

Fit for Purpose

*M Moser's integrated office design solution for **SWIFT** links businesses through technology and place*



Fit for Purpose

The Society for Worldwide Interbank Financial Telecommunication (SWIFT) “is the financial industry-owned co-operative supplying secure, standardised messaging services and interface software to 7,650 financial institutions in over 200 countries.

SWIFT’s worldwide community includes banks, broker/dealers and investment managers, as well as their market infrastructures in payments, securities, treasury and trade.”



Objectives

As custodian of the world’s most reliable and effective communications infrastructure, the organisation is focused on optimising its human, physical and technical resources to expand commercial benefits for its members in the financial community. The design brief SWIFT issued for their new offices in Hong Kong emphasised professionalism, effectiveness, vision and management in the workplace. M Moser’s design solution responds by visibly reflecting and technically facilitating these high performance standards.

Professionalism

Through its transparency, simplicity and directness, the new workplace encourages professional conduct, promotes communication between management and staff, supports patterns of activity that accelerate business, and aids the recruitment and retention of top staff. The design of public areas, such as the open reception and breakout space, corresponds with a professional sensibility. When visiting, clients can spontaneously catch SWIFT’s commitment to excellence and gauge the benefits they receive through the quality of the workplace. Dependability, security and openness are all conditions of this experience.





Effectiveness

As a market leader with “mission critical” accountability, SWIFT requires smooth operations. To support high technical performance, the entire workplace needs to achieve the same functional resilience. Such resilience demands considerable integration between the design, technology and engineering components of the project; this is achieved through a multidisciplinary project delivery approach, for which M Moser is well known. The resulting integrated design solution is cost-effective and space-efficient. In its own business, SWIFT strives to control the cost of its services to clients - the office design possesses this same spirit of rigor, competence and performance.

Vision

SWIFT is able to leverage its leadership position from new offices that are reliable, connected and flexible. The new facilities meet SWIFT’s current operational needs with robust technical infrastructure provisions, excellent staff amenities and functional planning. Furthermore, the modular design approach and defined space standards will allow for future growth, while ensuring continuity of image and business activity. For current purposes, the layout is clear and sensible, balancing cost, people and performance factors, yet the space is organised to adapt to evolving space-use needs with minimal adjustment, expense and disruption.

Management

The workplace is a management tool – its physical attributes reflect both the objectives and values that SWIFT’s management is seeking to advance. Because people are such a valuable resource, the workspace is configured not just to enable and inspire, but also to recognise and reward good performance. Workstations are generous and ergonomically oriented, and breakout areas are conducive to spontaneous interactions and casual meetings; the general feeling is as warm and open as it is professional. During the design development process, the needs of each user group were surveyed and have become embodied in the design.

SWIFT represents excellent communications, reliable infrastructure, commercial success, professional integrity and collective achievement. The design of its new offices embodies these business, design, technical and human ideals.

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