

# DESIGN



Inspirations  
**2017 – 2018**

# Editorial

Dear readers,

the treatment center is the heart of the practice and the focal point of the treatment room. This is why it is essential that it satisfies all demands with respect to design and functionality.

Top quality, sustainable and armed for the technical and digital future. This is how Dentsply Sirona Treatment Centers defines the Teneo, Sinius and Intego product design. Function, comfort, and aesthetics are coordinated for a perfect interplay of all details. This results in innovative solutions for more effective, faster, and safer dental treatment.

We achieve this by listening carefully in close proximity to our customers and transparent communication is the basis of our design process. In in-depth discussions, we learn about their wishes and goals for the future and integrate them in our planning. This direct collaboration leads to product designs and coordinated solutions that we can then offer from a single source.

What is an important component of our success? We go below the surface, delve into the details, asking many questions. This gives rise to the functional, yet emotional designs from Dentsply Sirona Treatment Centers, which can be integrated all around the world into individual interior designs and treatment cultures. For years we have viewed it as our job to continuously research and discover global trends and specific local features. This allows us to guide dental practices into the digital future and give them professional support regarding design, workflow, and integration into the practice.

In this exclusive magazine issue, we highlight the harmonious interplay of workflow and

design. DSIGN aims to inspire you and show the wide variety in individual practice design. Dentists, designers, trade partners, trendsetters, and many other experts assisted us in producing this issue.

There are four trends that will mark the 2017/18 season: Honest Materials, Pure Shapes, Cheerful Patterns, and Embellished Elegance. We have included fascinating portraits that show how architecture, design, and workflow are linked to shape the image of the dental practice.

In addition to compelling stories we have also brought together valuable tips, useful facts, and photos for your enjoyment. Some invite you to enjoy nature, others fascinate with purist or glamorous elegance, and others still use bright colors to spread a good mood. But all of them exhibit a tangible passion for better dentistry.

We hope you enjoy reading,

Susanne Schmidinger

Director Product Management  
Treatment Centers



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*There is a noticeable desire for modern people to bring nature into urban spaces. Eliminating the boundaries between nature and culture marks a paradigm shift that is reflected in many aspects of life and creates new lifestyles.*

**BRINGING NATURE INSIDE (30 – 31)**



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*Light controls your vital rhythm and is therefore a kind of staple foodstuff, a fundamental human need. The right lighting concept can have a major impact on patients' emotions and positively influence the atmosphere and the work of your practice team.*

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*Comfort arises from a cozy, relaxed feeling stemming from the combination of multiple different sensory impressions. These are many and diverse and, for the most part, objective: the right temperature, a beautiful color or shape, the pleasant feel of a surface to mention but a few.*

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The design interprets

# the function

— — **AN INTERVIEW** on the development and design of Dentsply Sirona treatment centers: Our interviewees were Thomas Nack, Director Research & Development in the Treatment Centers division at Dentsply Sirona and the qualified designer Andreas Ries, Managing Director of Puls Produktdesign.

*Mr. Nack, why is the construction, design and quality of the treatment center of such great importance in a dental practice?*

**TN** – The treatment center is the focal point of the dental practice. For the practice team, it is the key player in dental treatments, while for patients; they will decide how comfortable they feel on first contact with the center. As a result, the treatment center makes a significant contribution towards the atmosphere of a practice.

*Mr. Ries, what must the design of a treatment center be like for the dentist, team and patient to feel comfortable?*

**AR** – We want to design a treatment center such that it evokes trust and radiates a feeling of safety. Therefore, the treatment centers from Dentsply Sirona express a particular effortlessness. The patient experiences this in a fraction of a second.

*What concrete task does design have in your opinion?*

**AR** – Design has a power of persuasion that plays out on many different levels of perception. We take advantage of this potential for the items. We also want to convey the high quality of Dentsply Sirona's products through their design. It is our objective to make a statement of quality of an element with the initial impression. For example, the seat upholstery must seem really inviting for people to make themselves comfortable on. The handles must not only feel good and fit well in the hand, they must also appear as if they feel good.

*What are the particular challenges of designing a treatment center?*

**AR** – Treatment centers are very complex and yet portable systems. They consist of numerous components that all have their own principles and requirements. Dentsply Sirona requires that all of the components of the treatment center work together in harmony. Therefore, one of our design objectives was to express the smoothness of movement in the stylistic elements of the product. Dynamic, curved figures create the characteristic silhouette. The outline of the chair, expressed in the reclining surface and chair lift system, provides Teneo, Sinius and Intego with a familiar, recognizable face.

**TN** – Every product model has its own personality coming from the dentist and assistant elements, in order to realize different comfort requirements in the treatment rooms. If there is a number of different Dentsply Sirona models in a practice, they

will all however be recognized as being members of one and the same generation.

*You have revealed some of the rules of Dentsply Sirona's stylistic elements. What makes the brand so special and what differentiates it from its competitors as regards function and design?*

**AR** – The special thing about the brand is that it is successful all over the world. Aesthetics and function arise like a musical composition. It always comes down to the perfect interplay. The stylistic highlights are formed from characteristic elements that are instantly recognizable. This includes the chair, the dentist and assistant elements with the user interfaces, as well as the lights. Other elements such as support arms and the water unit have deliberately been realized in a very purist manner. In this way, an aesthetically pleasing overall concept is created that can easily be integrated into any style of interior design all over the world.



**ANDREAS RIES**

Degree in Industrial Design (Diplom. Industriedesigner)  
Managing Director of Puls Produktdesign

since 2005 Product design, project management  
and strategic consultancy for Dentsply Sirona

1984 Founded Puls Design with  
Dieter Fornoff and Eberhard Klett

1978 – 1984: Degree in Industrial Design  
Darmstadt University of Applied Sciences and  
Offenbach University of Art and Design



**THOMAS NACK**

since 2006: Responsible for the design and  
development of Dentsply Sirona treatment centers  
at the Bensheim location

1999 – 2006: Head of Quality Assurance  
in the Treatment Centers division

1990 – 1999: Various posts in production and  
production planning of treatment centers

Engineering degree in Physical Engineering  
at the Wiesbaden University of Applied Sciences





**TN** – The brand is also somewhat special in terms of function. The treatment centers impress with their extremely simple operation. That begins with the ease of movement of the support arm and it continues with details such as operation using the touchscreen and foot switch.

*The Dentsply Sirona maxim “form follows function” was therefore also implemented in the new generation of treatment centers.*

**AR** – Everything that we develop in the design is developed based on its’ function. The latest member of the new generation of treatment centers is the left- and right-handed Intego Ambidextrous treatment center. The water unit with integrated disinfection system; the dentist element and the assistant element can be moved simply elegantly and quickly from one side to the other with minimum space requirements. That means that we always latch on to the function and interpret it individually. The objective is an attractive, interesting and simultaneously elegant design of the functions. Design has to be specific and emotional. It must not be purely technical and it has to be able to excite.

*Dentsply Sirona’s products are conceptualized with the requirement of sustainability. Is this also true for the design?*

**TN** – Treatment centers are capital goods and are generally not replaced at short notice. Consequently, the longevity is extremely important regarding function and design. The treatment centers should function without any problems for a long period of time and should also be visually appealing. Therefore, we avoid making large changes to the stylistic elements and we also avoid making significant changes to the mode of operation of the centers.

**AR** – One often talks of “timeless” design. That is a title that has a very high level of expectation. In order to achieve this, short-term trends should not be followed. Every design is characterized by the “zeitgeist” of a certain era. However, it must also be innovative and unique, as it has a particular value for the practice. Our objective is to create a stylistic approach for the lines and shapes that is considered to be attractive and pleasant in the long term. We have established and developed basic lines for Dentsply Sirona that

are characterized by fluid shapes and dynamic contouring, smooth high-gloss surfaces, and few disturbing elements in terms of the form. Therefore, we rely on stylistic elements that are capable of being developed as the basis for a sustainable and durable design.

*Controls are an important function and design object. How do you deal with them?*

**TN** – Symbols play an important role in the control system. That can sometimes be a longer development process. We consult a team of expert dentists in order to find an intuitive symbol that optimally expresses the corresponding function at the first glance.

*Thomas Nack and Andreas Ries (bottom) in conversation.*



Moreover, we cannot just change the control logic, neither from one generation to the next, nor within a model series. By being so stringent, dentists can switch centers within the Dentsply Sirona family, or they can work with a number of different Dentsply Sirona centers, without having to make any changes to their usual workflow.

It is therefore our objective to retain a level of continuity in the controls and to be able to integrate new technical elements without any problems. There are an awful lot of dependencies to observe that we always have to coordinate from both development and design perspectives.

**AR** – We cannot make any compromises in terms of ergonomics. There is a somewhat fundamental brand-specific standard that defines the operating standards in terms of the ergonomic characteristics. As a result, the same design of the controls, their meaning, symbolism and appearance can be found on all Dentsply Sirona treatment centers.

*Mr. Nack, what factors are at the start of a new development in the Treatment Centers division?*

**TN** – Generally, it always begins with the functional and esthetic requirements of the customer and the market. The idea for the new product comes from that. We begin with very basic investigations. We carefully observe what technical innovations there are and what the requirements are of the market in concrete terms. The design is a very important factor here. In this respect, the product designer is there as soon as we know what we want. Aesthetically, with the new generation of treatment centers, we have taken into account the desire to implement the centers very easily, in so-called “traffic white”. A pure white, with smooth surfaces.

*Mr. Ries, how do you get involved in the process? Can you give an example?*

**AR** – Firstly, we receive all of the relevant product requirements and functional desires from Product Management. At the same time, we research all of the current trends and design developments in the dental sector, as well as in other industrial and furnishing sectors. For Teneo, Sinius and Intego, our objective was to develop a new generation of treatment centers with a unique level of



patient comfort. The C-generation was already a particular style icon with the design styling of the 1990's. The stylistic elements of the time were rational, angular and masculine, comparable with the design of cars of the time. Today, the shapes are more expressive and emotional. We have replaced the bellows of the C-generation with a new lifting mechanism that makes the foot of the chair a unique eye-catcher. With targeted innovations such as the chair design, the integrated sanitation adapters, and the curved and easily accessible handles and armrests, we have been able to acquire the growing target group of female customers with the new generation of treatment centers.

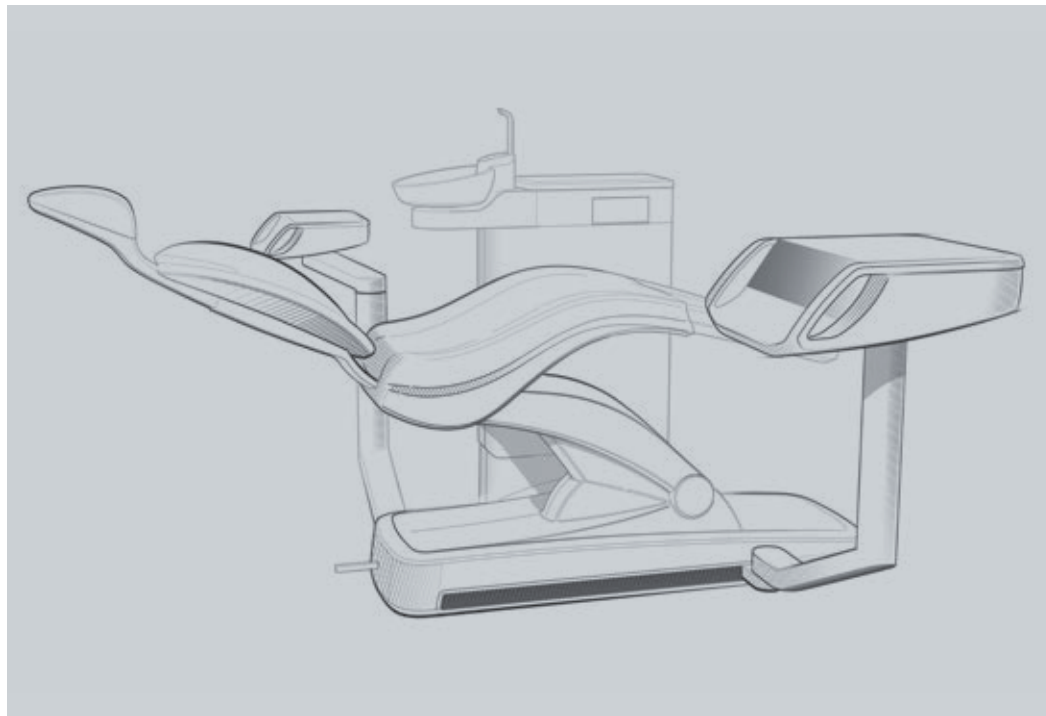
When a new product is created, a wide variety of talents are required and a large number of

colleagues and partners work together in a team. Mr. Nack, who is involved in the development and design process?

