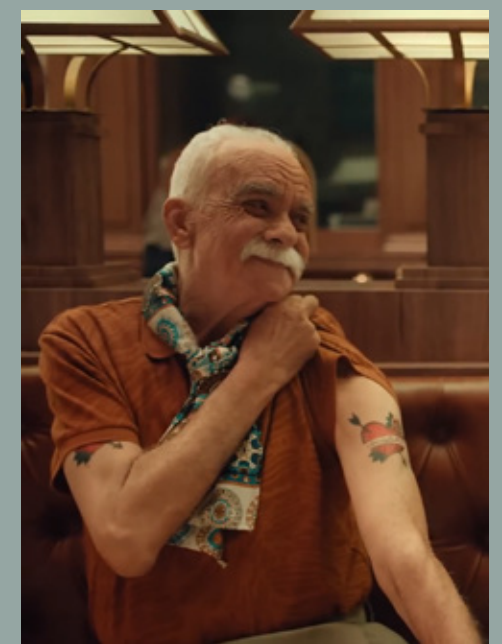
BOOK DESIGN



BANK LOGO



TATTOO DESIGN



DESIGN PHASES

ARTWORK & TYPOGRAPHY



OLD BANK FRAMES

THIS FRAMES ARE FOR THE OLD ERA OF IT'S BEGGINING

خدمة العملاء CUSTOMER

"FOR HELP AND PROBLEM SOLVING"

