

# 3 Gold Crowns

Id + SPACE looks at dental clinic design to find out why these once formidable places are no longer intimidating their patients.

We've come along way since the days when dental surgeries were renowned for their sterile interiors, antiseptic smell, and that incessant whining drill. Now dentists along with other health practitioners are taking a holistic view and treating the whole patient (For example, you can now get a massage and a facelift along with your orthodontics at the latest incarnation of the dental clinic - the cosmetic dental spa).

These new concerns have impacted on interior design practice and to illustrate this we are featuring three dental practices whose interiors defy our traditional expectations. Two of these are in New York State and were provided by PKB Design from New York, USA of the American Society of Interior Designers (ASID), while the third, Interlink Design Solutions received an Honourable Mention at the InterCAD Interior Design Award (IIDA) 2006.

A dental surgery needs to create the aura of professionalism but at the same time reassure patients and allay their fears. Therefore it is vital that interiors present a friendly persona to the world. Each of these three designs rises to the task in a different way, using such devices as period charm and contemporary chic to beguile the users.



**Vestal,  
New York**



**Johnson City,  
New York**



**Klang Valley,  
Malaysia**

Vestal,

# NEW YORK



Curves in the profiled ceiling are echoed in the reception counter and floor design. Together with punctuations such as the seating fixture, these elements help to break the corridor up into pleasantly proportioned and less intimidating spaces



**LEFT:** The neutral blue and cream wall tones, the ceiling contours and the generous arched window add up to a suitably tranquil waiting area.

**BOTTOM:** Two-tone walls, wood plank flooring and plenty of plants: this is definitely not the sterile white dental surgery of our nightmares

C. Michael Sostowski, DDS is a dental office, located in Vestal, New York. The practice specializes in cosmetic dentistry and specifically markets their services to women. The objective was to create a warm, comfortable, gentle, and soothing space that appealed to women. The marketing message “advanced dental care with a soft touch” was integral to the design concept.

To represent the marketing message the interior designer created a professional high tech atmosphere that was balanced by the use of natural materials (wood & stone), warm neutral tones, luxurious fabrics, balanced lighting, and soft curves.

The interior designer was faced with the challenge of utilizing existing exam chairs upholstered in purple vinyl. The design solution for this challenge was

to create balance and continuity by incorporating violet hues as an accent throughout the office.

Materials and finishes were specified in a range of values to create visual interest through contrast and variety, while maintaining a cohesive and calming design with a primarily neutral color scheme.

The use of sound was used to reinforce the calming effect of the interior. A water feature in the reception and waiting area produces the tranquil sound of a flowing stream while soothing music flows from the integrated sound system.

There is a sense of harmony and serenity as patients move through this healthcare environment. The interior design is successful in symbolizing “advanced dental care with a soft touch.”

# Johnson City,

# NEW YORK



**TOP:** Comfort in numbers: you're not alone in this open plan treatment area. Privacy screens hide the sight of your tonsils from your neighbours, and there's plenty of distractions overhead- observe the elegant pendant living

**BOTTOM:** A consultation room to be reassured in: earthy tones and upholstered seating suggest the peaceful atmosphere of the drawing room

Hatala Orthodontics, P.C., located in Johnson City, New York, was a new construction facility. The client, Mark Hatala, DDS, wanted his patients to feel at home in the space. Growing up in the Greater Binghamton area and taking over his father's practice gave Dr. Hatala a great sense of community pride and gratitude. He wanted his new office to represent these feelings and be a space that patients loved spending time in.

Dr. Hatala sought a building that would aesthetically blend with the community on both the exterior and interior. The architect designed an exterior that incorporated architectural elements that were consistent with the surrounding residential neighborhood.

The same concept was carried through to the interior. Traditional wood elements such as baseboard, window and door casing, crown molding, built-in units, and paneled doors represent an interior typical of nearby homes.

To create a "living room" rather than a waiting room, the design team specified hardwood floors, area rugs, a fireplace, entertainment center, sofas, and wood tables. Lighting also played an integral role in implementing the residential feeling.

