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News

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Philadelphia University and TD Bank collaborate on project to design new energy-efficient bank of the future

PHILADELPHIA, February 1, 2012— Philadelphia University architecture and interior design students and TD Bank, America's Most Convenient Bank® recently launched a student competition to design TD's energy-efficient store for the year 2020.

The partnership comes as the bank prepares to open its 50th TD Bank store targeting LEED certification and almost a year since it opened the first net-zero energy bank in the U.S.

“In the last two years, we’ve really pushed the envelope in designing and constructing stores that are targeting or have achieved LEED certification, hence our net-zero energy store in Ft. Lauderdale, Fla.,” said Gerry Guidice, SVP, Head of U.S. Real Estate and Chairman of TD Bank’s Green Council. “To continue the momentum to be as green as our TD logo, we want to incorporate emerging architecture techniques into the bank’s next generation green store design, which we believe we can get from the creative and innovative minds of Philadelphia University’s students.”

The students have been challenged to create their vision of a TD Bank in the year 2020 that will take into account what the banking experience of that time will be. The competition, which is incorporated into six architecture and interior design studio courses, will be made up of student teams of two to three members that will develop conceptual designs of TD Bank’s next generation store with a focus on sustainability and the customer experience. The new design will have to deliver TD’s brand proposition of America’s Most Convenient Bank®. Because TD operates as a retailer that happens to be in banking, considering the customer experience during the design process will be key.

“This joint project underscores Philadelphia University’s commitment to interdisciplinary collaboration and experiential learning and preparing graduates for careers in an evolving global marketplace,” said Lauren Baumbach, director of PhilaU’s interior design program. “Our students’ innovations and creative visions have the power to transform the human experience in the built environment and we look forward to sharing these visions with TD Bank.”

Each student team will present their digital and hand-crafted models to a panel of TD Bank and Philadelphia University judges on March 1. The winning team will be awarded a trip to Toronto, Canada, where they will present their model at TD Bank Group's Enterprise Real Estate annual conference in May.

"We are pleased to be collaborating with TD Bank to develop a vision of the future of banking," said D.R. Widder, the University's executive director of innovation. "This type of real-world, active education in collaboration with industry partners is what PhilaU's multidisciplinary approach to innovation and sustainability is all about."

TD Bank, America's Most Convenient Bank, is one of the 10 largest banks in the U.S., providing more than 7.4 million customers with a full range of retail, small business and commercial banking products and services at more than 1,275 convenient locations throughout the Northeast, Mid-Atlantic, Metro D.C., the Carolinas and Florida. In addition, TD Bank and its subsidiaries offer customized wealth management services through TD Wealth, and insurance products and services through TD Insurance, Inc. TD Bank is headquartered in Cherry Hill, N.J., and Portland, Maine. To learn more, find TD Bank on Facebook at www.facebook.com/TDMoneyLoungeUS, on Twitter at www.twitter.com/TDBank_US, or visit www.tdbank.com.

Philadelphia University, founded in 1884, is a private university with 3,600 students enrolled in more than 60 undergraduate and graduate programs. As the model for professional university education, the University prepares students to be leaders in their professions in an active, collaborative and real-world learning environment infused with the liberal arts. Philadelphia University includes the innovative College of Design, Engineering and Commerce; the College of Architecture and the Built Environment; and the College of Science, Health and the Liberal Arts. For more information, go to www.PhilaU.edu.