أزهر النصاروين العصر الجوراسي

5 6 7 BACKROOM
—ACCESS—

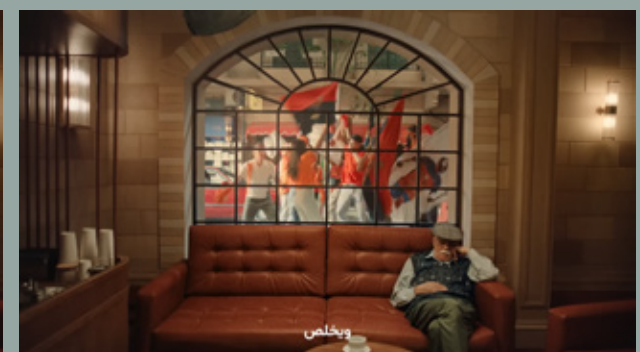
TYPOGRAPHY USED

THESE FRAMES REPRESENT THE ORIGIN OF ITS INCEPTION



FOOTBALL TEAM DESIGN

THESE FRAMES REPRESENT THE ORIGIN OF ITS INCEPTION



DESIGN PHASES

MONGOLIAN



ARTWORK



NEANDERTHAL



ARTWORK



SMILODON



ARTWORK



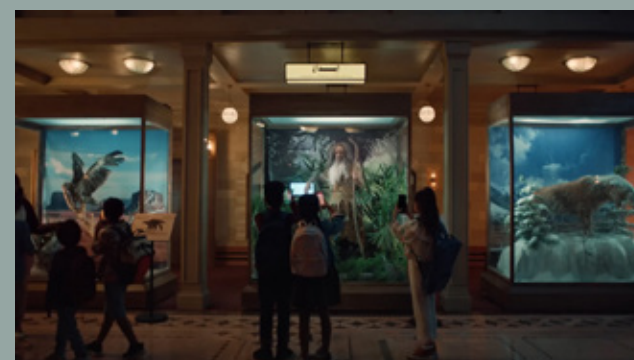
BOX ARTWORK DESIGNS



3D MODELS



SCULPTED

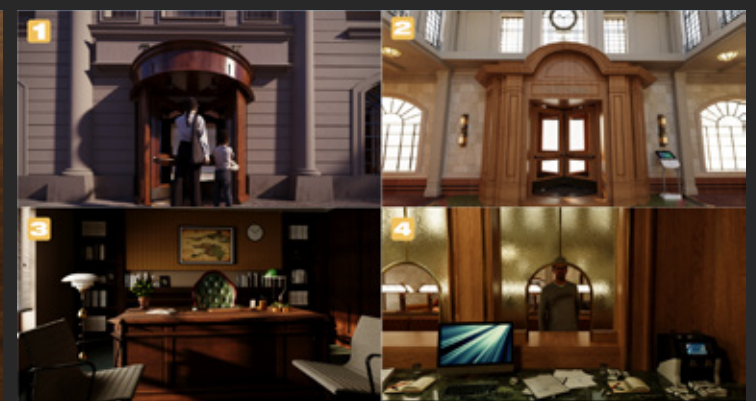


ON SET



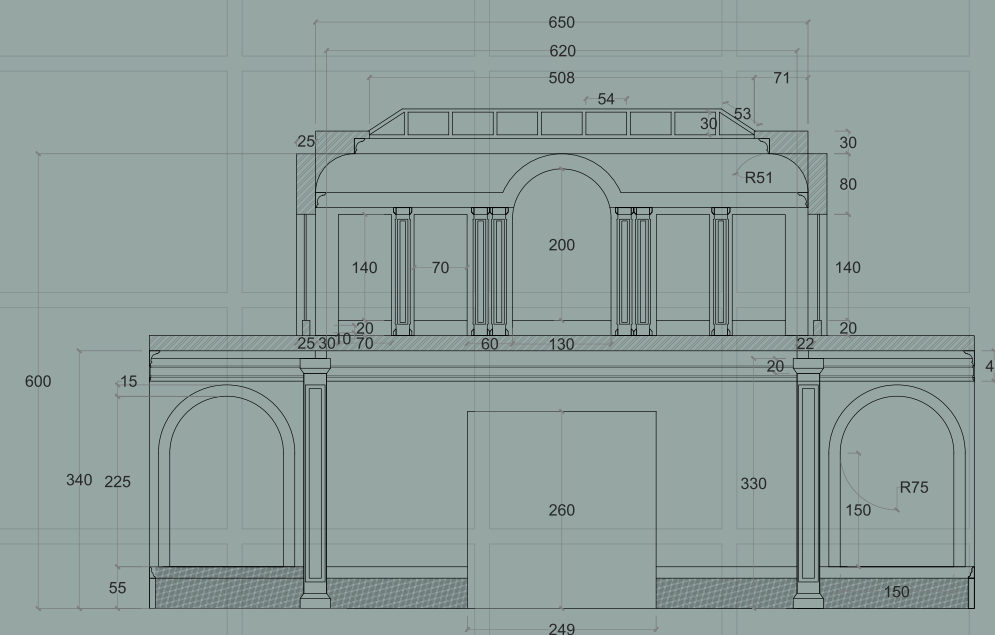
MOON PHASES

FINAL DESIGN



FINAL DESIGN

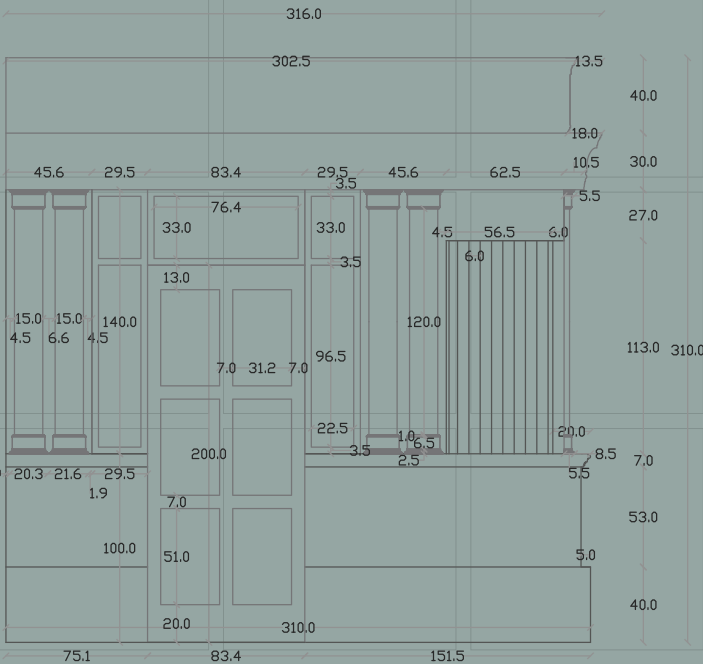
