



Dental on George completes stage 3

In early 2008, Drs Ali Essfahani and Kam Fanaian opened the doors to their new practice in the picturesque seaside suburb of East Fremantle, WA. Dental on George sits neatly in the main street of this exclusive neighbourhood, adjacent to boutique providers, cafes and alternative therapists. The building had formerly been the neighbourhood fish and chip shop with an adjoining residence at the rear. From the time they first set eyes on the site, Ali and Kam could see the potential for a beautiful dental practice and contacted Medifit to help make their vision a reality.

Dental on George was featured in the January/February 2008 edition of *Australasian Dental Practice*. In the three years since the practice was completed, Dental on George has grown significantly and in 2011, Medifit completed stage 3 of

the fitout, enabling an extra surgery and adding overhead cabinets to the treatment and practice manager's rooms.

"Choosing Medifit was a simple choice as I met Sam Koranis at a Henry Schein Halas sponsored event shortly after I graduated," Dr Essfahani said. "Medifit had only recently commenced trading and he must have scribbled my name down on some scrap paper thinking I may be a future client one day!

"Some 6 years passed and I totally forgot about this brief encounter I had with Sam, but he didn't forget me. The moment I rang him and said this is Ali, he replied, 'Ali... Ali Essfahani'. I have to say that I was pretty impressed as I didn't expect him to remember me, let alone my surname.

"Sam's passion for what he does is obvious when you meet him. That

inherent quality along with seeing the lovely fitouts Medifit have been responsible for in *Australasian Dental Practice* was all we needed to make up our mind for whom we wanted to head our project."

Drs Essfahani and Fanaian both felt that the location of the historic brick and tin building would lend itself to aid in promoting the integration of low energy transport modes, such as walking, cycling and public transport. The general design philosophy was thus to create a modern, industrial environment which was engaging with a sense of discovery throughout, whilst maintaining a professional service that will appeal to local families.

On the young doctors initial wish list was one treatment room with room for two more in the future; central sterilisation; a consult room; practice manager's



office; reception and waiting areas; a child friendly play area; disabled toilet; staff kitchen; and a recovery room for patients.

Medifit's design for stage one incorporated all this and more in a stylish, ergonomic and functional environment. Upon entry, clients are greeted by a friendly staff member at the specially designed glass, Corian and stainless steel reception desk. The reception/waiting area design is naturally well lit with strong but minimal elements. The warm industrial earthy tones coupled with black, charcoal and white in high glosses, matt finishes and lineal textures create an engaging space.





Placement of a 3 metre high curved wall clad in vertical Axolotl copper panels acts as an industrial element and focal point upon which the “Dental on George” logo is mounted on a recessed Stainless Steel horizontal panel, highlighted with concealed star lights.

The materials and finishes selected are minimal yet cover a range of textures that work well to combine the old with the new.

Beyond reception is the central corridor which has been transformed to include curved and square wall cut-outs with feature wallpaper lining and recessed feature star lights. Further along, flush-mounted into the polished bamboo floor boards are three optic lights highlighting the way through to the Patient Recovery Room with its relaxing atmosphere, massage chair and garden outlook.



Summary

The Practice

Principals	Drs Ali Essfahani and Kam Fanaian
The Practice	Dental on George
Type of Practice	General
Location	East Fremantle, Perth, Western Australia
Size	170 square metres
No of chairs	3

The Team

Design	Medifit
Construction	Medifit

Equipment

Units	Sirona C4+ with Sivision Patient Communication System
Sterilisation	Sirona DAC Professional Class B
X Ray	Sirona Heliodent DS x-ray unit with Sirona Sidexis digital intraoral sensors
Compressor	Dürr Trio
Suction	Dürr VS900
Software	????

Staff amenities include a functional kitchen. The Staff area is located at the rear of the practice to allow staff to feel as though they are away from the working areas and can be closed off to give staff privacy.

Storage has been supplied with the convenience of the plant room located externally at the rear of the premises allowing for ventilation and noise reduction within the practice.

The practice has been an ongoing project for the doctors. While Stage 1 of the fitout provided them with a beautiful and functional practice, the potential of the overall design was fully realised with Stage 2 and Stage 3. Stage 2 of the fitout was completed over 3 weeks in March 2008 with the addition of a second treatment room, enabling the doctors to increase the number of patients treated and hence the earning potential of the practice. The recently completed Stage 3 adds a dedicated hygienist room and additional overhead storage throughout.

Medifit's Managing Director, Sam Koranis said "It has been a pleasure to work with Ali and Kam throughout the project and to have been able to help them realise their vision for Dental on George. By completing the project over 3 defined stages, Medifit was able to work within the doctor's plans for the development and have been able to deliver a fantastic end result. It's been very satisfying to see it all come together at the end of Stage 3."

"Sam and his team did a great job. A lot of credit also needs to go to Mark Evangelisti, Medifit's National Projects Manager," Dr Essfahani said. "We found working with someone so dedicated, enthusiastic and creative highly rewarding. He was the driving force in the design and execution of the fitout."

"We also wish to thank Lynda who was the designated Medifit designer on the project for her great ideas and her assistance during the process. It was amazing to witness how Medifit merged the old with the new to create a practice that seamlessly fuses the two worlds together."

"Finally, the team at Medifit relentless pursuit of excellence inclusive of their cost control, speed, quality, efficiency and overall service proved to be second to none."

"We thus have no hesitation in recommending Medifit to anyone that is contemplating any design and construction project."

