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# BankNews

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CRM:

*every  
employee's  
responsibility*

18

KANSAS  
CONFERENCES:

*CBA, KBA*

30, 40

MERGERS AND  
EARNINGS:

*more activity,  
higher revenue*

20, 34

## The technology of architecture

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AUG 16 4000



## Bank Iowa deemphasizes teller line, builds community landmark

**A**n impressive new headquarters and campus in West Des Moines for Bank Iowa manifests the values of excellence, community and timeless beauty, according to the architects, Smith Metzger of Des Moines.

On a premiere, high-profile 1.4-acre setting, the grand two-story, 12,000-square-foot building will transform the southwest corner of Jordan Creek Parkway and Office Plaza Drive in West Des Moines into a permanent neighborhood focal point and will certainly entice both new and existing clientele. Construction is to be completed in early 2006.

Rob Smith and Daryl Metzger, principals, are philosophically a perfect match for Bank Iowa's chairman, Robert Duncan, who has a taste for fine art, love of classic architecture and settles only for the best in quality.

Duncan's love for classic architecture began when he hired Dr. Demetri Porphyrios of London, England, to design a classic home in Lincoln, Neb., for his extensive art collection. The home features Indiana limestone walls contrasted with brushed stainless steel windows. When Bank Iowa decided to enter the Des Moines market, Duncan knew a classic design would stand the test of time. Duncan got into banking when he and others purchased a bank in their hometown of Clarinda in 1976. From the one bank, they have grown to more than \$600 million in assets and 16 locations in central and western Iowa.

Smith Metzger's solution was to incor-

porate elements of both classic and contemporary architecture into the new bank. They were able to accomplish this by using classic metaphors such as base, shaft and cornice as exterior elements of building blocks and structural columns that imply the repetition of classic columns. Clerestory windows and expansive glass sections provide natural interior

created an outstanding and unique home office for us that will become a long-standing landmark for the future."

Metzger said, "Bank Iowa is taking its entry into this area very seriously and it wants to make a bold statement about its presence and commitment to the professional business community. We honored the bank's aesthetic interests, business

goals and customer needs and looked at the requirements of the site with an eye for quality in every aspect. Bank Iowa's attention to quality is what has made it successful, and we used that as our guiding principle in the design."

Smith added, "We have always believed that good design is good business. Banking has evolved into a highly personal interaction where individuals may work with several professionals on different aspects

of their businesses or family finances. Many of the old, traditional banks were designed to focus on the teller transaction. Our design for Bank Iowa engages passers-by and customers from the exterior, and once inside, welcomes them into a spacious two-story atrium where they are drawn past executives, bankers, brokers and professional specialists.

"Secondarily, they emerge into the teller area or into a comfortable work area that features interactive tools to help them with banking and other services. We want customers to feel the bank is approachable and open, yet stunning and luxurious – a place they don't really want to leave."

The second floor will house the corporate staff of the holding company and features a boardroom and upscale training facilities for its employees. **BN**



light for the first floor. At the second floor an unexpected series of circular windows, reminiscent of Europe, bring sunshine and sky inside and create a bright reflection outward. A red metal roof floats atop the structure of rich white limestone, glass and metal. From a distance, the floating roof of the building will become an icon for the bank.

Stan Honken, Bank Iowa's CEO, temporarily located in offices in Clive, said, "It is important to us to show our commercial, business and individual clients that we are a credible, first-class company, here to stay, and committed to quality in the personal and professional services we provide. Our campus will be a beautiful addition to the neighborhood and our magnificent building will be inviting and enjoyable, as well as functional. Daryl and Rob listened to what we wanted and