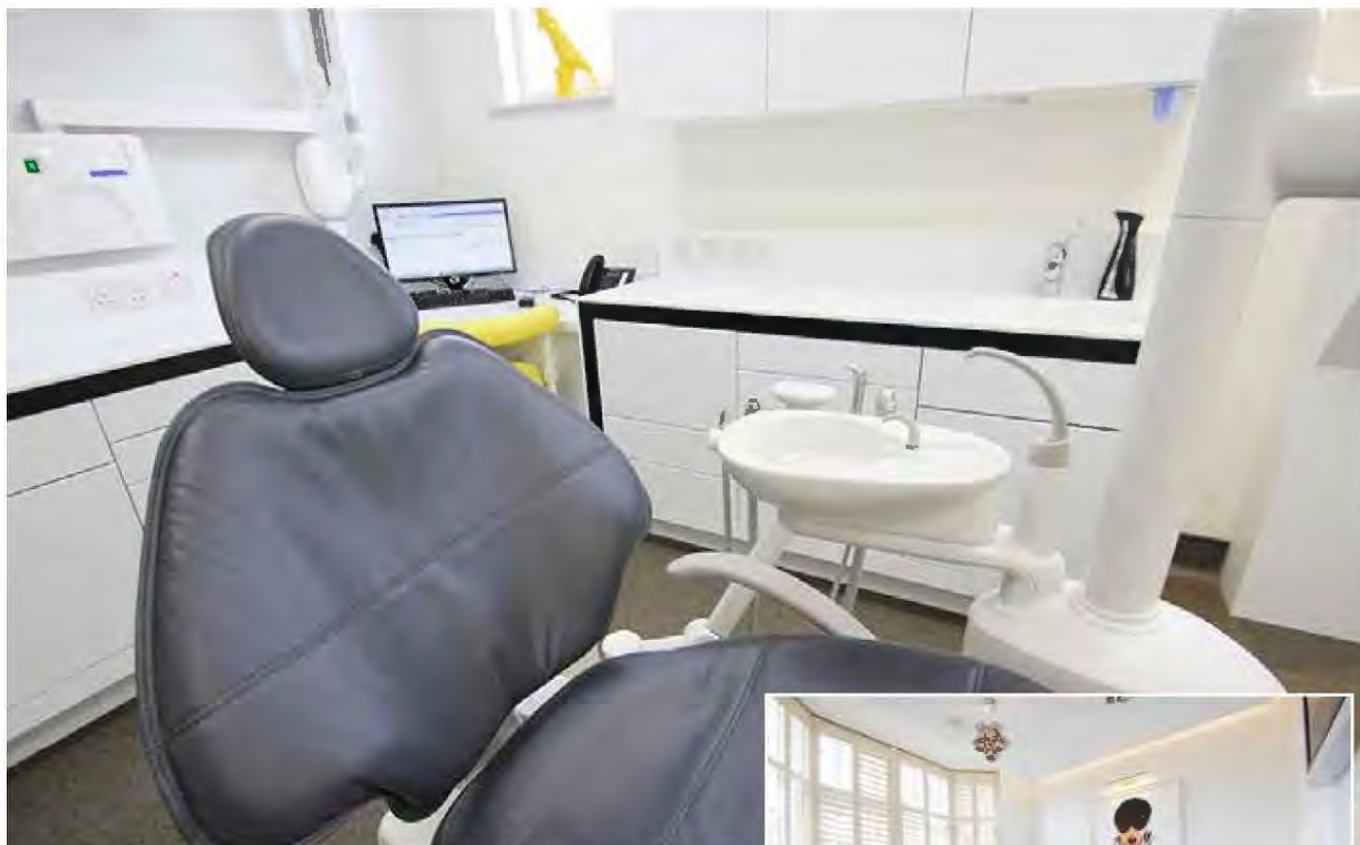


Exceeding expectations

Charlotte Booth reviews one practice's recent refurbishment.



TwentyOneDental in Hove, East Sussex is a new state of the art private clinic, offering a wide range of treatments to include general and cosmetic dentistry, implants and short-term orthodontics.

The team at TwentyOneDental led by clinical director, Adyl Asani and commercial director, Mark Rayner includes Cristina Ruberto, specialist aesthetic dentist and registered dental hygienist, Louise Goodman.