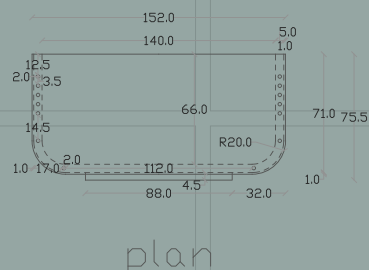
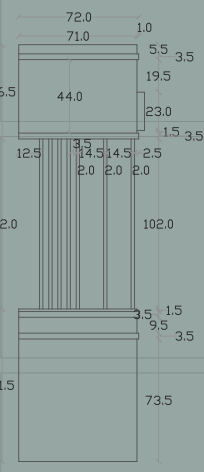
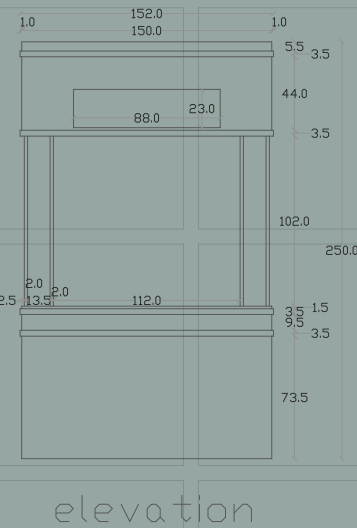
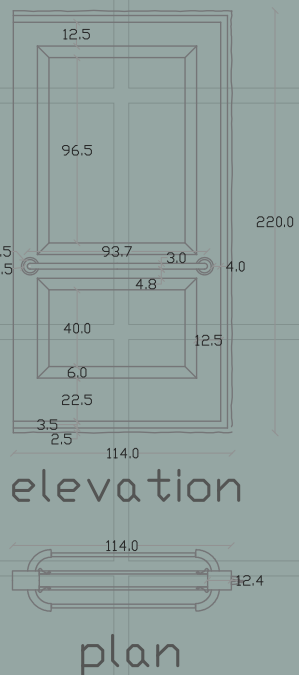
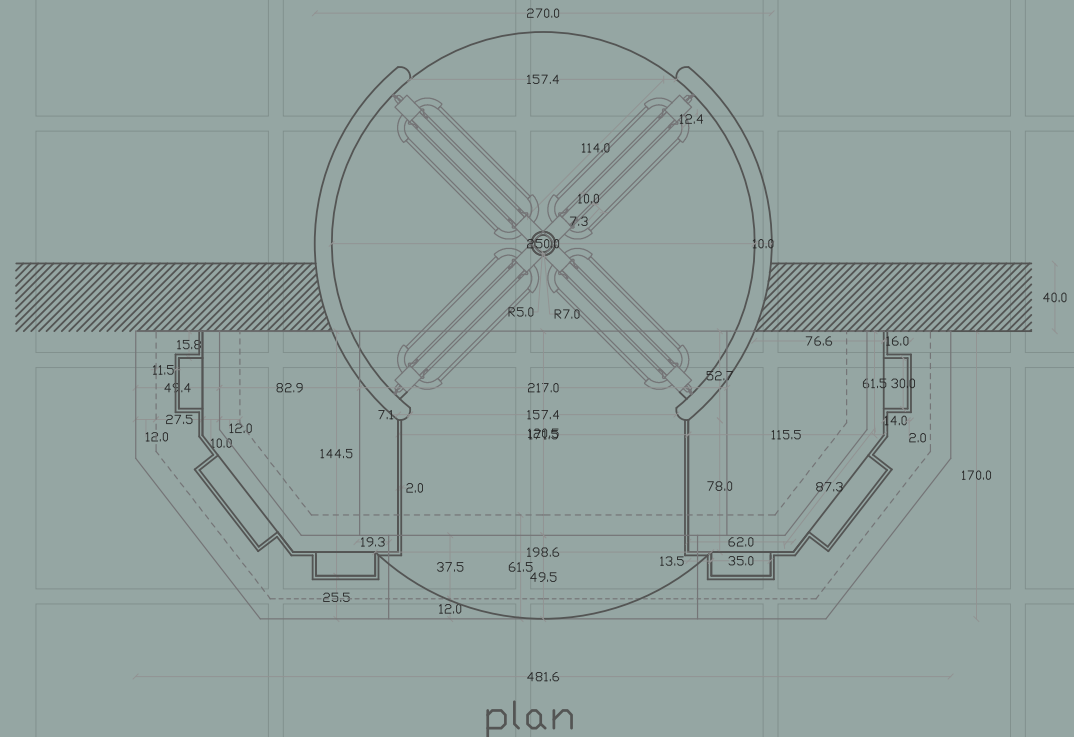
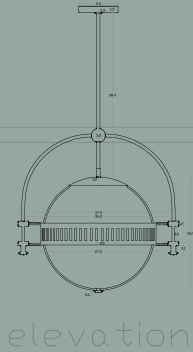
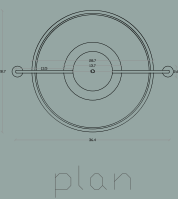