**TN** – A number of technical experts form the team involved in the creation of a new treatment center at Dentsply Sirona. The product managers have significant influence on the functional and aesthetic design. Designers and hardware and software developers design the individual components and parts right down to the smallest details. The electrical engineers ensure that the electronics can be accommodated in the housing units. The technologists check whether suppliers can manufacture certain objects and parts.

For the chair, dentist element and assistant element, along with the water unit, experts who are specialists in their fields come

A sketch of an idea by Andreas Ries of Puls Produktdesign.



together from their specialist areas. Finally, fitters check whether and how the device can be assembled. Then, our colleagues from the After Sales division ensure that the centers and devices can then later on be serviced. Even the options for packaging and storage play a role in the development of a new product.

Mr. Nack, how much do the materials and production techniques influence the development of a new product?

**TN** – Material and design are mutually dependent on each other and hence we are continually developing the use of new materials. All materials have to meet our high requirements in this process, and there are a number of aspects to consider.

The hygienic properties are particularly important. The center must be easy to clean. That means that we require smooth and low-gap surfaces that are also stable and function in different conditions all over the world. That also goes as far as the micro-range of the surfaces. The ability of the material to be processed is also important,

A treatment center is produced at the Bensheim production site.



as we also want to be able to reproduce the forms that we determine in the design with these materials. If joints are desired, then the material must allow parallel cutting lines even over a large distance and not show any deviations. Every part must be able to seamlessly integrate with every counterpart 100 percent without deviation. An additional point is the ease of installation of the manufactured parts. That means that our product and all of its components must be economical to manufacture and must be as easy as possible to assemble and disassemble.

The distinctive design of Teneo, Sinus and Intego is in demand all over the world. Are you worried that it could be copied?

**TN** – You could mimic the design, but the perfect interplay of function and design is very difficult to copy. And the following is also true: the person being copied is very obviously one step ahead.

Mr. Nack, Mr. Ries, thank you for this interesting discussion.





**Honest Materials** offers a timeless design that blends modern technology with authentic materials.

The atmosphere feels familiar, authentic and

closely attached to traditional values.

Patients instantly feel at ease here.



↑ **VASE**  
"Tyre" has a tough, authentic look. The ceramic vase took 8 weeks to produce.  
**DESIGNER**  
Floris Wubben  
[www.floriswubben.nl](http://www.floriswubben.nl)





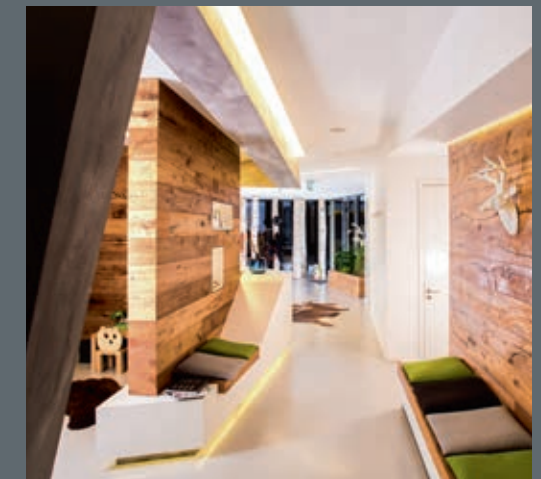
# The call of the mountains

*The birch elements in Dr. Riedl's practice convey a feeling of the open outdoors.*

— UPON ENTERING the practice of Dr. Marcus Riedl Msc. and his colleagues, the first thing that strikes you is the ensemble of birches, which giving you a sense of nature, as if you were in a forest. This impression is confirmed as you pass through the rooms since wood, as a natural material, has been deliberately used as a recurring design element. The fine oak panels on the walls create a particularly warm atmosphere. The waiting room and the diagnostic X-ray area have been designed to resemble an alpine hut, turning a trip to the dentist into a special experience. Dr. Riedl and his wife had the idea of creating a mountain landscape for patients following a skiing holiday just before they moved into the new practice building in 2013. "We are keen skiers and our hotel in the mountains gave us the idea of recreating this feeling of wellbeing for our patients", explains Dr. Riedl. The mountains were an immediate source of rejuvenation and gave him the idea of bringing the magic of nature to his practice. The beauty of the mountains is evident throughout the practice; a central wall evocative of a rugged mountain face extends from the ground floor to the upper floors. The reception area on the ground floor and the sterilizing on the first floor are located "on the rock face", and the treatment rooms are located on either side. The call of the mountains is tangible through the large black-and-white photographs in the individual treatment rooms, depicting striking alpine images. In contrast to this, the white practice furnishings are understated and pleasantly minimalist.

## From the depths of the valley to the summit

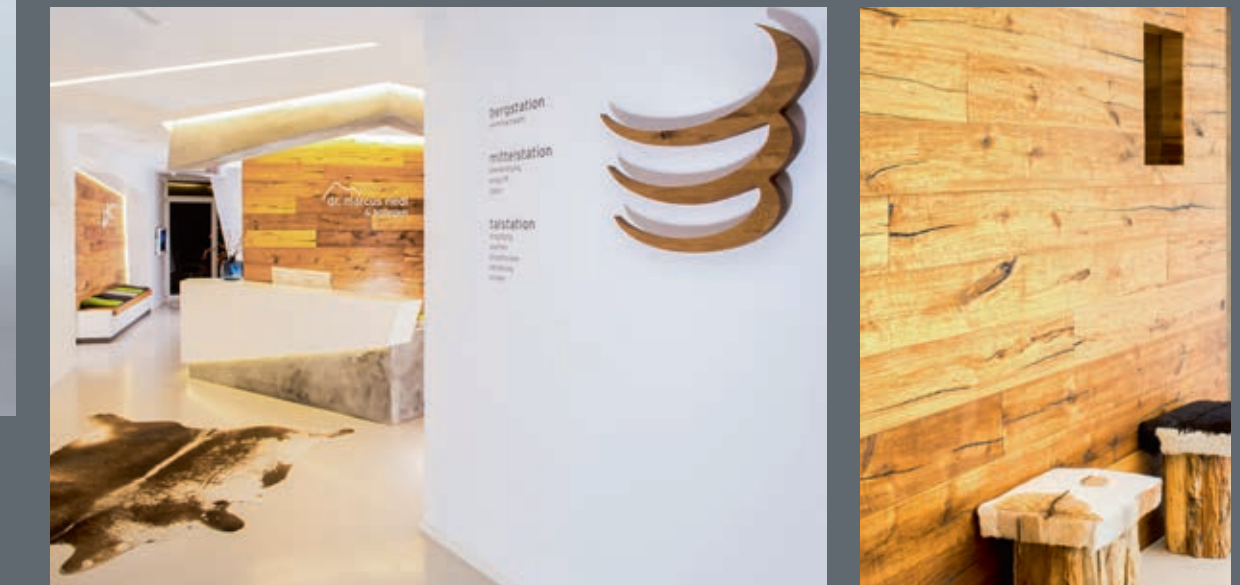
Since his practice rooms are spread over three floors, Dr. Riedl also had the space to integrate his favorite sport into the design: Skiing. The reception area, waiting room and prophylactic and pediatric treatment areas are located on the ground floor, the base area. The mid-mountain area on the first floor is home to the treatment rooms, the surgery and the in-house master laboratory, and seminars are held in the upper elevations on the second floor. Patients can discover characteristics and decorative details from the mountains on each level. These include the cloakroom among the birches, fur-lined stools and heart-shaped cushions in true Bavarian style. The splashes of green, fresh flowers, candles and pleasant fragrances, together with seasonal decorations, create a truly warm and inviting ambience. The Franconian dentist sets great value to his patients' wellbeing. This is why all the reception staff are also trained as hotel clerks.







*“A beautiful smile can move mountains”*



→

Friendliness and short waiting times ensure a good feeling as soon as the patient enters the practice. This good feeling is expressed in many decorative details: presents from guests and visitors add the final touch to these mountains. One such element is the antlers that Dr. Riedl integrated into his corporate design, as he liked them so much.

With this practice design, Dr. Riedl wants not only to create a sense of wellbeing, but also to signalize his down-to-earth approach. The small, rural town of Stein has 16,000 residents, and is located on the outskirts of the metropolitan area of Nuremberg-Fürth-Erlangen. As such, the majority of patients come not only from the city but also from the countryside and feel close to nature. However, the transfer from a warm environment to the technically innovative set-up of a modern dental practice is also successfully achieved thanks to the combination of white practice

furniture, black-and-white photographs and the timber elements.

In terms of dental equipment, Dr. Riedl and his colleagues have opted for Dentsply Sirona: “For us it is important to offer maximum comfort to patients of all ages. Over the years I have specialized more and more in implantology. For longer sessions, ergonomic comfort is vital, especially for older patients, which is why the Teneo treatment center was the obvious choice for me. This is not just in the interest of patient comfort, but also for us dentists, since we spend many hours a day working at the treatment center. With these centers, too, the workflow is highly efficient thanks to the sliding track and the modern touch screen.” The practice also has its own master laboratory offering patients premium-quality prostheses “Made in Germany”. Dr. Riedl explained that his patients are very cost conscious and place great importance on good quality. “We want our patients to say: This practice keeps its promise and offers a well-rounded experience.” In line with this philosophy and the mountain landscape, he also gives his patients a useful piece of take-home advice in the reception area: “A beautiful smile can move mountains”.

#### DR. MARCUS RIEDL & COLLEAGUES, STEIN, GERMANY



**PRACTICE OPENED IN 2013,  
BEFORE THAT, EMPLOYMENT AT HIS UNCLE'S  
PRACTICE AT ANOTHER LOCATION**

*3 practitioners, 11 assistants, 3 dental technicians  
2 practice managers, 2 sterile goods assistants*

*Size of practice: ca. 450qm*

#### **RANGE OF SERVICES**

*Implantology, esthetic dentistry, endodontics, bleaching, periodontology, surgery, prophylaxis, pediatric treatments, prostheses from the practice laboratory*

#### **EQUIPMENT**

*Teneo, Orthophos XG, Sinius (Hygiene)*

# Materials in use



— — THE AREA around Albstadt-Ebingen used to be called the “Manchester of the Swabian Alb”. This referred to the textile industry located there, which flourished in the 19th century. After the outsourcing of textile production starting in the early 1970’s, few manufacturers survived the decline of the region’s textile industry. This has generally made dyeing factories, fabric and thread manufacturers, and textile machine manufacturers a thing of the past. All that remains are buildings with the finest industrial architecture with ornamental cast iron and bright-colored brick with high, spacious rooms that are now being used by cultural, medical, educational and other institutions.

## The idea behind Mundwerk

One of these buildings – a former velvet factory in Albstadt-Ebingen – is now being used by Dr. med. dent. Shabana Ilic-Brodam

and her husband, dental technician Dejan Ilic, who opened their dental practice “Mundwerk” (German for “big mouth”) there in November 2014. The Ilic couple are a real dream team. The dentist and dental technician complement each other perfectly both at home and at work, and they also share a great sense of humor. Every patient notices this when they enter the unusual and very individually designed practice. The “factory” theme was implemented consistently throughout the practice design – from the coat rack to the medical history form. The treatment rooms are called Factory 1, 2 and 3, the restrooms are labeled “Fabrications”, the coat rack consists of tow ropes hanging down from the ceiling with snap hooks and the appointment reminders are titled “Your next factory visit”. The industrial floors of fair-faced screed varnished in anthracite form a contrast to the white walls that show the old brickwork in some parts. Ventilation pipes, pulleys, and steel beams show the building’s former purpose as a velvet factory. The Ilic couple has managed to incorporate the historical origins of the building and reinterpret them for their requirements of a highly modern practice in a historical industrial building.

