



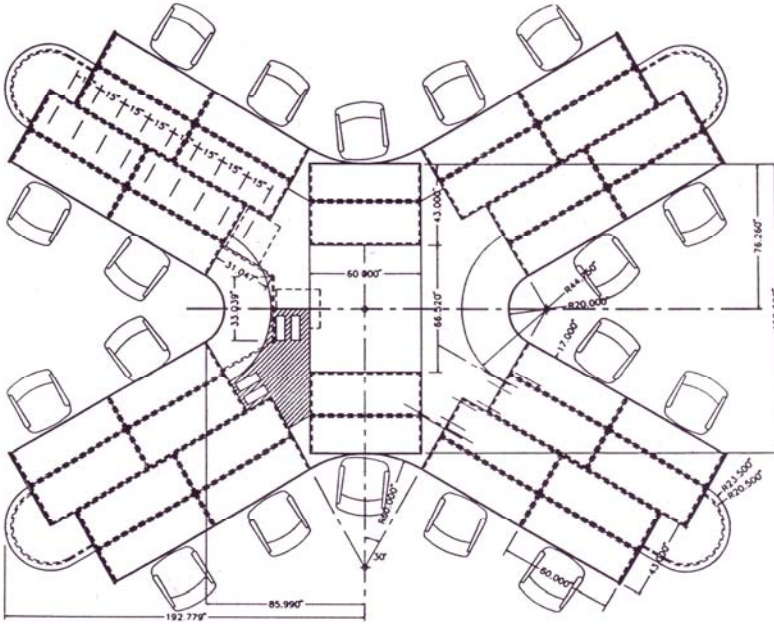
Credit Agricole's new trading room in Manhattan with its dramatic curvilinear double "X" configuration.

The Customer Challenge

Credit Agricole, one of France's leading banks, planned to expand its trading operations in New York, accommodating 36 traders in a 3,000 square foot space. With new telecommunications and state-of-the-art technology, the bank wanted to create a dramatic image to reflect its growing presence in the United States. The objective was to maximize their use of the space with a highly-functional but visually striking design. "We also needed to anticipate future needs and build in as much flexibility as possible," said Gloria Luccioni, who managed the project for Credit Agricole.

The Synthesis Solution

Working from an initial design concept – a double "X" configuration of back-to-back desks – and the physical requirements of the telecommunications and phone systems, the dimensions and design of the basic desk evolved from sketch to dimensioned drawing. "The open architecture of the Synthesis Trading Desk System allowed us to design to the specific requirements of the equipment and the space. There are no fixed or standard dimensions to limit our choices," explained Ira Saltz, who supervised the design and coordinated functional details with the technology suppliers and consultants.



Plan view generated on the Synthesis CAD system shows one of the 18-position trading configurations.

The Synthesis design team developed the materials and aesthetics of the overall configuration. At the same time they resolved the technical concerns, such as cable management, desk-to-desk access and ventilation. "The use of wood veneers at the curved ends of each 'X', and soft sweeping curves at the intersections, projects a dramatic presence," Saltz said.

Implementation of the approved design began with detailed engineering drawings created on the Synthesis CAD system.

The computer design system created the program that is actually used to fabricate the individual components of the desk to precise tolerances.

To insure problem-free installation, all 36 desks were pre-assembled at the factory into their "X" configurations. After disassembly they were shipped to New York and installed under factory supervision.

"Not only was the installation completed on time, the desks' design provided free access to technology and cabling vendors. And, equipment cores have built-in lighting to make service easier," said Credit Agricole's Ms. Lucciuni.

Summarizing the project, Elizabeth Martin, Synthesis Senior Manager, explained that Credit Agricole's unusual design objectives and the specific customer needs matched the Synthesis Trading Desk System's capabilities. "Meeting tight deadlines and fitting the desk to the equipment and space requirements ... this is what our reputation is built on."

For additional information please call **Datamation Systems:**
(201) 329-7200 or (212) 732-3824 FAX (201) 329-7272

Datamation Systems, Inc., 125 Louis Street, South Hackensack, NJ 07606-1733
email: Datamation@pobox.com web: www.technicalfurniture.pc-security.com