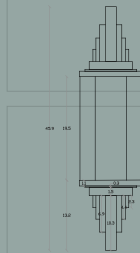
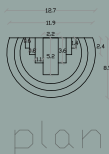
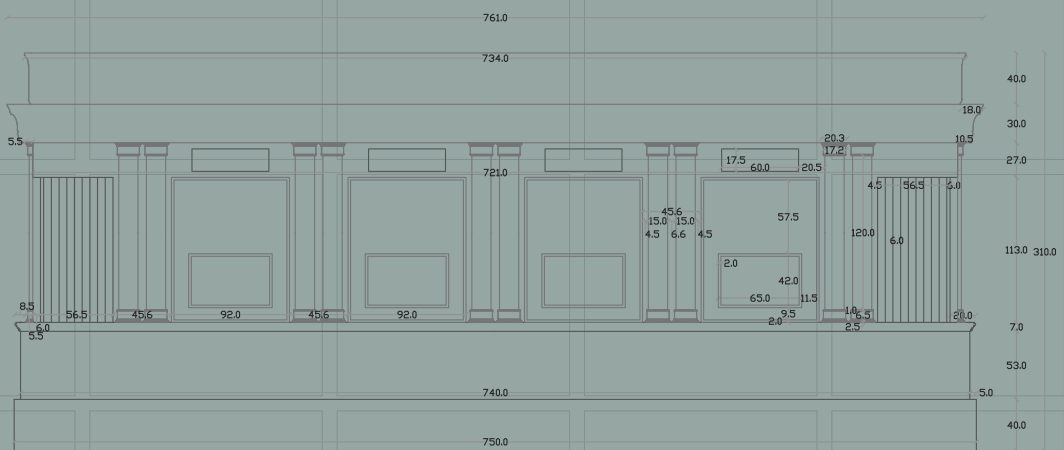
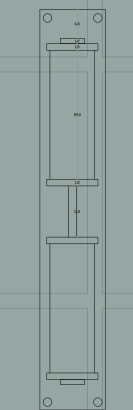
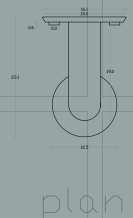
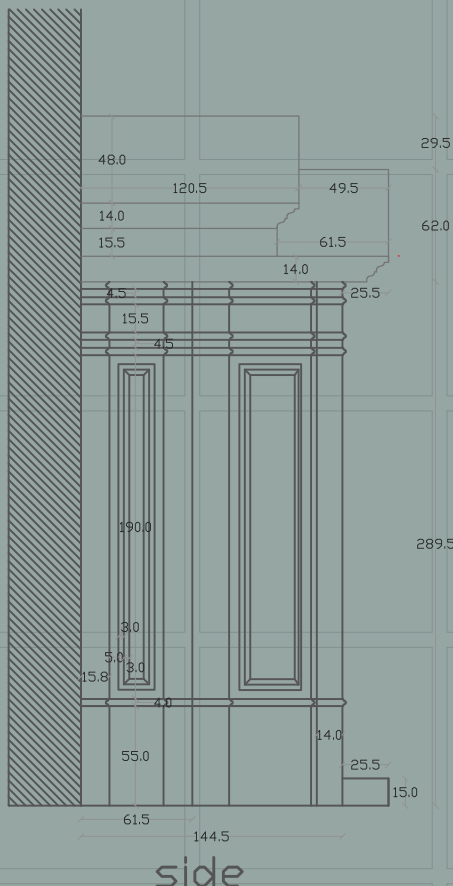
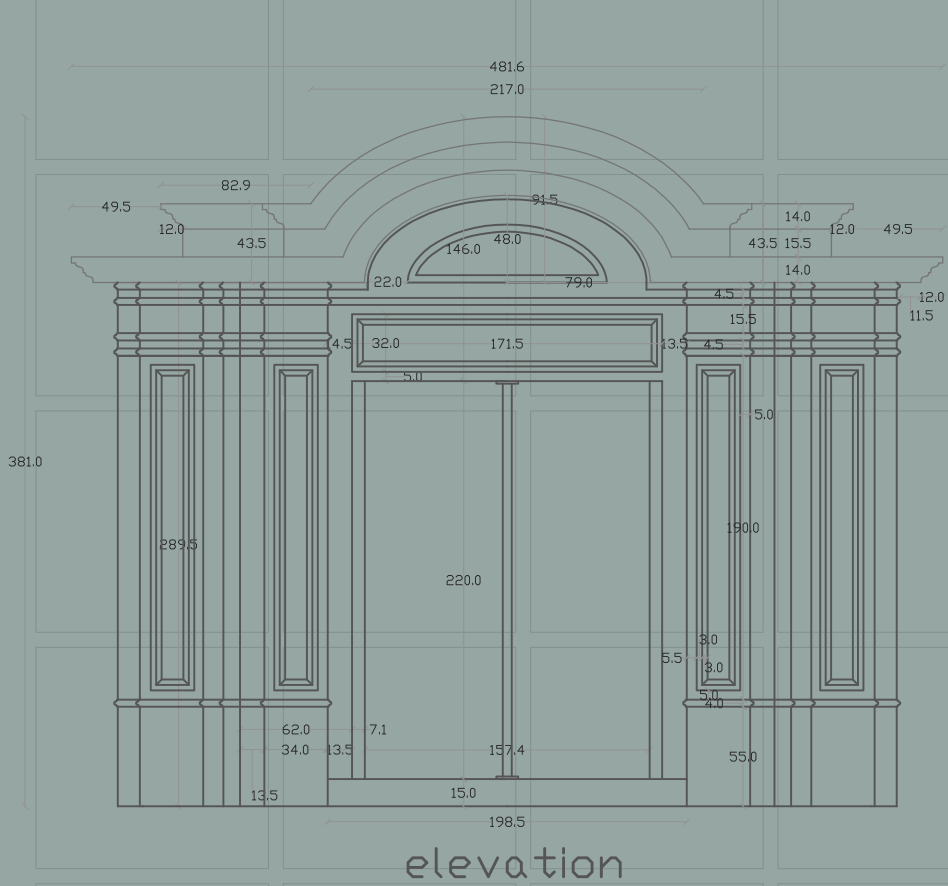






