

Stealing Moments

Santander El Faro Visitor Centre

Location_ Ciudad Grupo Santander, Avenida de Cantabria, 28660 Boadilla del Monte, Madrid, Spain

Date_ February 2010

Design_ YDreams

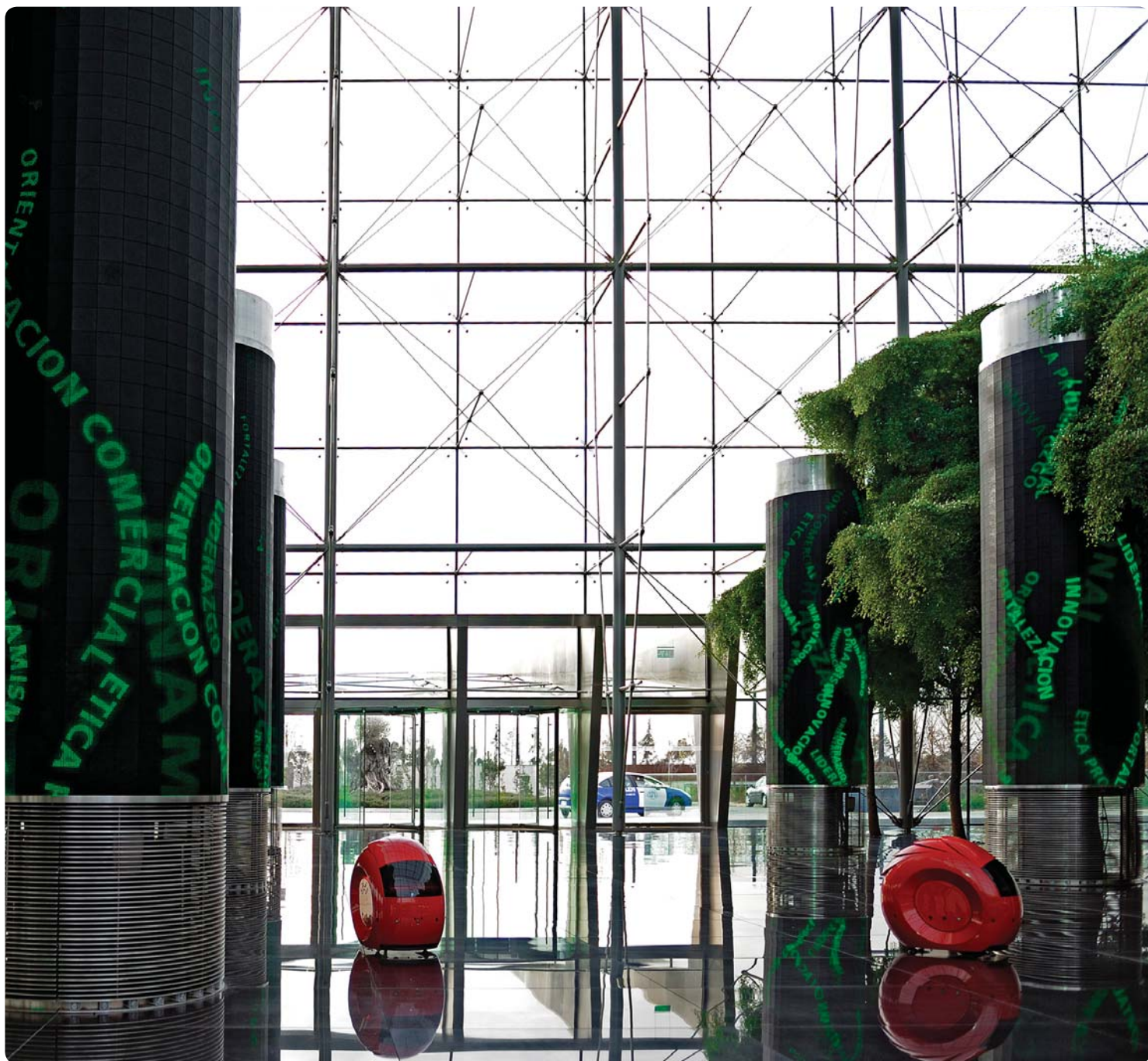
Size_ 17,222,257sqft



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Spanish private bank Santander has opened a high-tech corporate headquarters that centralises all the group's executive, financial and administrative services. When shareholders and clients enter the centre, they are greeted by a fleet of 'robot butlers'. A touchscreen asks each visitor to 'check in' by selecting their language preference and intended destination - such as boardrooms, meetings rooms, information areas and lavatories - and then commands one of the available robots to approach the guest and guide them to their destination. The robots work using radio frequency sensors and sonar technology aids orientation, positioning and object detection.



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Other sophisticated technologies in the space include an interactive touchscreen wall embedded with motion sensors, located in the main foyer, which allows visitors to explore the bank's history and its global presence by selecting a topic - for instance, insurance and asset management. Nearby, a model of the financial complex is surrounded by four augmented reality screens, which can be glided around the structure to highlight the centre's points of interest, including architectural features and works of art.