## A smile is a sign of health

Can patients feel comfortable in a factory atmosphere? The couple believes so and has found out that all of the patients are happy to come back and are generally very relaxed. Dejan Ilic describes the factors that contribute to a special “Mundwerk” atmosphere: “We have consciously chosen accent colors that







→ radiate warmth. Copper-colored spherical pendant lamps and mustard-yellow lounge chairs give the room a cozy feel. The copper is repeated in the big candleholders. Wellness would be an exaggeration, but this is the general direction, because patients should feel as if they are in a beauty salon, rather than at the dentist. We also designed everything with some fun in mind. When asked why they are mindful. When patients laugh, they feel at ease and infect others with their laughter. The positive mood is infectious. If our patients have to wait a few minutes, we also try to make it a pleasant experience by providing them with coffee, free WiFi, and a charging station for their cell phones. The monitors show amusing videos and there is relaxing music playing in the background. The human factor also plays a major role: Our team has been trained to be very friendly and pleasant with the patients. Thanks to the special design in conjunction with all of the attractive features for our patients, we clearly stand out from other practices. Some patients are now almost part of the family.”

### Esthetic technology

You can feel the charming humor in every room, and this was also the intention when designing the practice with the professional help of an interior design consultant from Pluradent. Dejan Ilic praises this collaboration,

“We had the ideas, but interior designer Brigitte Scheller gave us important and valuable tips on how to implement them. Her suggestions for the color scheme were invaluable. She gave us fantastic advice and we also had lots of fun. We could even say that a friendship has developed from this.”

The equipment was also purchased from Pluradent. Dejan Ilic highlights how important it was for him and his wife to have consistent and coherent technical equipment. “The practice can look great, but if the equipment doesn’t fit, the whole design idea is worthless.

*Dr. Ilic-Brodam and her husband selected the Sinus treatment center on the spot, in the showroom of the Dentsply Sirona production site in Bensheim.*

**“MUNDWERK” PRACTICE**  
**DR. SHABANA ILIC-BRODAM & DEJAN ILIC**  
**(DENTAL TECHNICIAN), ALBSTADT-EBINGEN, GERMANY**

**NEW PRACTICE OPENED ON NOVEMBER 10, 2014,**  
**AFTER SIX MONTHS OF RENOVATION**

2 practitioners, one of which is a pediatric dentist,  
 1 dental technician, 6 assistants, one trainee

165 qm of practice space, 3 treatment rooms,  
 a dental laboratory, back office, office, etc.

**RANGE OF SERVICES**  
 Esthetic dentistry, premium dentures,  
 prosthetics (frameworks from an affiliated milling center,  
 veneers from own laboratory)

**EQUIPMENT**  
 2 x C Line treatment centers, 1 x Sinus, Orthophos XG 3D Ready

We were looking for a suitable overall concept from one manufacturer and we liked Dentsply Sirona the best. It just worked. We then drove to Bensheim and looked at and tested the equipment there. Whether you choose an Orthophos X-ray unit or a Sinus treatment center, the design is just great and has a high recognition factor. Technology frightens a lot of patients, especially instruments, so we show them as little as possible. However, our Orthophos XG 3D X-ray unit is clearly visible, for one thing because you can’t just stick it in a drawer and, secondly, because it is aesthetically attractive and impressive.”

Dr. Shabana Ilic-Brodam and her husband Dejan Ilic know that their practice concept works successfully and that the design ideas of “Mundwerk” are well received. The feed-



back from the patients ranges from consistently positive to really enthusiastic. And, as icing on the cake, the practice received the ZWP Design Award in 2016. The Ilic couple, however, was recently given even greater confirmation of their success when they found out that a colleague had copied their coat rack idea. “If somebody copies you, then you’re doing something right!” enthused Dejan Ilic.

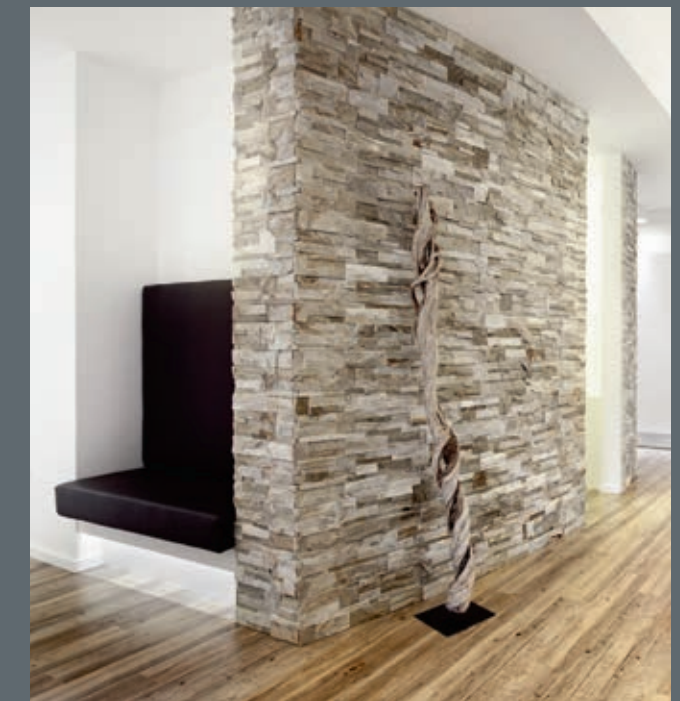




# A soothing outlook



— IS THIS REALLY A DENTAL PRACTICE? It certainly doesn't feel or look like one and that is intentional. The Pfaffenwinkel practice clinic in the Upper Bavarian town of Peiting, Germany is located on the top floor of an Alpine hotel. The practice owners take advantage of the breathtaking views over the mountains to create a unique sense of wellbeing. "In our practice, patients sit on a very comfortable chair - the Teneo treatment center from Dentsply Sirona. At the same time, they can enjoy the view over the Ammergau Alps towards the Zugspitze mountain and feel like guests in a hotel, and not like patients", explained the practice owner Nancy Reichenbach with a smile. While the hotel building has been retained in a very traditional Alpine style, the practice clinic on the top floor has been designed with a modern and purist style. The floor covering



with its wooden appearance, the exposed beams of the roof structure and the natural stonewall cladding however create a connection to the traditional construction style of the region and a feel-good contrast to the white walls with glass elements. The dental practitioners Dr. Olaf Reichenbach, Nancy Reichenbach MSc. and Dr. Andreas Kraus





# Der Stress bleibt draussen



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The entry area is also used for presentations for staff and patients, organized by the team at the practice.



primarily provide treatments for patients in the areas of implantology, implant surgery and periodontal surgery, in a surgery constructed specially for these purposes.

## A new start in the neighborhood

After careful planning, the team moved into the practice in January 2011. Her father's practice was located in the building opposite for 20 years, so it was not necessary for staff

and regular patients to make a different journey when the new location opened. Extending and developing the attic of a traditional hotel created the new practice rooms. The generously proportioned reception area conveys a modern, light and friendly ambience and is more evocative of a premium hotel lobby than the reception area of a dental practice. The presentations for colleagues and patients that are organized by the practice team also take place here. The exposed Douglas fir beams give the space that extends to the very top of the roof a pleasantly warm feeling: patients do not feel lost here, despite the height of the room. Aged wood from an old barn was also used for the reception desk. The freshly veneered panel has been embedded laterally into the wall of the cubic atrium and has the same layout as the supply center at the heart of the practice. In this rectangular section, the sterilization room, the back office and the storage area are located centrally so that the paths of the staff members do not intersect. "Thanks to this, any hustle and bustle is kept to a minimum and the treatments can be performed without any interference. This was a key issue for us in order to be able to work more effectively, without patients feeling that they are in a working atmosphere", stressed Nancy Reichenbach.

## A panoramic view to relieve anxiety

For Nancy Reichenbach and Dr. Andreas Kraus one of the most important objectives is that patients feel relaxed. "Many patients are nervous before treatment. Particularly prior to surgical interventions, that we carry out frequently, some patients come through the door already displaying symptoms of stress. To aid relaxation, we have created a special atmosphere thanks to the service-oriented and well-trained staff in our practice. Our facility, with its unique combination of tradition and modernity, the comfort of our high-quality treatment centers and the wonderful panorama of the Alps you get when you look out of the windows of our treatment rooms contribute greatly towards making our patients feel at ease and relaxed. The consultation office has also been designed to feature warm wood, so that new patients feel confident right from the start and are able to relax.

## The human factor

A harmonious set-up alone is not enough to transmit a feeling of wellbeing to patients, says Nancy Reichenbach. The practice owner considers the human factor to be even more important. Staff makes a very important contribution to ensuring a good mood and a relaxed atmosphere. The friendly tone and positive attitude of staff to each other and to patients are at least as important for the general atmosphere of the operation as the equipment, design, light, colors and form, she said. To ensure that the impression made by her employees is always warm and friendly, investments have been made in team development and personnel management. "That was a matter dear to my heart", said Nancy Reichenbach. "We would like for our specialists to be happy working and highly motivated and that we are also pleased to be working together with them. It is important for us as a company to recognize how valuable our employees are for the stability and the quality of the company. Our assistants love surgery and implantology and they love the practice."



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## PPAFFENWINKEL PRACTICE CLINIC, DENTIST NANCY REICHENBACH MSc., PEITING, GERMANY



### RELOCATION TO THE NEW PRACTICE IN THE UPPER FLOOR OF AN ALPINE HOTEL IN JANUARY 2011

3 practitioners, 4 members of staff for management and the reception, 3 prophylaxis specialists, 9 treatment assistants, one anesthetist

340 qm of practice space, 6 treatment rooms, surgery and pre-op waiting room, CBCT, sterilization room, kitchen, store, laboratory, office, large reception and lecture room

### RANGE OF SERVICES

implantology, periodontology, prophylaxis and maintenance therapy, 3D X-ray diagnostics (CBCT), CEREC

### EQUIPMENT

Teneo, CEREC, CBCT



A warm

expression

— BAYSHORE DENTAL in Milwaukee is a practice in which the high-tech is integrated so seamlessly that it appears to be perfectly natural. This could be due to the sophisticated design concept of the planning architects and the designer as well as the large number of creative ideas of the practice founder Dr. Gauri Mona Patel. The primary reason for the harmonious atmosphere of the practice is Dr. Patel's overall approach. She has made her high-tech equipment the centerpiece of the design: "To be honest, we have oriented the design of the entire practice around the new treatment centers and our digital workflow concept. My fully equipped Teneo and Intego Pro treatment centers form the center point of my practice. They fulfill my high demands on efficiency, ergonomics and comfort for the practitioners and our patients, and that should also be seen. I would like my patients to trust in our work, and therefore I show and explain each of the steps that I carry out and the innovative devices which we work with."

*Dr. Patel works in six fully equipped treatment rooms covering 325 square meters, with Teneo and Intego Pro treatment centers.*



#### Facts and data

Dr. Patel opened her approx. 325 square meter practice in 2013. Since then, she has been treating on average more than 5,000 active patients per year. At the moment, there are six fully equipped treatment rooms available, with two more treatment rooms coming in 2017. CEREC restorations are produced in a practice laboratory. The patients are very welcome to watch as their restorations are being milled. Dr. Patel is currently supported by a second practitioner, two dental hygienists, two assistants and two practice managers in reception. An additional "Doctor of Dental Science" along with a third dental hygienist are also soon to be employed.

#### What patients can expect

Bayshore Dental provides the complete range of dental treatments, from hygiene to full mouth rehabilitation, and that also includes implantology, endodontics, periodontology, pediatric dentistry, smaller oral and maxillofacial procedures, aesthetic dentistry and CAD/CAM-aided production of dental restorations among other treatments.