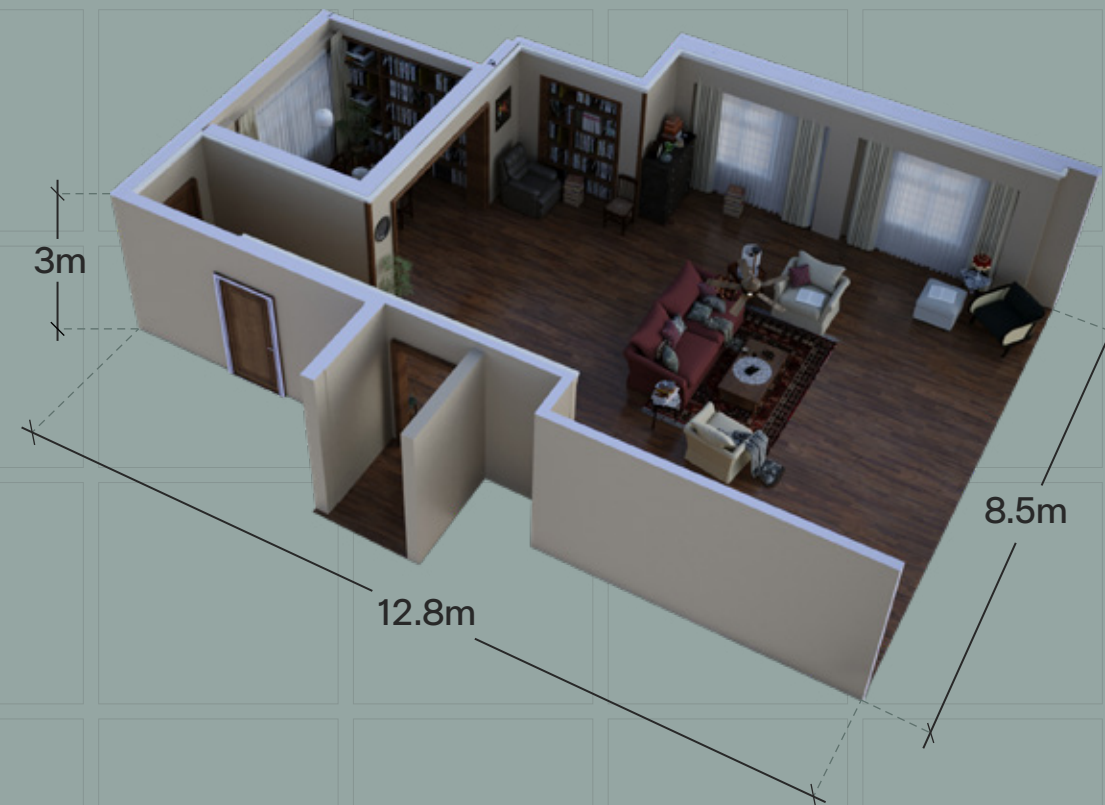
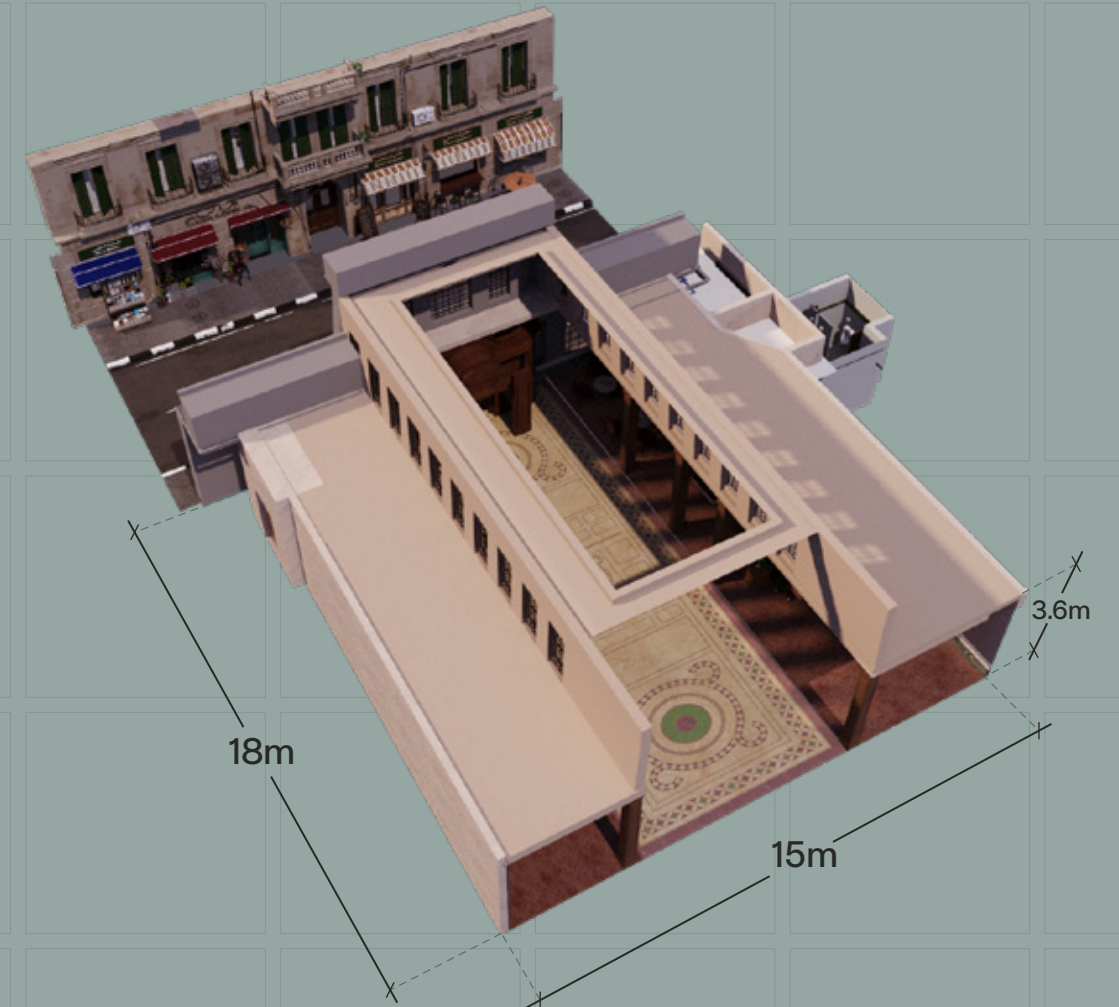
