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Margulies Perruzzi Architects designs interactive Eastern Bank branch

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Margulies Perruzzi Architects (MPA), one of Boston's most innovative architectural and interior design firms, has provided retail design services for Eastern Bank's newest branch location. The 2,100 s/f branch, now open to the public, serves as a new model for interactive technology for Eastern Bank, benefiting both staff and customers.

The 195-year-old Eastern Bank is one of the oldest and largest banks in New England, with close to 100 locations. With an eye towards the future of branch banking, Eastern Bank first selected MPA to help it design a more self-sufficient, technologically-supported environment at its new location.

Born out of several of MPA's collaborative 3D design sessions, the layout for the Cotuit location updates the traditional teller counter, opting instead for multiple kiosk type stations on the branch floor. The kiosks are staffed with employees who can assist customers with all their banking needs or direct them to a virtual expert in a private room for more information on a banking product or service. An interactive table with a touch-screen keyboard is available to customers who want to independently complete a transaction. A community wall with multiple touch screens offers alternate access points to information on banking products, tips for setting up banking apps, local news feeds, and video games like "Design a Dollar" for children accompanying their parents to the bank.

The project team included general contractor Development Concepts, Inc., exhibit designers Main Street Design, Inc. of Cambridge, Mass., multimedia designers Boston Productions, Inc., and MEP consultants BLW Engineers.

"MPA understood our longstanding commitment to individualized service, as well as the changing needs of our customer base," said Eastern Bank executive vice president Joseph Riley. "From the very beginning, the MPA design team was eager to collaborate with us on expanding our technology offerings and design a branch that melds technology with the customer service experience."

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