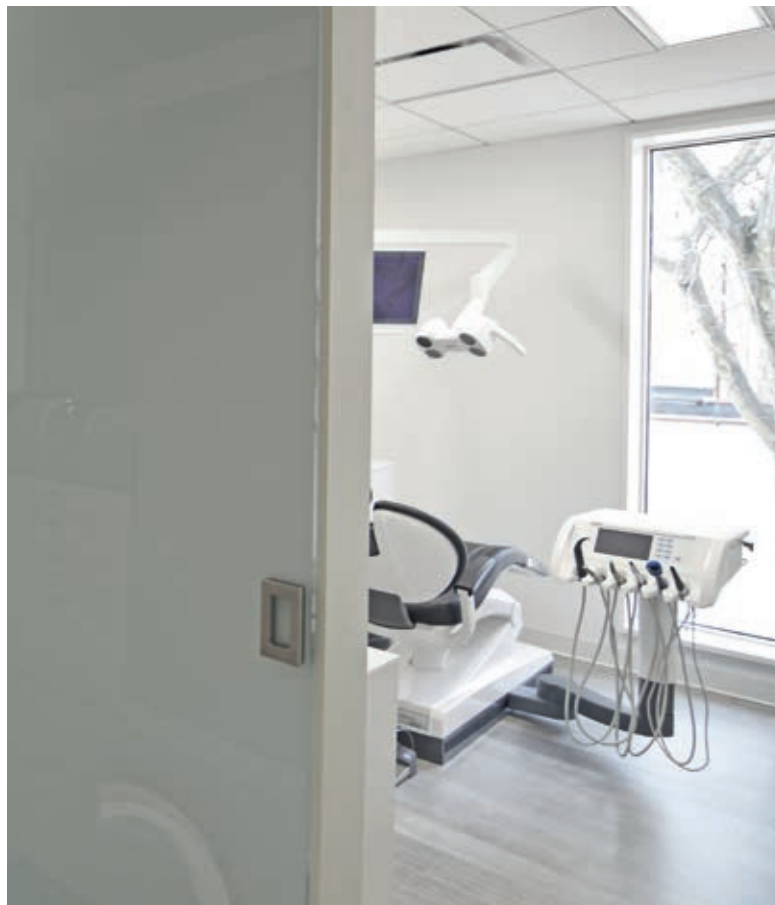


### What patients can rely on

→ Bayshore Dental is a model practice for the leading dental technologies – primarily equipped with innovations from Dentsply Sirona, including two Teneo and four Intego Pro treatment centers, CEREC, the digital combination of CBCT and pan X-ray Orthophos XG 3D, Schick sensors, Sidexis software as well as straight and contra-angle handpieces.

### What it looks like

Dr. Patel's practice is a successful example of the synthesis of high-tech and nature. For work and life. The dentist has realized her vision of a practice with an inviting and reassuring ambience. Modern synthetic materials and glass provide a successful connection with natural objects made of grained wood. The surfaces are smooth, but they radiate warmth. With a reduced range of colors consisting of white and gray tones, a base set of colors that creates a "modern spa ambience" has been created. Fresh lime green color accents can be seen in the window frames and in the logo of the practice. It would be futile to search for cluttering or unsettling decorative elements in the Bayshore Dental practice.



### MY DENTAL PRACTICE IS LIKE

*Mies Van der Rohe's  
Farnsworth House*

—  
*An Eames office chair*

—  
*An Audi*

—  
*Uma Thurman -  
she is modern and  
feminine at the same time*

### What catches the eye

Dr. Patel has placed in a targeted manner artistic objects that she has had produced according to her own ideas. "Designing the art was the most fulfilling task when designing my practice, as I could act really personally here," she said. "The art here is not merely for a decorative purpose. Every object tells a story and has a meaning. They reflect aspects of my life that are very valuable to me. In the reception area, reliefs made from transversely arranged birch branches are hung in a way that they are assigned to a corresponding counter-piece that is made from a plaster cast of the branches. The complete work is called "First Impressions", a pun on the first impression that you get of the practice, and the impression that the dentist makes of the jaw. Another piece of art is the stainless steel sculpture that was manufactured with the CAD/CAM procedure and that represents an over-sized strand of dental floss. It is even more personal in Dr. Patel's office. Here, there are two large reliefs of the fingerprints of her two daughters. Plywood sections manufactured in the CAD/CAM procedure represent the lines in their fingerprints. Dr. Patel calls these pieces "DNA".

### Dr. Patel's philosophy

"If we expect our patients to trust in our high treatment standards, then we also have to express this high level of quality in all aspects of the practice. We express our diligence and our personality in the design and in the personal touches of the practice and we convey to the patients that we will do our best for them. We will receive trust if we are genuine. My practice is an expression of my personality and it says: What you see is what you get."



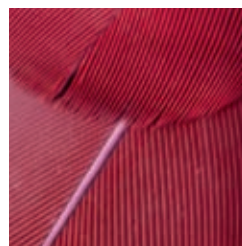


**HONEST MATERIALS**

The **Honest Materials** trend combines original materials and colors that create a cozy atmosphere. Wood and platinum are met with colors like wine red, pacific, and green moss. Antique gold accents underline the authenticity of the trend.



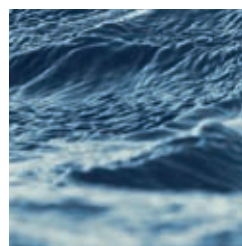
**WOOD**



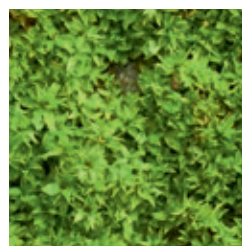
**WINE RED**



**ANTIQUE GOLD**



**PACIFIC**



**GREEN MOSS**



**PLATINUM**



**WOOLEN BLANKET**  
*"Dotto" is marked with dots of red, blue, and black woolen yarn on a white cotton base fabric. The unique pattern is identical on both sides of the blanket and creates an extraordinary feel.*  
 ↓ [www.e15.com](http://www.e15.com)



**FLOOR LAMP**  
*The original "CROIZ" lamp features a contemporary plain esthetic, with no superfluous elements.*  
**DESIGNER** Domus Licht  
[www.domus-licht.de](http://www.domus-licht.de)  
 ←



**FRUIT BOWL**  
*Not apparent at first glance - the design is reminiscent of a wooden sculpture, but proves to be a fruit bowl.*  
**DESIGNER** Mark Braun  
 Available at E15



↑ **SOFA**  
*"Gimme more" is available in different models. Colors and materials are reminiscent of nature.*  
**DESIGNER** Moroso  
[www.moroso.it](http://www.moroso.it)



**TABLE LAMP**  
*The yellowish color of the glass in the "Zosma" table lamp spreads a cozy atmosphere.*  
**DESIGNER** Simone Lüling  
[www.eloa.co](http://www.eloa.co)  
 →



# Bringing nature inside

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33

— A small, round ball of compressed earth. It sits in a paper towel and holds many seeds of a wide variety of wild flowers. The idea is to throw them into the landscape, on traffic islands, areas of green, school playgrounds or dull-looking front gardens. After the next rainfall, the seeds open and the city comes into bloom...or at least that is the intention of a bold movement called Guerilla Gardening and an aspect of urban metropolitan living.

Whether seed bombs, hanging gardens on high-rises or beehives on a hotel roof overlooking Vienna city center, there is a noticeable desire for modern people to bring nature into urban spaces. It is no longer enough for them to drive into the countryside every now and again at the weekend. They also want to experience nature in the city, yet they would still never give up the city for a life in the country. This is the difference to many followers of the “Flower Power movement” in the 1960’s or the alternative movements in the 1980’s that rejected city living. People do not want to go back to nature in terms of escaping the countercultural streams of youth, but rather they see themselves, the urban environment and nature as one. The opposites of the terms “nature” and “culture” defined to date no longer seem relevant, or, at least, a broader definition is required. In Western cultures, nature (Latin *natura* from *nasci* “to create, to be born”) has been defined as something that has not been created by man. Culture was always the antonym. The integration of nature into urban spaces has made nature a part of culture, and man is defined as a being in nature capable of culture. Approaches to eliminate the divide between nature and culture can even be seen in science. The biologist Brian Goodwin, for example, describes that the effect and function of genes within organisms are

controlled by a type of self-referential network, i.e. a language system. Thus, according to Goodwin, biology and culture can be combined in future. “The goal is to make human culture as integrated with natural processes as the rest of the living realm so that we can enhance the quality of the planet instead of degrading it.”<sup>1</sup> Eliminating the boundaries between nature and culture marks a paradigm shift that is reflected in many aspects of life and creates new lifestyles.

Modern people want more health, well-being and personal happiness. They are changing the way in which they interact with resources, work, free time, nutrition. They are developing new styles. Fashion, interior design, architecture, art and much more are changing. A playful, free and completely undogmatic approach to nature can be seen, particularly in creation and design.

This is clearly illustrated with the integration of nature into interiors to create completely new “workspaces”. Purely functional designs and furnishings have been replaced by a mixture of function and natural esthetics. Room design is determined by the human need for communication, encounters, intimacy and aesthetics. By integrating nature as an object, material, color or shape into the office and combining technology and nature, a sense of well-being and leisure is infused into the atmosphere. The office becomes a high-quality living space and contributes to merging life and work. This is more than a balance. In this atmosphere, people do not feel like a foreign object, but as part of a whole, protected and perceived as an emotional being.

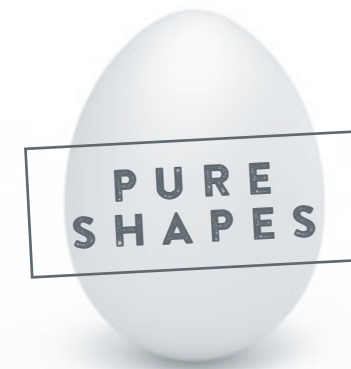
<sup>1</sup>) Brian Goodwin, 2008, in: [www.edge.org](http://www.edge.org) – excerpts also available on [www.spiegel.de/wissenschaft/mensch/](http://www.spiegel.de/wissenschaft/mensch/)

**SOFA**

*This sofa, from the "ADD ambiente" line, is the perfect element for creating a lounge feeling.*

**DESIGNER**

Francesco Rota.  
www.lapalma.it



**Pure Shapes**, aims at stylish, clean lines and minimalist fittings, leaving a mark with its translucent, calming colors. The ambiance has a hygienic, purist effect without exuding a sense of cold or clinical. Trendy, individual splashes of color add special highlights.





— EVERY PATIENT, who enters Dr. Dr. Guido Lier's practice in Hildesheim for the first time is initially surprised. This is because the former municipal hospital dating back to 1894 used as a military hospital, in no way indicates that the purist design of a modern dental practice lies behind the wooden door. That was definitely the intention when acquiring the practice space three years ago, says the specialist for oral and maxillofacial surgery, who wanted to use modern furnishings to create a stark contrast to the listed building. He had support from interior designer Sebastian David Büscher from Gütersloh, as well as from his wife, with whom he developed the basic idea for the design. Since Dr. Dr. Lier performs surgery only, he wanted to create a clean hygienic atmosphere. He is convinced that "this inspires trust and confidence among the patients and takes away their fear of treatment." Last but not least, he also wanted to create a pleasant environment for himself in which he could feel at ease, after all he is the one who spends most time in the practice.



# Protected landmark meets modernity

*Three years ago, Dr. Dr. Lier moved into this building dating back to 1894. The practice's purist design contrasts with the historical setting.*







### Nature and value

You can recognize his individual touch in the solid oak flooring, something which is rather unusual for a dental practice. The Swabi-an-born dentist's favorite material is wood and this doesn't just embody naturalness; it is also an expression of quality. In contrast, he had the cabinets' surfaces made out of the mineral material Corian developed by DuPont. The acrylic stone doesn't just feel good; it is also very easy to clean, which fulfills the practice's hygiene requirements. You can see the quality of the material straightaway and this contributes to the clear and understated overall look. Fittingly, the lighting concept creates specific accents, such as the illuminated ceiling above the reception area.

