

Studio Job addresses the power of money in new Luxembourg installation



We are used to seeing Studio Job's bold style on products, installations buildings and interiors, but what we hadn't seen yet was a bank designed in the Belgian pair's colourful standards.

Titled 'Always Close', the pair's latest project sees a total redesign of the Luxembourg offices of asset management firm Creutz & Partners. The designers created an overall look for the four floors of the firm's 19th-century building in the heart of the city's old town, designing a functional work space that is also a conceptual artwork. Titled 'Always Close', the project features more than 100 new original design pieces and artworks by the duo, and the building's spaces include an office, conference room, shop and a meeting space for clients.

Each room is completely designed by the studio, from floor to ceiling, offering a broad view of their signature aesthetic as well as an irreverent reflection on the power of money, with curtains printed in patterns featuring dollar signs, and a carpet shaped like a coin. 'Creutz & Partners is a perfect example of a client that is intelligent and secure enough to let go and assign projects without creative restrictions,' says Job Smeets. 'Everything you see is connected to the core of the business, money.'

The creative energy of the designers is evident from the building's façade, a composition of elements including heraldic flags, lightboxes, planters, neon lights and a hand-crafted golden Creutz & Partners sign. The ground floor features a lobby fashioned like a shop which is not open to the public but that serves as an art installation of sorts, 'Always Close' being a nod to this concept but also, Smeets explains, to 'the idea of closing a deal'.

'This felt like a once-in-a-lifetime opportunity to create a functional interior that is art and design, object and function, all at the same time,' says Smeets. 'An interior where every piece is tailor-made and unique, creating a portrait of us and of the client.'★





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