



## Clever design creates more space

By Meagan Shand, BSc (Health Promotion)

**N**estled amongst the high end shopping district of West Perth, Dental O So Gentle at King Street, sits comfortably amongst the cosmopolitan shops and cafes of this busy business and shopping precinct.

When practice principal and owner, Dr Jeff Broude, set up business here 15 years ago, he had an eye to a city-based clientele to complement his busy family practice in the Perth northern suburbs, but couldn't have predicted the commercial growth of the area that followed.

While the stately His Majesty's Theatre has always been part of the street, in recent years three more coffee shops have set up across the road and well known fashion labels like Louis Vuitton, Gucci and Prada

have added their presence just a few doors away. Because the area is also a busy part of the business district, at any time of the working day the street is a 'buzz' with city workers and shoppers alike.

With an expanding clientele to service, a need for more dental practitioners on board and an increased potential for off the street 'walk ins', Dr Broude made the decision to modernise the practice and with that, create more space and an office frontage that invited people seeking quality treatment to step inside.

With a strong reputation in the WA market, Dr Broude sought the services of Bill Elsegood, builder and dental fit out specialist from Dentpro to manage and deliver the refurbishment project.

From the outset, Dr Broude was under no misconceptions about the challenges of his brief to makeover the compact 68 square metre space.

"I wanted to update and modernise the practice, but I also needed another operatory and an OPG room," Dr Broude said. "Having only a small space to work with, I wasn't entirely convinced that what I wanted could be achieved."

Thanks to some clever designing however, Bill and the team at Dentpro not only managed to create a third surgery, they also made room for other points on Dr Broude's wish list. The final office space now features three dental surgeries, an OPG room, sterilisation room, reception/waiting area and a compact kitchen/lunch room.



Photographer Karina Hawley, Third Eye Photography.

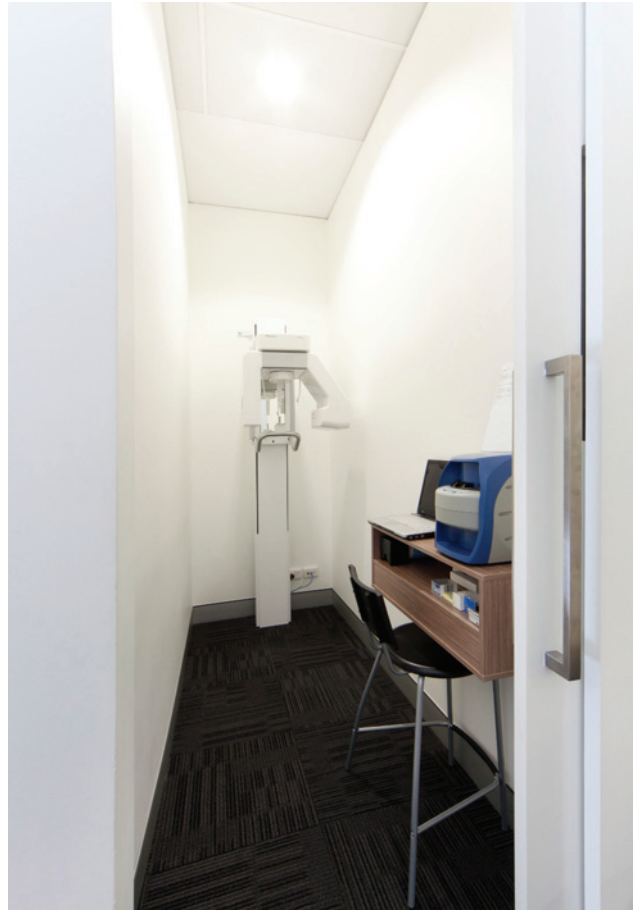


Step through the doors of the floor to ceiling glass frontage and the immediate impression is modern, fresh and sophisticated. The 3.2 metre ceilings and white walls create a spaciousness that is enhanced by the sunlight streaming in the front windows.

The reception desk and filing drawers behind the desk feature pale timber veneers, offset by coloured glass fronted storage cupboards, all serving to house an accessible filing system and create clean, smooth lines.