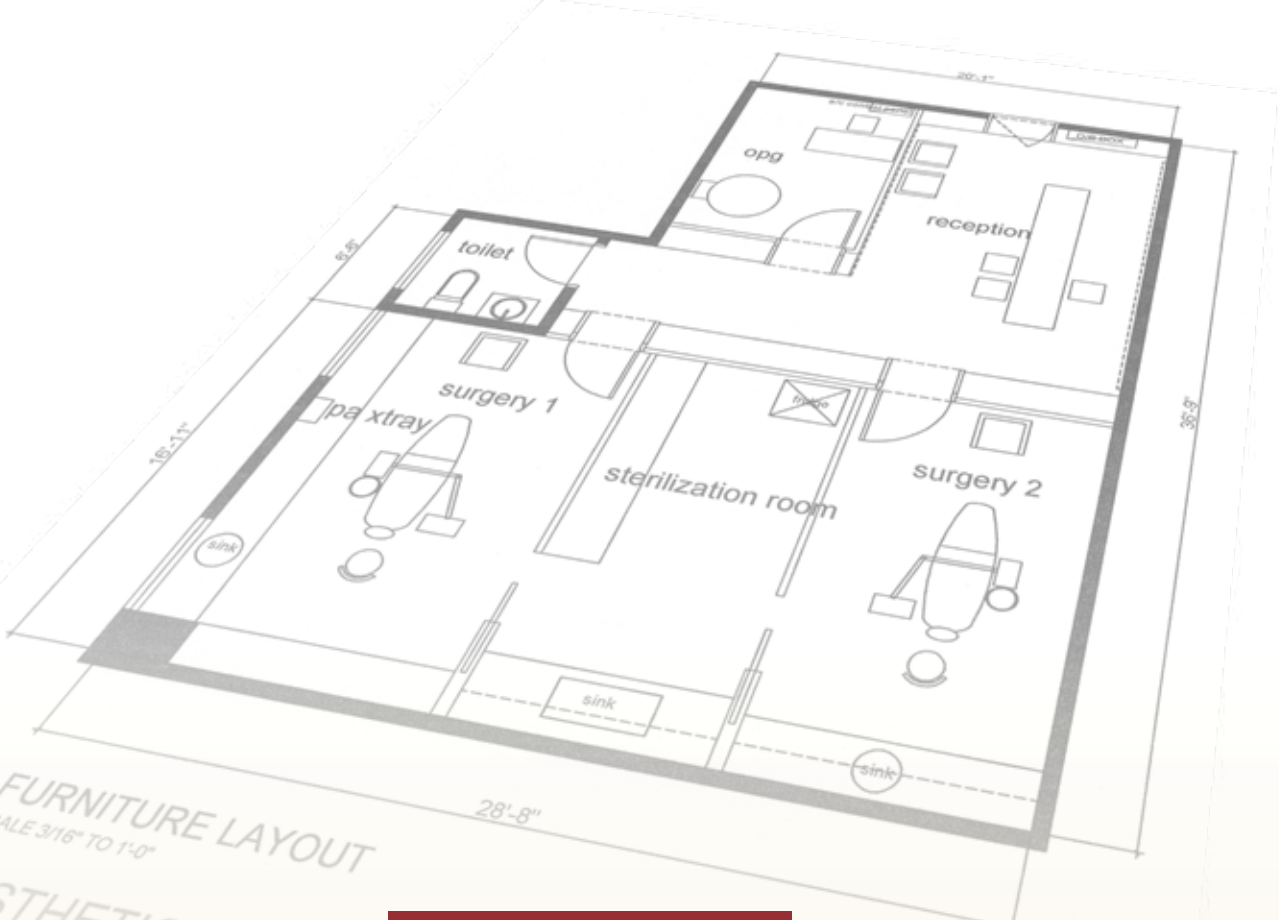
The walls of the operating area are filled with memorabilia from Binghamton's professional sports teams and Spiedie Festivals to create an energetic sense of place and community pride.

High quality interior design coupled with fine materials and superior craftsmanship represents a professional atmosphere and gives patients confidence in the high level of service they will receive.

There is something for everyone at Hatala Orthodontics. Patients can spend time in the game room, watch a video on the plasma T.V., grab a drink at the beverage area, or read by the fire. It truly is a space that makes patients feel at home.



The orthodontic office has a welcoming facade and a residential feel. Its design and details - such as the horizontal timber-boarding - are typical of houses nearby and are intended to put visitor at ease



FURNITURE LAYOUT  
SCALE 3/16" TO 1'-0"

AESTHETIC DENTISTRY

Klang Valley,

MALAYSIA



This dental clinic is a model of modern contemporary; with every element carefully orchestrated to be mutually complementary exuding a confident, up to date sophistication.

The piece de resistance of the interior is the vast Peacock Veneer that dominates the wall behind consultation counter. The dramatic effect of this trajectory motive is heightened by the black SLAMP Ginetta chandelier and Black Louis Ghost Chair. Custom designed armchairs with selected golden green print are chosen to complement these modern classic pieces. What remain are the white floor tiles and white coloured glass cabinet which lines the corridor leading to the surgeries. This is interrupted by the French walnut doors breaks up the monotony of the whites. The aura of cleanliness is further enhanced by the 10 feet white glass top of the consultation counter. The mirrored wall creates a visual expanse of the waiting area.

The only clue to this premise as a dental clinic is the German dental chair which occupies the center of the surgery. Windows allow natural light filters through as well as providing view to the outside world. The work cabinets lined the walls below the window and the wall behind, freeing up spaces for ergonomic workflow. The pale green wall is punctuated by gold reprint by Klimt above and the golden green armchair below.



**OPPOSITE PAGE:** Reception - The welcoming and open reception carries warmth than the conventional window-counter.

**TOP:** Dental Surgery - The once daunting look of the German dental chair seems benign in this interior.

**LEFT:** Waiting Area - The waiting seats are made to comfort the nervous patient as they wait for their turn.

**RIGHT:** Feature wall - The designer has purposely chosen an abstract form to divert patient's attention.