Even the decorative elements of the practice are minimalist and therefore speak for themselves. Right at the entrance, a wooden sculpture of a liana from the Indonesian jungle is a striking eye catcher. The intertwined natural material clearly stands out from the linear and angular design of the furnishings. The large pictures reveal the oral and maxillo-facial surgeon's main hobby; they all depict sails that are blown in the wind in different

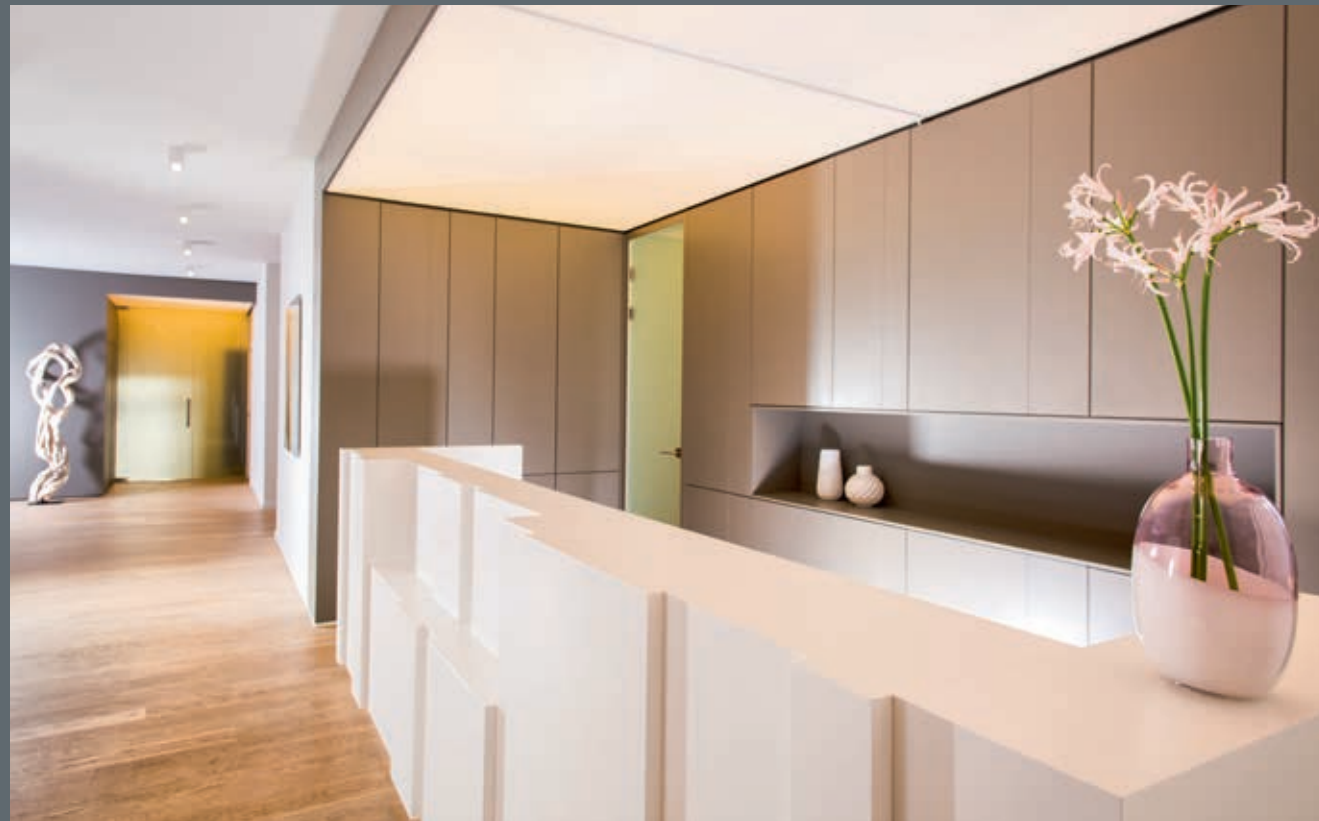
ways. "I lived in Kiel for a long time and that was where I discovered my passion for sailing. Using the motifs from Jonathan Chritchley, I was able to display a part of me in my practice, while simultaneously incorporating the design," enthuses Dr. Dr. Lier.

### Looks and comfort

He also managed this with the dental equipment, because the shape and color of the treatment centers from Dentsply Sirona blend in perfectly with the practice design. However, the visual aspects weren't the only decisive criteria; Dr. Dr. Lier also wanted to focus on the comfortable positioning of patients and the integrated hygiene function. The task here was to achieve a balance between functionality and design. His practice really only has devices that are technically necessary. This has less to do with the visual impression and more to do with hygiene, as "everything that stands around can be contaminated," he says.

### Sheer timelessness

What effect does the atmosphere have on his patients? Dr. Dr. Lier also incorporated this aspect into his plans. As a purely referral



practice, the surgeon tends to address the referring colleagues as far as his range of treatments is concerned; however, he felt it important to design the space in a purist and minimalist way. To him, decadent or even pompous furnishings are off-putting for patients and make them feel uneasy. He states that, one time, a colleague even called his practice 'austere'. Dr. Dr. Lier himself calls it timeless, thus additionally creating a connection to the old building. "This building has been here for more than 120 years and it is still beautiful, whereas a new building simply looks out-of-date after 20 to 30 years. I wanted to use the interior design to capture the timelessness of the old building," says Dr. Dr. Lier, commenting on his idea.

The practice owner's plans, which were thought out to the very last detail, also reflect his work attitude: His treatments are based on systematic planning, making Dr. Dr. Lier highly valued by his referring colleagues.



Despite the purist design, there are still signs of Dr. Dr. Lier's personal taste: delicate splashes of color and minimalist decorative elements. The cabinet surfaces are made of high-quality stone-effect acrylic.

### DR. DR. GUIDO LIER, HILDESHEIM, GERMANY



#### PRACTICE OPENED IN 2014. BEFORE THAT, EMPLOYMENT AT ANOTHER LOCATION

1 practitioner, 8 employees, 280 qm of practice space, 4 treatment rooms (incl. 1 operating room with separate anesthetic recovery room), 1 consultation room, waiting area, kitchen, storage place, etc.

#### SERVICES OFFERED

Implantology, oral and maxillofacial surgery, preprosthetic and periodontal surgery, dentoalveolar surgery, orthodontic surgery, sedation and anesthesia

#### EQUIPMENT

Sinius, Intego, CBCT  
Lectures to specialists in the practice and affiliated hospital (Helios clinic, Hildesheim)



Sophisticated

# Light

compositions



— — **WHEN CHOOSING A COURSE OF STUDY**, he had to decide between his two favorite subjects, architecture and dentistry. In the end, he became a dentist. However, by no means did Dr. Bernd Kottmann give up one for the other. In his practice in the Nymphenburg district of Munich, in close vicinity to the palace park, you can experience his personal passion for art, architecture and design. The simple, purist design of the modern rooms is

pleasantly understated. This allows the accents to stand out even more: sculptures, works of art and photography.

Dr. Kottmann prefers the straightforward colors of artists like Charles Fazzino, Bram Reijnders and Andy Warhol. In his practice, however, he makes it a point to regularly change the works of art, which are mostly from his private collection. Currently in the







entrance area are clay heads from the series “Begegnungen” (“Encounters”) by the Munich-based artist Jutta Körner, which have a minimalistic appearance and a calm style.

### Flooded with light

He founded his practice in December 2011: an area of 120 square meters in a new building, which has three supporting columns but no walls. For him, it was a welcome playing field for creating precisely the spaces he wanted. Sven Spitthoff, an architect with the NWD group, prepared a draft according to the very specific requirements of his client and took care of carrying them out. Dr. Kottmann wanted three treatment rooms and suggested more and larger glass panels in order to let daylight into the interior rooms as well: “If I had to describe the design of my practice with just one feature, it would be ‘bathed in light!’“ I wanted brightness, transparency, clear structures and the minimal use of accents, but with understated organic shapes. The lighting design was especially important to me. Lighting creates the actual atmosphere in a room: Both the patients and employees should feel good. The design of my practice should help us gain the confidence of the patient.

He tailored the lumen level according to the exact requirements of each room: Daylight white in the treatment rooms allows color authenticity and makes patient diagnosis

as well as treatment easier. In the reception and waiting areas, the light is a warm white, which has a calming, soothing effect on people. Dr. Kottmann not only took the lighting effects into consideration but also made it a point to have the right lighting sources in his design concept: “I did not want any dominating lamps; that is why their lighting effect was particularly important.” He chose luminaires made by Occhio. The round, lens-shaped light sources are small, sparingly appointed eye-catchers, which can be adapted to the exact requirements of the respective room with the corresponding color filters. In some of the rooms, Dr. Kottmann currently uses magenta filters. This is a conscious use of red color accents on the otherwise bright walls, which he also consistently integrates in the accessories and clothing of the practice’s team: The team wears red polo shirts and shoes.

### Red symbolizes vitality

The color red in a dental practice is rather uncommon. Color psychologists usually advise against using it in medical practices. Red is associated with blood and tends to make people agitated and uneasy, they assert. Dr. Kottmann thinks otherwise: “For me, red is the color of life. We use it for emphasis. The sparingly but effectively used color red harmonizes wonderfully with white and gray surfaces and gives our practice



recognition value. I did not take color psychology into consideration in the planning phase. In retrospect, however, it appears that the color design of my practice has exactly the effect I was looking for. My patients feel at ease.”

A significant influence on the well-being of the patient and practitioner is also the fact that Dr. Kottmann does not position the treatment units to face walls but rather allows the patients to see outside. Seeing trees helps his patients feel freer and more at ease. In all three treatment rooms, Dr. Kottmann uses the Sinus treatment center from Dentsply Sirona. This unit is streamlined and can be positioned more flexibly than other models. The unique lifting mechanism and curved style lend it a simple elegance, which Dr. Kottmann also wants to express with the design of the rooms. He chose a warm saddle brown for the upholstery. “It is classic and you never get tired of looking at it. Brown leather was cool 100 years ago and it still is today. Moreover, it exudes a sense of comfort. You want to sit on it and touch it because it feels good.”

As with the units, the look and feel of the surfaces also played an important role in the entire design of the practice. The floors are made of limed oak and some of the walls of natural stone. Here too, he has observed that the patients like to touch these materials.

Dr. Kottmann describes himself as completely infatuated with materials and draws a parallel between the design of the practice and his actual work as dentist. Prosthetic is also about creating an excellent surface that feels natural and good. “Whether it is well-done prosthetic work made of ceramic in the mouth of my patients or the smooth surface of the natural stones on my walls. That is what quality feels like.”

#### DR. BERND KOTTMANN, M.SC., MUNICH, GERMANY



#### MOVED TO THE NEW PRACTICE IN 2012

2 practitioners, 6 assistants, 120 square meters of practice space, 3 treatment rooms

#### SERVICES OFFERED

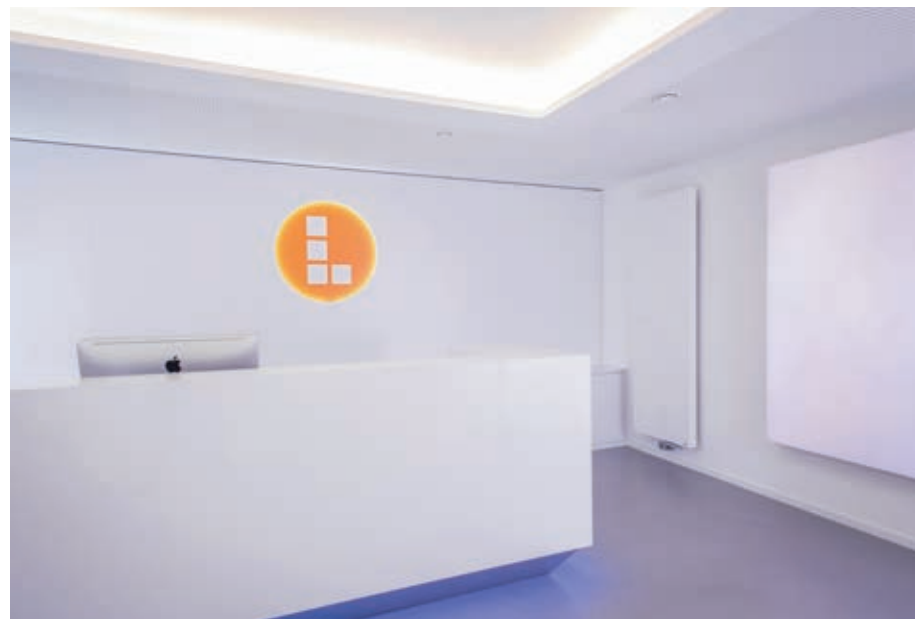
Conservative dentistry, endodontics, implantology including backward planning

#### EQUIPMENT

Sinius, Orthophos XG, SiroLaser



# Blue accents



*The practice has a bright, uncluttered, purist look. Dr. Langhammer uses touches of blue in his own individual interpretation of this style, which is pared down to the essentials.*



— THE PURIST STYLE is in line with the latest trends. Decorative elements are eschewed in favor of monochrome surfaces and a limited number of classic design pieces instead of opulent furnishings. Yet the mere absence of color, ornaments and decorations is not sufficient to create a stylish ambience. It is the personal interpretation of this minimalist style that transforms “empty” rooms into striking aesthetic statements. The “Langhammer” practice in Ulm has successfully achieved just that and combines purism with a personal touch. Dr. Michael Langhammer relocated to this new practice, not far from Münster, in Ulm’s town center in 2015. After successfully taking over a colleague’s practice back in 2008 and running it with great success for many years, the move finally gave

him the chance to design and furnish the 250 qm of new office space just the way he wanted.