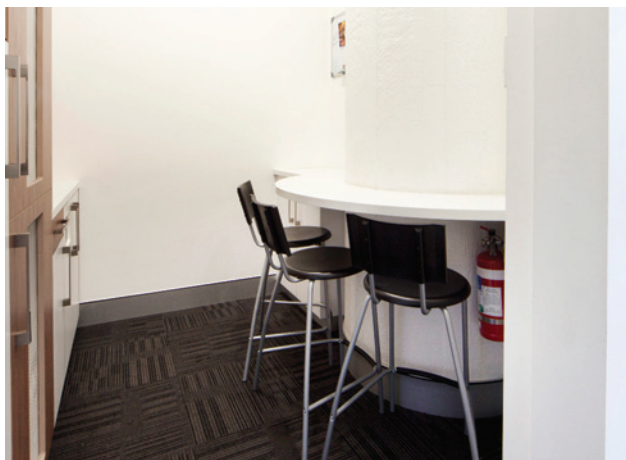
The funky blue chairs and the pendant light over the reception desk are stand out features in the waiting area and the timber veneer recessed magazine rack creates an attractive and simple storage option.





Cleverly positioned behind an internal sliding door to the right of the reception desk, a kitchen/lunch room makes the best use of a compact space and includes two small refrigerators, coat storage, a microwave nook, storage cupboards and a small sink, all concealed behind laminated doors. Bill Elsegood's design also works to include a lunch bar that wraps around a large concrete pillar that is part of the existing building structure.

Design highlights in the surgeries and sterilisation room include timber grain effect laminate on soft closing cupboards, hygienic and seamless acrylic Freestyle bench tops with Mocha Evenge covered glass splashback moulded into the tops for easy cleaning. All surgeries are fitted out with the latest technology with TV screens on all the ceilings to add to a relaxing experience for clients.



## Summary

### The Practice

Principal	Dr Jeff Broude
The Practice	Dental O So Gentle
Type of Practice	General
Location	West Perth, Western Australia
Size	68 square metres
No of chairs	3

### The Team

Design Company	Dentpro Dental Fit-out Specialists
Construction & Joinery	Dentpro Dental Fit-out Specialists
Project Manager	Bill Elsegood

### Equipment

Units	Sirona and Planmeca (Retained)
Sterilisation	Mocom ???
X-Ray	Sirona, Planmeca and Siemens (Retained)
OPG	Soredex ???
Compressor	Jun-Air ???
Suction	Cattani
Dental Software	Dental4Windows
Media Software	Mediadent

To add a new face to the practice exterior to complement the new look internally, Dr Broude enlisted the services of Bouncing Orange to rebrand to 'Dental-O So Gentle', which included attractive and appealing people photos on the building's front windows. As the practice specialises in cosmetic rehabilitations, large TV screens in the front window run 24 hours a day showing before and after smile photos.

Dr Broude is delighted with the refurbishment and credits Bill Elsegood for his design creativity and 'touch of magic' when it comes to creating space.

"Considering the area Bill had to work with, I'm very happy with the outcomes and love the modern look, the flow and functionality of the new space," Dr Broude said.

Besides the top quality tradespeople at Dentpro, Dr Broude was most impressed with Bill Elsegood's commitment to minimal downtime for the practice.

"Bill has a good understanding of the costs of keeping an inner city practice running and the pressure to have the project completed with minimum down time, without compromising on quality."

Indeed, Dentpro 'pulled out all stops' to ensure the team were back at work as soon as possible, from shut down to reopen the new fit out was all done in just nine days.

Bill believes one of Dentpro's signature strengths is working closely to a budget and timeline and it seems Dr Broude agrees.

"Dentpro is very professional and Bill is very honest about the costs from the outset. You know your fees and there were no hidden surprises," he said.

"Bill's team also have the ability to execute fast and efficiently, while still maintaining a high level of professionalism."

For a practice that prides itself on creating beautiful smile makeovers, the new look the Dente O So at King Street is a great reminder of how thoughtful design, high quality materials and experienced professionals with attention to detail will always deliver the best results.

