Opéra 2

Location_Place de l'Opéra, 75002 Paris, France Date_December 2010 Design_Zoevox Size_1,200sqm

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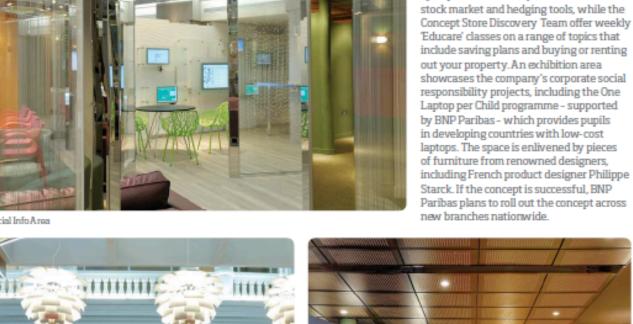
To increase dwell time in-store, French banking giant BNP Paribas has opened Opéra 2, a strikingly designed concept outlet that will pilot new technologies and offer services such as financial workshops. Following customer feedback requesting a more user-friendly experience, the store's tenzones include 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.



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



Financial Info Area





Lounge Area



Playground Zone