The concept behind TwentyOneDental was to launch a dental clinic that provided excellence in modern dental care in an upmarket, contemporary and relaxed environment. To achieve this vision, a consultation meeting was arranged with Chris Young from Armstrong Young Ltd (surgery design and equipment specialists), to discuss ideas and to develop floor plans for the clinic layout. This led to detailed

design work for the treatment suites, which included equipment and cabinetry selection. Chris suggested TwentyOneDental put together a 'design team' to handle the various specialist elements when creating their new clinic. Armstrong Young advised that all clinical design aspects of the project would be carried out by themselves, and strongly recommended the services of Materialise Interiors, a local interior design company, to develop the TwentyOneDental brand and provide design inspiration for the non-clinical areas.

Following further meetings and

introductions, Armstrong Young and Materialise Interiors were commissioned to help bring the TwentyOneDental vision into reality. The clinical areas of this impressive



Edwardian residential property have been converted into three treatment suites, a decontamination room and an OPG room. For patient comfort, a patient lounge, dental concierge and rest room have all been carefully integrated. The TwentyOneDental team invested heavily in the most advanced dental technology to allow them to provide exemplary dentistry for their patients, as well as providing stylish surroundings and exceptional comfort. Patients are welcomed with a complimentary beverage, offered the use of iPads and asked for their choice of music or TV programme during treatment.

Chloe Bullock from Materialise Interiors told us, "Using the client's branding and brief we developed external and internal signage (gaining local authority permissions), designed bespoke items of furniture, specified finishes, sourced furniture and fixings and, in collaboration with Armstrong Young Ltd, produced a full pack of CAD drawings for the necessary trades to work from for the build." She went on, "The result is a boutique-style feel and very different to the usual dental surgery design or experience. The concept very much retains the personalities of the clients and the beauty of the house and gardens itself."

Dr Asani said, "When we commissioned Chloe from Materialise Interiors to work on the development of our boutique dental clinic, we were unsure of the benefits of hiring an interior designer. As the project



developed, the benefits became clear and we could not have completed the build without her expert help. Her attention to detail, product selection criteria and her expansive knowledge in this field are second to none. We would highly recommend Chloe for any commercial project from a restaurant to a medical establishment."

In order to maintain the high-end look and feel throughout the rest of the clinic, the choice of dental equipment was key. Ergonomics, reliability and durability were hugely important factors. Chris was aware that Dr Asani would be using an operating microscope and therefore needed ease of manoeuvrability to improve and maintain his spinal health.

Adyl Asani said, "We thoroughly researched equipment options prior to purchasing. We attended the BDIA Dental Showcase and had visits from various equipment suppliers. Following a visit to the A-dec showroom with Chris Young, we made the decision to appoint Armstrong Young Ltd to supply A-dec equipment for the clinic."

The A-dec 500 dental chair with

plush, sewn upholstery in Diplomat Blue was chosen for treatment suite one and an equally aesthetic A-dec 300 dental chair, again in Diplomat Blue, for treatment suite two. This kept the colour scheme consistent throughout the treatment suites. To fit in with the contemporary 21st century concept of the clinic, neutral and muted colours for the equipment, chair and cabinetry were fundamental.

To ensure the highest standards were maintained, Corian solid surfacing was used as much as possible in the surgeries, including door and drawer fronts, making it easier to maintain cleanliness. Dirty and clean areas were separated and defined within the decontamination room using different coloured Corian.

The patients at TwentyOneDental are really impressed with the new clinic. Adyl enthused, "A lot of them are amazed that it's actually a dental clinic. They say it's very calming as soon as they walk in and they love the décor and the design. We get a lot of positive comments." More specifically he says, "Our patients love the A-dec equipment we chose. They often say it is like lying in a comfy armchair."

"Armstrong Young, Materialise Interiors and A-dec have been instrumental in creating a clinic of exceptional quality. Thanks to their meticulous planning and attention to detail they have produced a clinic that stands out from the crowd and provides us with an outstanding environment in which to work. I would highly recommend A-dec and Armstrong Young if you are looking for premium quality equipment, planning, design and installation. They have far exceeded my expectations."

Adyl's recommendations to anyone planning something like this for themselves are, "It's all in the planning. I would suggest employing a highly skilled and competent firm such as Armstrong Young from the outset and ensure that the plans meet your requirements. Choose the equipment carefully; making sure that the quality, reliability and functionality of the equipment will meet your daily needs. Having taken the time to choose my equipment methodically and carefully means my practising life is as pleasurable as it can be."