## Life and space

Dr. Langhammer ideally likes to spend his free time with his wife Tamara, who is responsible for administration and quality management at the practice, and his two daughters aged 6 and 8. “My family is a source of strength to me and gives my life a sense of purpose”, explained Dr. Langhammer. He also draws energy from sport. →







Together with a personal trainer, he regularly trains in the art of Wing Chun, a special kind of Kung Fu. What is true for Asian martial arts is also true for Dr. Langhammer's personality and practice: "Strength is born from peace".

The practice has an almost meditative effect. The white of the walls, ceilings and handle-free furnishings is radiant. "I wanted a neutral color scheme as a way to project the changing spirit of the age. Something with a timeless and lasting feel", explains Dr. Langhammer. The frosted glazing of the walls in the treatment rooms allows daylight to reach into the interior corridors. The practice has a light, clear and pure appearance. The gray concrete-look flooring made from polyurethane, results in the perfect down-to-earth touch. "The flooring in any practice has to be attractive, hard-wearing and easy to clean. The appearance and material properties of our choice of floor were what won me over", states Dr. Langhammer.

#### Hygienic yet radiant

Hygiene plays a central role in the practice furnishings. Smooth, easy-to-clean surfaces and synthetic, robust materials in the treatment area are essential in order to satisfy the strict hygiene requirements of a dental practice. But how can you design a purist and hygienic interior that doesn't seem dull and clinical? Explaining the thinking behind this concept. Dr. Langhammer

comments, "I didn't want to use 'objets d'art' to bring life into the practice, after all we as a practice team are dynamic enough! Thanks to our special lighting concept and acoustically and visually calming atmosphere, our practice is like an oasis of wellbeing for patients and staff alike. This has a hugely positive effect on our work. People are able to show their warmth and charisma far more effectively in a minimalist interior than in a decorated ambience", explains Dr. Langhammer.

#### Creating accents with light and shade

A Stuttgart-based interior designer and lighting specialist was commissioned to plan the practice design. To create an appealing atmosphere, she developed a sophisticated lighting concept with accents of color. Cleverly positioned recesses and projections together with light sources create shadows that add life to the walls. The light sources are arranged to bathe the surfaces in a warm light and the interplay with complete and partial shade adds depth, even on pure white surfaces. The cube-shaped reliefs and intaglio designs in the walls intensify their three-dimensional appearance.

A raised illuminated ceiling above the reception desk makes the already generously sized entrance area seem even bigger and accentuates the first point of call for new patients. Another highlight is the blue LED strip that illuminates the base of the reception desk, making it look as if it is floating. The base of an upholstered waiting area is also illuminated in blue. "Blue light radiates a sense of calm and what's more, it is my favorite color!" stated Dr. Langhammer, adding: "By using colored light, I have created visual highlights without the need for decorative objects."



#### High-tech human interaction

Dr. Langhammer also sets very high standards when it comes to the technical equipment in his practice and as such, has chosen to completely equip his practice with solutions from Dentsply Sirona. His patients are seated on Teneo treatment centers. As a previous M1 user, he was keen to build on this tried-and-tested treatment concept and to continue using the motorized sliding track. As a result of this and by integrating endodontics and implantology functions, he has been able to achieve a smooth and rapid workflow. In addition to the LEDview treatment light, he has also integrated the intraoral x-ray Heliodont Plus in the ceiling. Dr. Langhammer further uses a volumetric tomography device (Orthophos XG 3D) to create 3D images of the jaw area. As a consequence, the surgical interventions can be planned and are rendered safer since important anatomical structures can be assessed more effectively. To offer patients all the working steps from a single source, CEREC is used in the practices' own laboratory in direct collaboration with the dental technician. For highly esthetic work Dr. Langhammer cooperates with selected master laboratories that specialize in all-ceramic work.

Through his consistent use of reduced form and color, Dr. Langhammer has not only been able to express his personal style, but has

also created an ambience which he himself describes as evocative of a spa. It is particularly important to him that patients feel at ease and are relaxed. Fussy details and objects would disrupt this peaceful mood. He also wanted to offer his patients a degree of consistency, familiar faces and a reliable team. Dr. Langhammer's team has been working together for the past 30 years – a fact which speaks for itself.

#### DR. MICHAEL LANGHAMMER, ULM, GERMANY



**HAS OPERATED HIS PRACTICE IN ULM SINCE 2008.  
IN 2015 HE RELOCATED TO THE NEW PRACTICE**

*1 practitioner, 3 assistants, 1 practice manager*

*250 qm of practice space, 4 treatment rooms,  
large reception area, hygiene area, back office, storage*

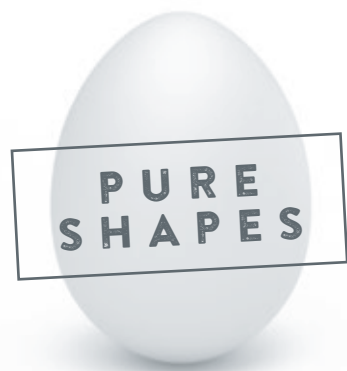
#### RANGE OF SERVICES

*general and conservative dentistry, hygiene,  
endodontics, aesthetic dentistry, implantology*

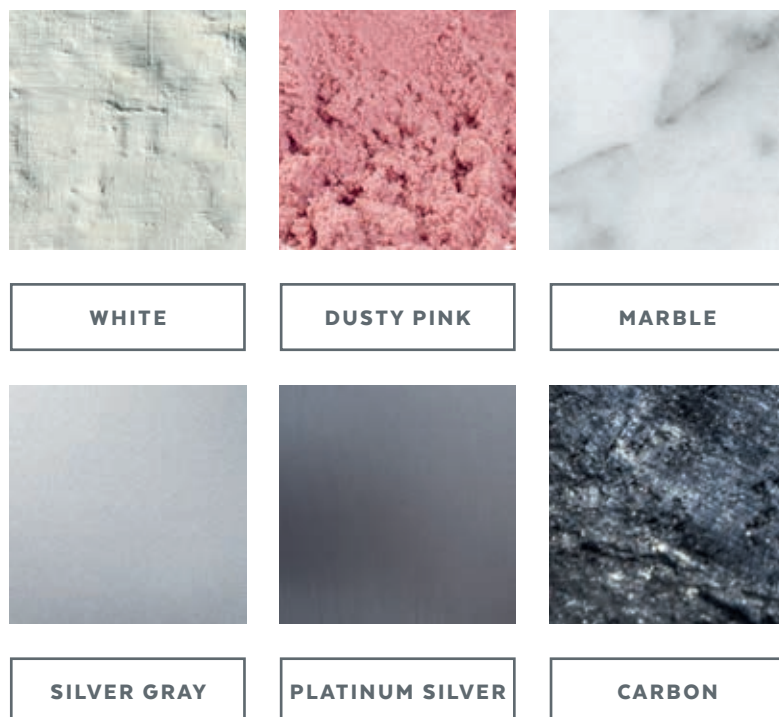
#### EQUIPMENT

*(all from Dentsply Sirona): Teneo, Orthophos XG 3D,  
Heliodont Plus and CEREC*





White is the stylish purist basis of the **Pure Shapes** trend. It emphasizes clear shapes and radiates purity. Metallic elements, elegant marble, and sparing color accents impart tranquility and exude individuality.



**FLOOR LAMP**  
The LED lamp "Sento lettore" ensures optimal illumination at the workplace.

**DESIGNER** OCCHIO  
[www.occhio.de](http://www.occhio.de)

**ROLLING CART**  
The purist rolling cart is part of the "New Order Work Space" line. All parts can be combined into an individual system.

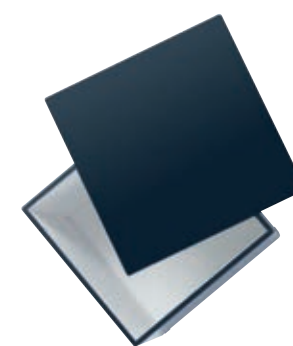
**DESIGNER** DIEZ OFFICE  
[www.diezoffice.com](http://www.diezoffice.com)

**SOFA**  
Despite its simple design, the "Bess" sofa brings elegance to every purist ambience.

**DESIGNER** DIEZ OFFICE  
[www.diezoffice.com](http://www.diezoffice.com)

**COAT STAND**  
The coat stand of the UPON line is a modern classic. Its unusual shape was inspired by the luggage nets that used to be found on trains.

**DESIGNER** DIEZ OFFICE  
[www.diezoffice.com](http://www.diezoffice.com)



**SIDE TABLE**  
The ingenious "PAIR" side tables are made of glass and have a removable black top.  
**DESIGNER** NENDO  
[www.glasitalia.com](http://www.glasitalia.com)



# Getting light right



— — **THE NOTION** that light completes architecture has gained ground in recent years. A new discipline, the architecture of light, became established in the middle of the 20th century and is now a core element of design and development planning. Humans are dependent on light in all spheres of life. The intelligent interplay of daylight and artificial light equates to an enhanced quality of life and has a positive effect on our perception. After all, light controls the rhythm of life and can thus be seen as a basic human need, on par with basic foodstuffs.

In dental practices too, light is essential. The right lighting concept can have a major impact on patients' emotions and influence the mood and work of the practice team for the better. When light reaches our eyes, the bio-receptors in them are activated and hormonal processes are initiated which influence the production of melatonin, as demonstrated by a study performed by the Jefferson Medical College in Philadelphia.<sup>1</sup> The lower melatonin level caused by light improves the mood. An increase in the melatonin level due to darkness results in fatigue causing a reduction in people's ability to concentrate and often a sense of unease. This has a negative effect on the practitioner and their team as well as the bond of trust with the patient and therefore ultimately, the quality of treatment. This makes an intelligent and good lighting concept all the more important.

## Key factors for light concepts

A circadian clock drives us humans and therefore our need for light changes over the course of the day. Day and night are clearly divided. Light, its' shades and intensity, reliably drive this rhythm. Orange shades in

the morning, blue light at midday and red light in the evening tell the body what to do. Any lighting concept needs to take these variables into account. In addition, harmony and balance must be ensured between daylight, treatment light and other light sources and this must be adapted to the ambient conditions. The design options for lights are almost endless, making it all the more important to control the lighting.

Dr. Bernd Kottmann (p.38 - 41), a dentist from Munich, uses glass surfaces, low-key accents and lots of daylight to ensure transparency and clear structures. White daylight bulbs in the treatment rooms and above the treatment center result in almost 100% color fastness, facilitating diagnostics and, in turn, treatments. In contrast, the reception and waiting areas feature warm white lighting. Attractive lamps are used as eye-catching features with a calming effect on the team and patients. Dr. Michael Kratschmayr (p.68 - 71) from Baden-Baden and Dr.Dr. Guido Lier (p. 34 - 37) from Hildesheim are also well aware of the importance of good lighting: uniform ceiling lighting guarantees even illumination, creating a feeling of well-being and complementing the light from the treatment center.

LED lights, adjusted daylight, entire illuminated ceiling areas or intelligently positioned single light sources promote ergonomics for practitioners and the team and also ensure greater patient comfort for quicker, safer and better dental treatments.