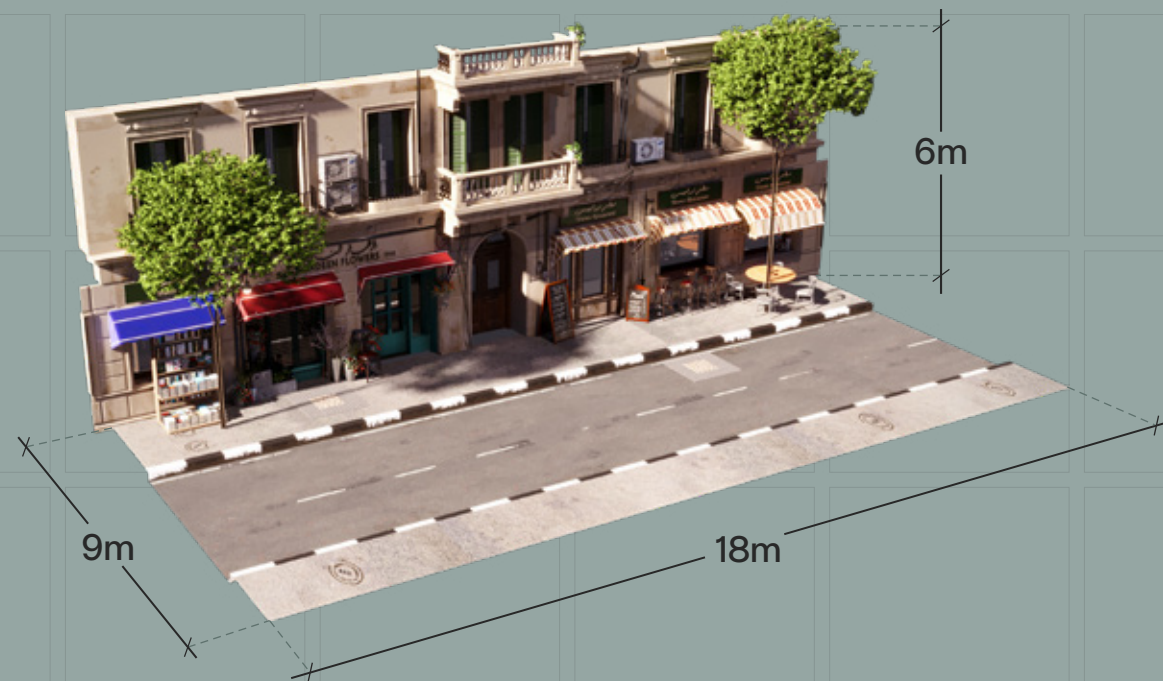
CONSTRUCTION DETAILS

