

# 1st State Bank Saginaw, MI





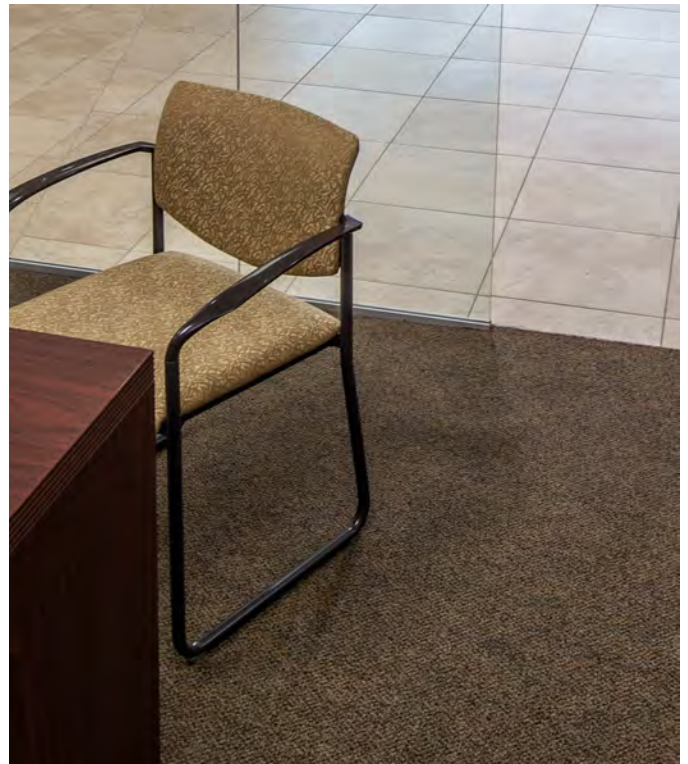
Sideshow, Big Top

### The Project

In the fall of 2010, 1st State Bank, a highly respected community bank, partnered with a group of the bank's investors to purchase and renovate a historic building in northern Saginaw Township. Revitalization of this five-story building from a tired, yet valuable, piece of local architecture into a permanent landmark location created an opportunity for 1st State Bank to offer its customers a more efficient, service-oriented experience.

### The Challenge

Not only were designers challenged by renovating a semi-occupied space that required significant upgrades to mechanical, electrical, and technological systems, but the 15,000+ square foot first floor where the bank was to be housed lacked any sense of continuity. A central corridor and elevator lobby physically divided bank spaces, making it essential to visually tie the overall aesthetics together.



Big Top

## The Solution

Architect Mike Parnon, AIA, of BrandPoint Design developed a series of zones to connect the disparate spaces while conveying a sense of solidity and integrity. Using 1st State Bank's earthy color palette, each zone features different themes to create relatable floors connected by patterns and primary tones of black and tan. Collaborating with his J+J/Invision representative, Parnon specified both modular and broadloom styles for spaces as varied as boardrooms, meeting rooms and private offices along with branch teller areas, open office space and vaults. They were also able select complimenting patterns that were appropriate for back office operations and internal passageways.

A long-standing member of the 1st State Bank Board of Directors and one of the project's investors is also the founder of a reputable Saginaw design-build firm. Parnon shared that this influential stakeholder who was heavily involved in the renovation specifically complimented the design team on the carpet selections for this bank.



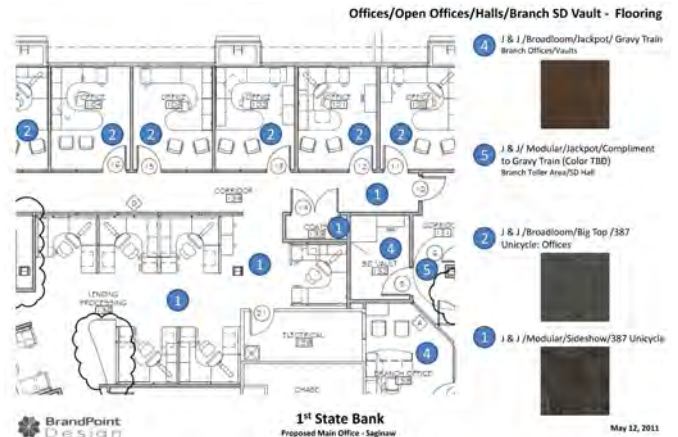
Sideshow



“As an architect I appreciate working with a manufacturer’s rep who contributes to the design process and serves as a valuable resource.

My rep is a true collaborator and was active in helping me create the carpet color palette and strategy for the 1st State Bank Project. By working together, J+J/Invision truly became part of the design team.”

Mike Parnon, AIA  
BrandPoint Design



## The Details

<b>Design Firm:</b>	BrandPoint Design
<b>Flooring Contractor:</b>	Northeastern Paint
<b>J+J Products:</b>	Big Top, Cosmopolitan, Floored II, Jackpot, Jackpot Modular & Sideshow
<b>Square Yards:</b>	1,239



Photography By: Rick Moreau, Moreau Visuals

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