<sup>1</sup>) Action Spectrum for Melanin Regulation in Humans: Evidence for a Novel Circadian Photoreceptor. In: *The Journal of Neuroscience*, Aug. 15, 2001, 21(16):6405-6412, 6411. (<http://www.jneurosci.org/content/21/16/6405.full.pdf+html>): "These findings open the door for optimizing the use of light in both therapeutic and architectural applications"





## Cheerful Patterns is

characterized by adventurous,  
fun and relaxed details.

Fresh, bold, cheery colors  
combined with unconventional  
shapes leave an unmistakable  
impression living up the room  
and winning over patients  
with their youthful design.



↑ **PAINTING**  
Colorful works of art  
on canvas from the  
Colourscape 31 line add  
vibrancy to every room.

**DESIGNER**  
Tommaso Fantoni  
Courtesy of TOMOarchitects  
[www.tomoarchitects.com](http://www.tomoarchitects.com)



Evocative

## patterns

— — BEFORE ESTABLISHING his own practice in the German spa town of Bad Nenndorf in 2015, Dr. Johannes Schinz ran a joint practice here with his father, Dr. Friedrich Schinz. Dr. Schinz senior supported his son's plans to open a new practice and the latter was inspired in part from his time together with his father when it came to designing the new practice. The new and modern dental practice is located in the former mud bathhouse — a historical building with a checkered history.



Bright colors add a powerful touch and give the purist setting a personal note.

In 2012, an investor had the former spa building converted into a health center with medical practices and a pharmacy. With the help of an architect from Pluradent AG & Co KG, Dr. Schinz planned and designed the 250 square meter practice to meet his requirements. His instructions: The basic design should be clear-cut but not cold, hygienic but not sterile. He wanted to create a working atmosphere and not a living room. Right from the very start of the planning phase, he also had a personal central theme for the design. He wanted to integrate his own photographs as well as images from his favorite comics.

#### Comic strips in the corridor

While the general atmosphere is very clear and unfussy with white walls and wooden floors, Dr. Schinz uses colorful accents. A number of the walls have been painted in rich shades of blue, red, orange, yellow and pink. A team of specialists from Hanover was responsible for the lighting design. Pendant lights give off a warm light and dimmable strip lighting provides the main illumination. Particularly eye-catching features in the

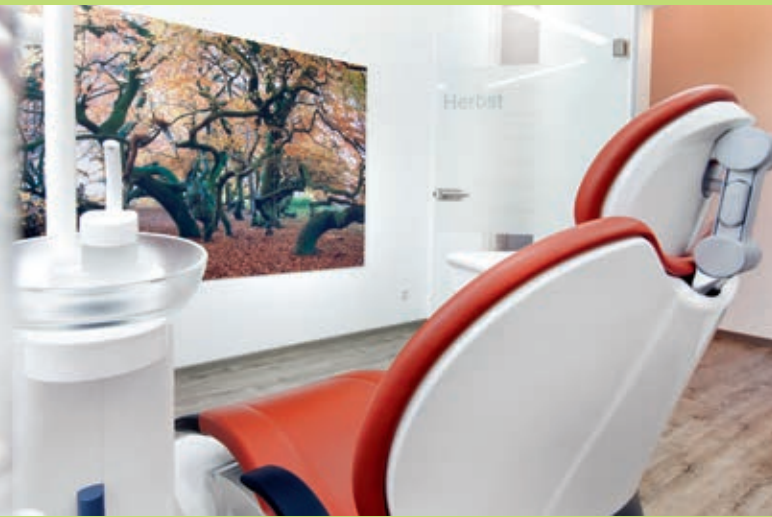
corridor are the scenes from "The Adventures of Tintin" or "Les aventures de Tintin" as they are known in the original Belgian version by Hergé. Is this a decorative element to appeal to his younger patients? Yes, but first and foremost they are happy childhood memories of the dentist. He carefully chose the images together with this son and had them painted by an artist. The images almost seem like predecessors of pop art, yet they are historical reminiscences since the very first Tintin album was published in 1929, long before the pop art movement began in the 1950s. This central theme also determines the practice's color scheme. There are colored accents from the world of comic strips on some of the walls: monochromatic blocks of rich color.

#### Dwarf beeches

Dr. Schinz has also introduced another personal element with regional significance in the four treatment rooms. Each room is dedicated to a season with large photos taken by Dr. Schinz of the Süntelbuchenallee, an avenue lined with dwarf beech trees, which is well known in the region. This creates a colorful and atmospheric feel in each room.







He took his inspiration for this from his father, who also had a dental practice and always entered his treatment room through the summer or winter landscape created by photo wallpaper. As such, the memory of the father at work became an inspiration for and a theme in the design of the son's practice.

The dentist Dr. Johannes Schinz has used personal themes and patterns in his practice in Bad Nenndorf that are decorative and also say something about him. However, this is not directly obvious to the patient. Yet the personal touch is still evident and, according to Dr. Schinz, this is what gives the practice rooms their welcoming feel. "After all," explained Dr. Schinz with reference to his idea, "this is what we are, memories."

### A practice, not a living room

The practice owner does not really care for the term "feel-good ambience." "It goes without saying that patients should feel at ease in my practice. This is especially because my team and I do a great job. The personal touches, the friendly colors and the otherwise simplistic design gives my practice a pleasant, human face. Technology may be visible when it is esthetic, as is the case with my equipment. After all, we purchased our treatment centers from Dentsply Sirona and not a low-price manufacturer. This is an expression of quality and ideally reflects our clinical standards. At the end of the day, this is a dental practice and not a living room."

When furnishing and designing his practice, Dr. Schinz kept the region's patient structure in mind. Bad Nenndorf is a small town with a population of around 10,000. The state capital of Hanover is around 30 minutes away by car. The majority of patients come from rural areas. Based on his experience, these patients do not feel at ease in an overly luxurious setting. The practice furnishings and equipment should appear high end but not ostentatious. This is why patients in the waiting room sit on LCI chairs from Le Corbusier – a timeless classic, of understated design. What is more important to the dentist is that the waiting times are kept as short as possible. For this reason, he has digitalized the majority of his practice organization and workflows. File cards are a thing of the past. Appointments are scheduled in the treatment room; the photos and X-ray images are all saved in a digital patient file.

### Positive emotions

The reception desk is a great example of the intelligent and detailed planning behind Dr. Schinz's practice concept. The desk was custom-made by a carpenter. Adult patients



The quality of the treatment center is a perfect match for the practice's clinical standards.

pay their invoices at this beautifully crafted desk or announce their arrival while the children rummage in the recessed drawer on the side positioned at just the right height for them. The drawer contains small surprises for them as a reward after treatment. "Reaching in the drawer for a goodie after treatment is one of my positive memories of childhood trips to the dentist. Our youngest patients now also have a positive association and are happy to return."



#### DR. JOHANNES SCHINZ, BAD NENNDORF, GERMANY



#### RELOCATION TO THE NEW PRACTICE IN 2013, PRACTICES AT ANOTHER LOCATION FROM 2000 TO 2013

3 practitioners, 8 assistants, 1 dental technician  
250 sm of practice space, 4 treatment rooms, 1 prophylaxis room,  
3 offices, 1 consultation room, storage place, hygiene, etc.

#### SERVICES OFFERED

Conservative dentistry, endodontics, CAD/CAM with CEREC (for the past 16 years),  
prosthodontics from the practice laboratory, implantology including backward planning.

#### EQUIPMENT

Sinius, M1+, M1, digital X-rays, CAD/CAM



## The practice

# as a canvas



— DR. JENNY APEKIAN'S PRACTICE is a reflection of her personality, as the dentist from California is not only a Doctor of Dental Science, she is also a trained artist. She believes that art and dentistry have a lot in common – she uses her hands both to create pictures with brilliant colors as well as radiant smiles for her patients. She considers both to be fulfilling activities that express her personality and develop a relationship with her patients. Dr. Apekian uses her art to create an atmosphere of modern design in her practice. The energetic colors of the oil paintings – red, yellow, blue and green – give the motifs from the natural, animal and material worlds a powerful radiance and presence. They are the personal statements of their creator and express not only cheerfulness and vitality, but also a great sense of humor.

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### How it all started

Dr. Apekian moved into the 260 qm practice with 7 treatment rooms in January 2017 after working in a different location for three years. She works alongside another practitioner, two receptionists, three dental hygienists and two assistants.

### What patients can expect

The range of treatments at Midtown Dental include implantology, endodontics, periodontology, pediatric dentistry, orthodontics, aesthetic dentistry and CAD/CAM-aided production of dental restorations.

### What they can rely on

Dr. Apekian uses state-of-the-art dental equipment. The Teneo and Intego pro treatment centers from Dentsply Sirona and their intuitive user interfaces provide the dentist with an efficient workflow and ergonomic comfort. She also uses CEREC Omnicam and MCXL, as well as Orthophos SL 3D.



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### Why these and not others

→ For Dr. Apekian, the most important aspect of designing her practice rooms was an efficient workflow, followed by aesthetics. As the artist also wanted to hang her pictures in the practice, she wanted the rooms to create a white background to set off her art. The white finish of the furniture combined with the muted brown and gray tones create a relaxed atmosphere and underscore the gallery-like character of the practice. With meticulous attention to detail, she has successfully combined design with the clinical ambience of the practice.

### State of the art in Sacramento

It is not only the art that is modern, the dental treatment she provides is also state-of-the-art and she wants her patients to notice this. She is convinced that modern technical equipment provides a high standard of dental care to patients, increasing their confidence in the treatment.

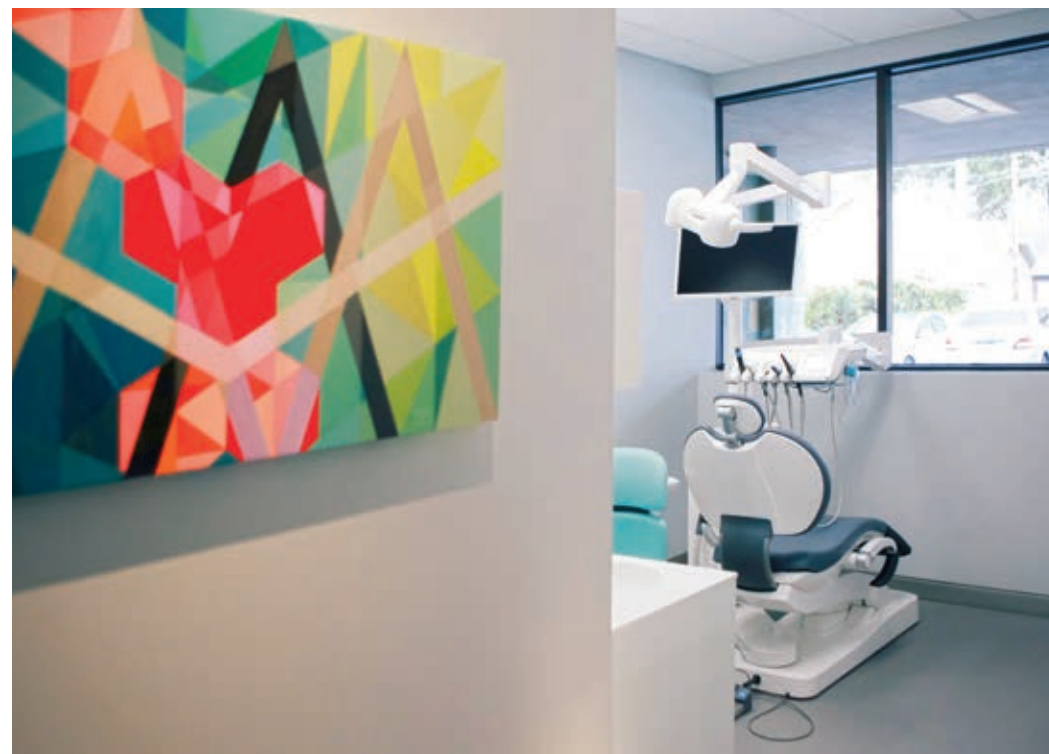
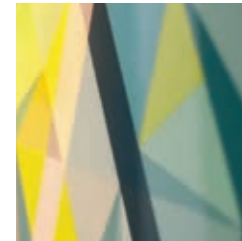
### Art and practice in the spotlight

A sophisticated lighting concept sets Dr. Apekian's pictures perfectly in scene. The ceiling and corridor lighting accentuates the tranquil gallery-like ambience of the practice. The treatment rooms all have large windows that let in plenty of daylight.