TECHNICAL DRAWINGS



CONSTRUCTION DETAILS

OFFSETS



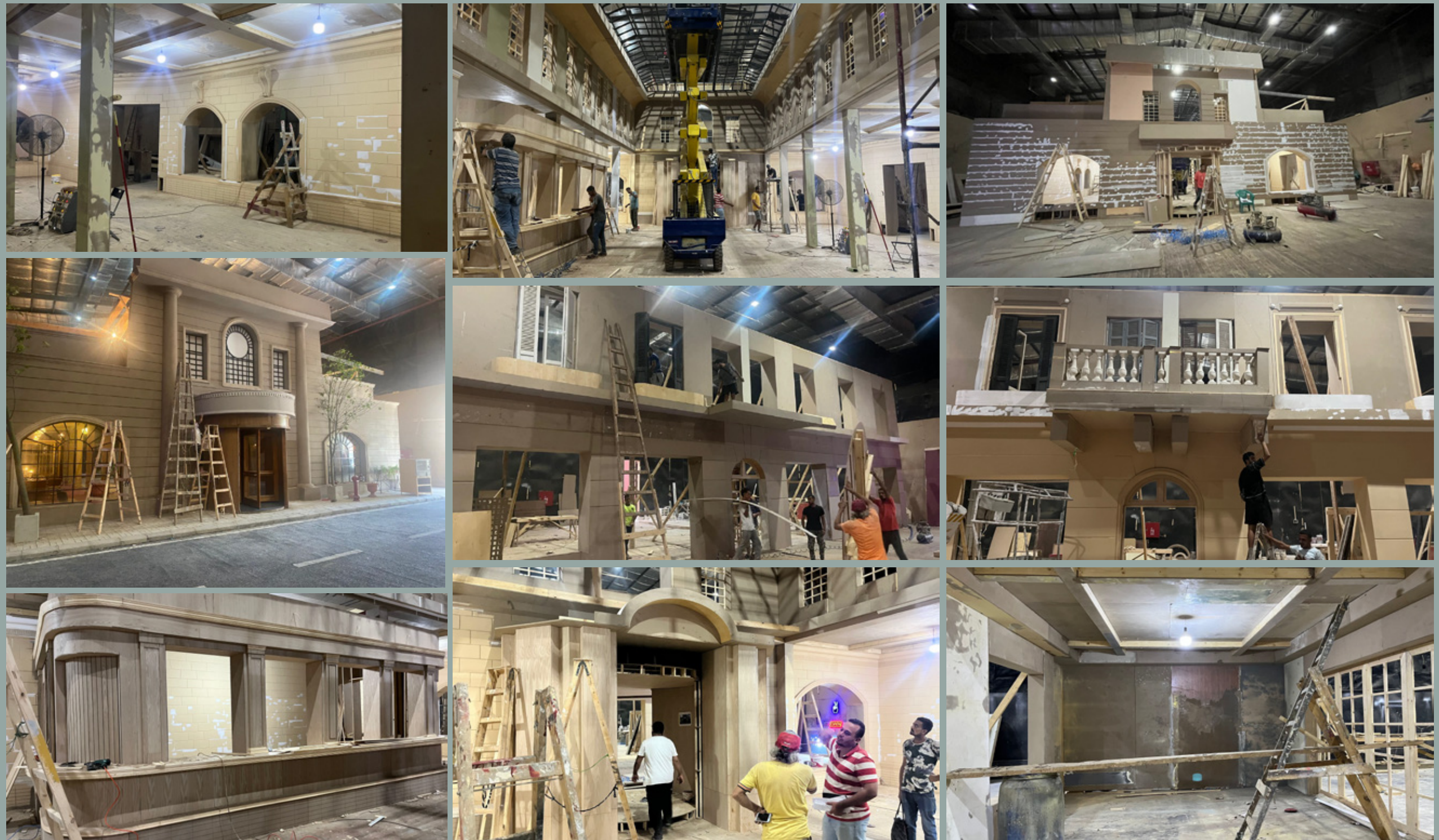
EXECUTION PHASES

INITIAL STAGE



EXECUTION PHASES

INTERMEDIATE STAGE



EXECUTION PHASES

FINAL STAGE



FINAL IMAGES



FINAL IMAGES



FINAL IMAGES



STILLS FROM THE COMMERCIAL



STILLS FROM THE COMMERCIAL



FINAL COPY LINK



CLICK HERE

THANK
YOU

CDA
CAIRO
DESIGN
AWARD

