

Opéra 2

Location Place de l'Opéra, 75002 Paris, France

Date December 2010

Design Zoevax

Size 1,200sqm

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To increase dwell time in-store, French banking giant BNP Paribas has opened Opéra 2, a strikingly designed concept outlet that will pilot new technologies and offer services such as financial workshops. Following customer feedback requesting a more user-friendly experience, the store's ten zones include the Banking Boutique, which features iPads that advise on nine essential financial services, including savings, real estate and retirement plans. Banking Boutique Plus offers information on other topics - life assurance and financial planning for couples for example - and an adviser can help clients calculate a monthly saving schedule using an interactive screen. In the Financial Info Area clients can access economic and financial information such as stock market updates on flatscreen TVs in French and English, and view the company's range of products and services.





Financial Info Area

A lounge is equipped with iPads for internet browsing, and the store also houses a coffee bar and children's play area. Free weekly workshops are hosted by expert staff on subjects such as the stock market and hedging tools, while the Concept Store Discovery Team offer weekly 'Educare' classes on a range of topics that include saving plans and buying or renting out your property. An exhibition area showcases the company's corporate social responsibility projects, including the One Laptop per Child programme - supported by BNP Paribas - which provides pupils in developing countries with low-cost laptops. The space is enlivened by pieces of furniture from renowned designers, including French product designer Philippe Starck. If the concept is successful, BNP Paribas plans to roll out the concept across new branches nationwide.



Lounge Area



Playground Zone