



Assiniboine Credit Union

WINNIPEG, MANITOBA

FLAGSHIP BRANCH | PROTOTYPE

Project Architect: Greg Ward | Interior Designer: Caroline Hearn | Construction Manager: Ron Junker

In October 2019, Assiniboine Credit Union (ACU) obtained one of the most exciting spaces in the city of Winnipeg, True North Square, which overlooks a high traffic area that frequently hosts public gatherings and sporting events on a jumbo screen. Assiniboine wanted a fresh concept from a new design partner with expertise in credit union design trends and a different perspective for the branch in this mixed-use development.

The task was to create, develop, and build a new 4,000 square foot branded prototype flagship branch within a fast-tracked, seven-month timeframe. In the midst of the construction process, the pandemic hit. A limited number of supplies delayed the project a few weeks – but the project team never stopped working. Construction pressed on to ensure Assiniboine's deadline was met.

Strengthening Assiniboine's brand with a presence in a new, exciting market, NewGround provided discovery, design, furniture, and construction management services for this dynamic, member-centric branded space. The facility is now an architectural masterpiece with an open concept floor plan, neutral finishes with pops of their signature orange color, consulting and hoteling areas, and a greenery living wall showcasing Assiniboine's logo and brand.

4,000

SQUARE FEET



7 MONTH FAST-TRACK



TENANT IN TRUE NORTH SQUARE'S
MIXED-USE DEVELOPMENT

