



The time is right!

Dr Tony Signoriello, a highly experienced and motivated dentist with his wife Veronica and hygienist, decided the time was right to set up their own dental practice in Woodcroft, South Australia in late 2004.

Woodcroft is a well-established outer suburban area of Adelaide with a varying demographic of young families transcending into the more affluent market of the baby boomers.

After selecting a 5-year old Federation-styled building in a small complex of three tenancies with ample parking and disabled access as the location for the new practice, Dr Signoriello then went in search of professional help to transition the space into his new dream practice.

“Starting a practice from scratch is not only a big investment but also requires careful planning,” Dr Signoriello said.

“I started asking around and it was Daryn Bungey from Henry Schein Halas Equipment who first informed me of a company based in Perth that specialises in dental and medical fitouts. He said that Medifit are renowned for their high quality dental fitouts and I was immediately interested.

“I then talked to Sam Koranis, the Managing Director of Medifit and set up a meeting. The decision to go with Medifit was pretty much made at that meeting after I saw the potential outcomes that Sam envisaged. I was also impressed with his confidence and enthusiasm and felt an immediate rapport and trust.”

After initial consultations with Medifit, the next stage was to discuss Dr Signoriello’s exact design requirements with his appointed Medifit designer to create a tailored brief to translate his dreams into a reality.

“I went into detailed discussions with Medifit’s design department, namely Leanne, who designed a contemporary, functional yet warm and friendly surgery. Leanne’s interior design ideas were unfaultable and suited the surrounding neighbourhood perfectly.”

“The general design philosophy was to create a comfortable and friendly environment, with a modern interior that will not date rapidly and will appeal to a diverse age demographic,” Mr Koranis said.

“One of the main design elements was the flexibility for future expansion. Tony’s initial requirement was only for the construction and fit-out of two surgeries but with allocation and plumbing for a future third. Medifit were further able to design a 4th surgery in this tight space. Tony was convinced that the extra earning potential of the 4th Surgery would far out weigh the

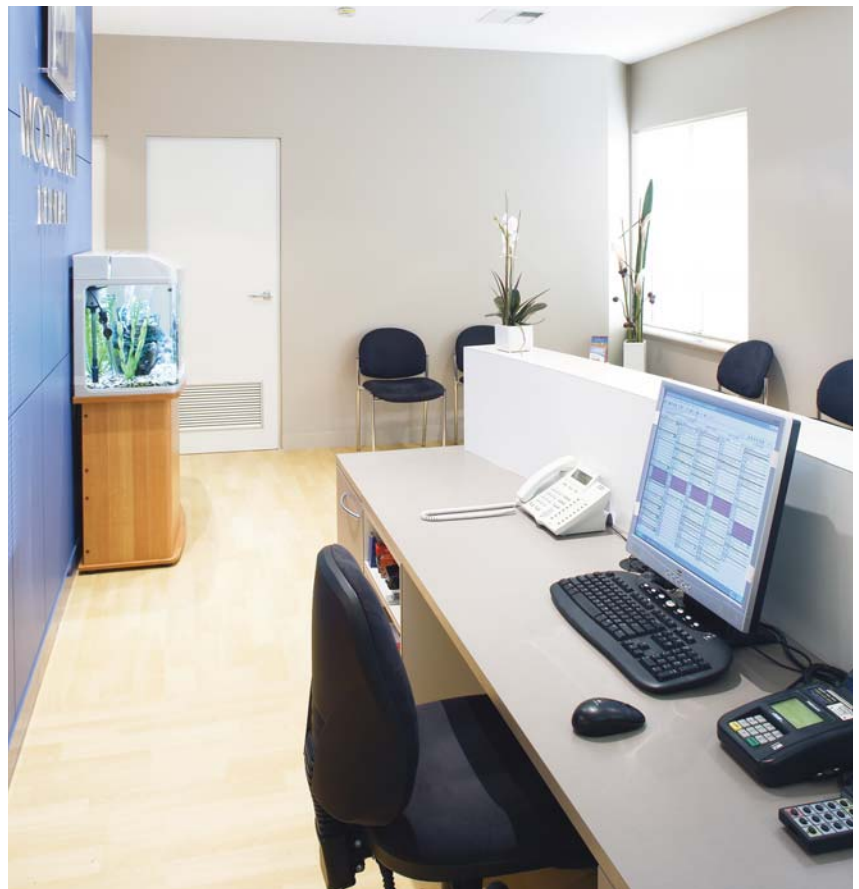


3D CAD drawing prior to construction

extra costs associated with providing the services so we went ahead. As part of his brief he also required a combined sterilisation area and lab; staff area; storage; an office; and reception area to be incorporated into the 126m² space.

“Natural light is limited to the front windows and glass entry door. To create an interior environment utilising the natural light as much as possible was a challenge. The open floor plan was thus designed to create a circular flow throughout allowing natural light to filter into the reception and waiting area, corridors and the two surgeries.”

Upon entry, clients are greeted by a friendly staff member in the reception area which is designed on modern, minimalist principles with strong linear lines. The soft, naturally warm tones combined with the gentle, curved crisp white reception desk





create a fluid element within the entry area.

The materials and finishes selected are based on a natural and earthy theme to create a comfortable and relaxing environment. The reception area is one of the primary focal points and to add a strong impact, a modern feature wall creates a focus of interest and displays the Woodcroft dental logo.

To hide the clutter and daily running of the administration area, a custom designed filing cabinet and fax/copier alcove acts as a functional feature display within reception.

“The floor plan is designed in a circular flow to ensure related work areas are centrally located to create an efficient and productive traffic flow,” Mr Koranis said. “The steri and lab are combined to create

a large spacious work area within a galley-style format. Cavity pocket sliding doors create free flowing access between the surgeries.

“Also included within the practice is a large office used by Tony for general administration and for future expansion, this area can also double as a consultation room.”

The surgeries are a generous size, with

