

Case Study

Kimball® Office



The PrivateBank places a high value on personalized service. Innsbruck & Osterley Park guest chairs offer the Bank's clients comfort and sophistication that distinguish relationship banking.

Peerless service and attention. A consistently excellent client experience. Exceptional results. These are the equities that distinguish The PrivateBank from other financial institutions. They also characterize the Milwaukee headquarters of The PrivateBank in Wisconsin, and the exacting work that went into renovating the historic structure designed by famed architect Daniel Burnham.

The PrivateBank

Design Challenge

A newcomer to the Wisconsin market, The PrivateBank chose to restore the North Water Street building to its former grandeur because of its historical significance and to differentiate The PrivateBank's place in the local banking community.

"We wanted to make a statement with our Milwaukee headquarters," explains Jay Williams, Chairman and Chief Executive Officer of The PrivateBank. "But we also wanted to create an inviting place that makes people feel well cared for and valued."

As work began, Burnham's original drawings provided clues to what the building was like when it first opened. But Mr. Williams and his wife Madonna, who managed much of the interior design for the 20,000 sq. ft. renovation project, didn't want to simply turn back the clock. Their aim was to recapture the feel of the building in 1913, while seamlessly integrating the Bank's information technology and 21st century necessities.



For its Milwaukee headquarters, The PrivateBank renovated a historic building designed by famed architect Daniel Burnham. Kimball Office helped them achieve their restoration goals with Conference Solutions tables, Stature seating, and other furniture solutions that echoed Burnham's landmark architecture.

The Kimball Office Solution

Kimball Office and its Select dealership, Corporate Design Interiors, helped The PrivateBank achieve their restoration objectives through a mixed palette of traditional and contemporary products and materials, designed to complement, but not identically match, the building's landmark architecture.

"The client clearly defined the look she was going for," explains Heather Nemoir, Director of Design for CDI in Milwaukee. "We helped her achieve the intimate, sophisticated result she desired, while ensuring commercial durability."

"We looked at a lot of furniture, but we ultimately decided on Kimball Office because we loved the Biedermeier styling and the beautiful and flawless finishes," says Ms. Williams.

Innsbruck casegoods and seating grace The PrivateBank's public and executive spaces, reflecting the financial institution's premium image, while offering clients the kind of intimate setting that defines relationship banking.

This confidential tone continues in the many private offices, which are furnished with Evoke, a more contemporary casegoods line. "One reason we selected Evoke was its discreet technology management capabilities," says Ms. Williams. "We also appreciated how its rich, tactile blend of materials echoed Burnham's original millwork and finishes."

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An Innsbruck credenza paired with Innsbruck & Osterley Park seating and table, complement the traditional tripartite architecture.



Glass-enclosed private offices feature Evoke casegoods, Stature desk seating, and Innsbruck & Osterley Park guest chairs. (Below) A custom-made Conference Solutions table beautifully accommodates video-conferencing equipment in the boardroom.

Ms. Williams wanted the workspaces for support staff to be just as attractive and adaptable as the private offices. “Kimball Office’s Xsite furniture system, with its ability to combine materials and finishes, allowed us to bring a subtle sophistication to a very basic application,” explains Ms. Nemoir.

The PrivateBank also required several custom pieces, including a 152-inch conference table with two very large cutouts to accommodate video-conferencing equipment. “Kimball Office and CDI were exceptionally helpful,” notes Ms. Williams. “Working closely with our IT people, they were able to smoothly integrate the multi-media tools and all their cables so that nothing detracts from the table’s beautiful finish.”

Recently completed, the renovated space gives The PrivateBank a stately environment, with an intimate, residential feeling that reinforces the Bank’s distinctively personalized services.





To reflect the banking institution's premium image, meeting rooms are furnished with Innsbruck & Osterley Park tables and Stature seating.



Innsbruck casegoods paired with Innsbruck & Osterley Park seating and table grace the executive offices.

Kimball® Office. A place that works for you.



The ability to match finishes across product lines unite administrative, conference, and executive areas. Xsite workstations in a combination of materials, offer support staff adaptable environments with private-office appeal. Footprint worksurfaces and storage, and Stature task seating complete the workspaces.

Product specifications: Innsbruck® and Evoke® casegoods; Xsite® system; Footprint® worksurfaces and storage; Conferencing Solutions tables; *By Design* custom conference table; LF™ Series files; Stature™ task seating; Innsbruck™ & Osterley Park™ guest seating.

Project team: Madonna Williams, The PrivateBank; Jim French, J. French & Associates; Susan Fondrie, Uihlein Wilson Architects; Jeff Hiltz and Heather Nemoir, Corporate Design Interiors.

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