*“My practice is me”*

said Dr. Apekian. “If I could put a shower and a bed in it, I would probably live there,” she exclaimed.



MY DENTAL PRACTICE IS LIKE  
*a TESLA  
Model S*  
—  
*the Sears Tower  
in Chicago*  
—  
*the artist  
Frank Stella*





# An equal footing

and alpine winds



— THE RELAXED DENTAL PRACTICE — the name given by Maxim Mennle and his wife Dr. Christine Mennle to their dental practice says it all: The relaxing ambiance of the rooms is felt as soon as you walk through the door. This is because the two dentists have used light and warm basic tones for the design of their practice in Inning am Ammersee, close to Munich. They wanted to create a pleasant atmosphere for their patients even if it is gray and dreary outside. The overall timeless design is brightened by colorful accents. This includes the orange fabric blinds and seats in the waiting area as well as the changing floral arrangement. Indeed, the different colors of the T-shirts worn by the assistants also add cheerful variety. Colorful, imaginative paintings by Christine Mennle's father are skillfully displayed. The patients like them so much that some have already found a new owner.

## The breakthrough

The practice rooms have also undergone a transformation, as Dr. Mennle had originally set up her own practice in one half of the premises in 2004. When the adjacent apartment became vacant in 2013, the dentists seized the opportunity to join their practices by removing a wall and increasing the space to nearly 250 square meters. Joining the rooms not only helped them in terms of space but also for business with the addition of 50 to 100 new patients a month. The generous space allowed the couple to use it as a design element. The rooms speak for themselves and create a relaxed atmosphere at the same time. In fact, the two owners actually had the idea for the name of the practice in the relaxed atmosphere of their

home in Hungary. "The most important thing for us was to help our patients overcome their fear of going to the dentist. However, we did not want to use the term "fear" because it expresses a negative feeling. We therefore came up with the opposite of fear, which is relaxation," comments Dr. Mennle.

## Fragrances to relieve anxiety

Accordingly, the patient's medical history is handled in a separate consultation room rather than near the treatment center. This creates a more relaxed situation from the start, explain the dentists. For the initial consultation, they always take a lot of time →

*Dr. Mennle's practice exudes a feel-good atmosphere even when it is gray and gloomy outside.*



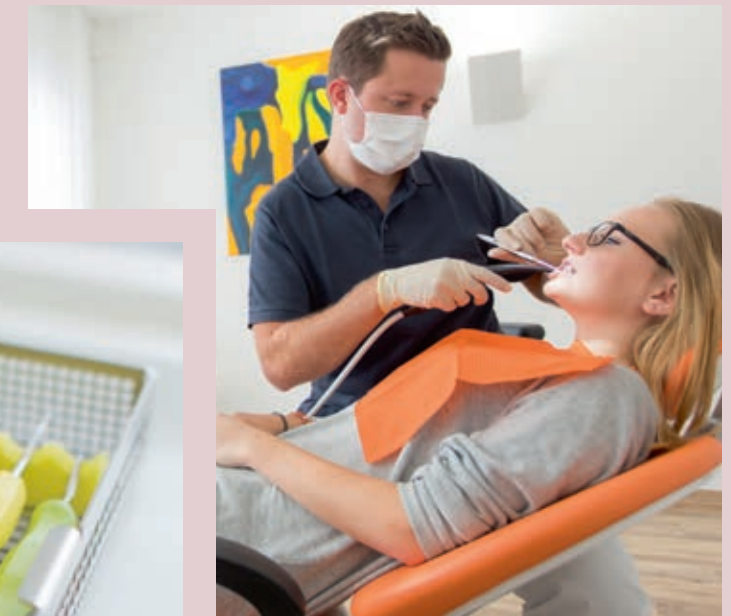
to address any questions or fears that the patients may have. Also, the typical smell with its negative associations is absent from the dental practice thanks to an odor neutralizer installed at the reception. The small box helps eliminate the typical medicinal smell. After trying a few different scent samples, the couple were in complete agreement: "We wanted it to smell of alpine breeze". Nor is the reception area typical of a dental practice: the counter height is similar to that of a hotel reception desk, so the employees greet the patients at eye level. "Eye contact was very important to us because communication at the same level creates a sense of welcome," says Dr. Mennle with conviction.

### Understated quality

As for the technical equipment of the practice, care was taken to choose a design that does not frighten the patients. True to the adage of "less is more", the rooms contain only the necessary dental equipment. The treatment centers from Dentsply Sirona fit

well with the dentists' concept because they have an understated sleek design that does not dominate the room. "Like our rooms, the treatment centers stand on their own and convey unobtrusive quality," says Maxim Mennle, underscoring the philosophy of the practice as follows: "We cannot afford to buy cheap technology because it does not satisfy our requirements and has to be replaced within a short period of time. You end up paying double."

In addition to the design, an important decision criteria for the couple was the integrated hygiene function of the Dentsply Sirona treatment centers. Thorough instrument processing is a top priority in the practice. Three years ago, the dentists took it upon themselves to speak to the trade supervisory office in order to optimally align their hygiene management with the requirements. With the switch to digital hygiene documentation, the practice has been able to provide comprehensive verification of proper instrument processing.



### DR. CHRISTINE MENNLE AND MAXIM MENNLE THE RELAXED DENTAL PRACTICE, INNING AM AMMERSEE, GERMANY



**PRACTICE OPENED IN 2013; PRIOR TO THAT, PRIVATE PRACTICE OF DR. CHRISTINE MENNLE WAS HELD IN SAME OFFICE FOR 9 YEARS**

*2 practitioners, 8 assistants (2 dental hygienists, 2 receptionists, 4 chairside assistants)*

*250qm of practice space, 4 treatment rooms, 1 consultation room, waiting area, X-rays, lab, staff room.*

#### SERVICES OFFERED

*implantology, pediatric dentistry, oral surgery, periodontology, endodontics, orthodontics (also for adults), dental prostheses*

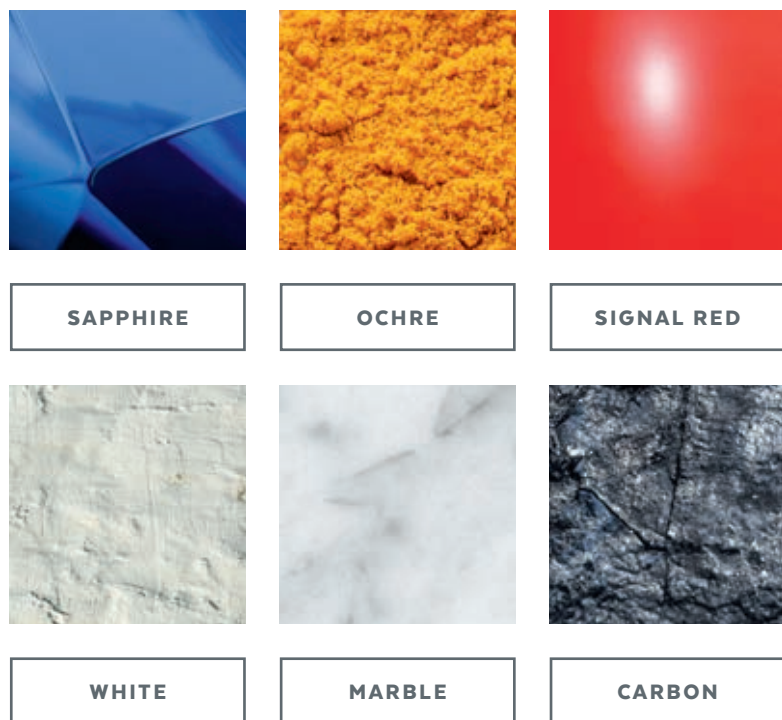
#### EQUIPMENT

*3 Sinus, 1 C4+, CBCT*





Fresh, bright, and cheerful colors leave a unmistakable impression: signal red, ochre, and sapphire. Combined with carbon, marble, and white, these colors have an invigorating effect and complement the **Cheerful Patterns** trend.



←  
**MOBILE**  
 The "Plywood" mobiles are made of two abstract organic plywood elements that playfully revolve around each other.  
**DESIGNER**  
 Charles und Ray Eames  
[www.vitra.com](http://www.vitra.com)

**SOFA**  
 The sofa of the "Victoria and Albert" line combines innovative design and comfort.  
**DESIGNER** Ron Arad  
[www.moroso.it](http://www.moroso.it)

**PEDAL CAR**  
 The blue pedal car brings a nostalgic mood to the waiting room.  
 ↓  
[www.vilac.com](http://www.vilac.com)

**STOOL**  
 When creating the original "WIL" stool, the designer was inspired by the automotive industry.  
**DESIGNER** Romano Marcato  
[www.lapalma.it](http://www.lapalma.it)



↑ **PENDANT LAMP**  
*"Chantal" has a striking  
 beehive look and a  
 complex structure.*  
**DESIGNER**  
 Doriana & Massimiliano Fuksas  
[www.slamp.com](http://www.slamp.com)



**EMBELLISHED  
 ELEGANCE**

**Embellished Elegance** is simultaneously calm and full of elegance in its combination of innovative technology and materials, accentuated with extravagant, glamorous details. People with a penchant for the tasteful, stylish and exclusive design will feel at home here.



— — THE DENTAL PRACTICE at Augustaplatz is located in a newly renovated office building to the south of Baden-Baden's town center, not far from the congress house and large parking facilities. The casino, spa facilities and theater are just 10 minutes away by foot. A great location for a dental practice in this historic spa town whose citizens, with an average age of over 46 years, are above the national average. "I took this age structure into account when furnishing the practice", explained dentist and practice owner Dr. Michael Kratschmayr. "I wanted it to be convenient, which is why we have spaces for our patients in the car park next door. I also didn't want the look to be too futuristic, nor

did I want to have a fussy, overly decorative feel. I wanted to create a timeless elegant, yet understated, uniform look." For Dr. Kratschmayr the phrase "down-to-earth beauty" sums up the practice design in a nutshell.

Together with the interior designers from a professional practice furnisher, Dr. Kratschmayr was able to realize his idea for a

# H i g h t e c h

# G l a m o u r



→ new practice with just two design drafts. In the second and final draft, he decided to go without a further treatment room in order to achieve bigger rooms and also to position the Sinus treatment centers optimally. As such, there is a sufficiently large radius around the centers which ensures the ideal conditions for good ergonomics and working procedures for the practitioners and assistants. Moreover, this allows the elegant treatment centers to come into their own as a central focus in the room.

### Accents with algae

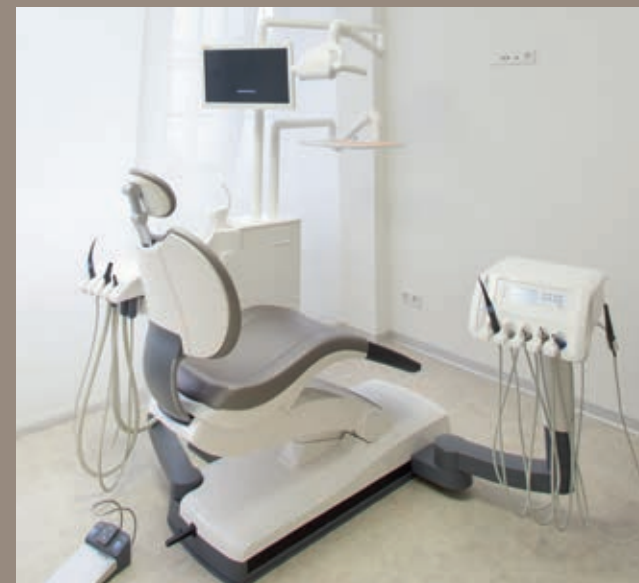
The room concept at this practice is characterized by clarity and transparency: Light walls, glass, timber décor and exposed concrete flooring. The lighting resembles a proverbial light source: Warm light comes from circular openings in the ceiling. Together with the walls in white and a variety of tinted shades such as ivory and beige, the result is warm and welcoming. The long, curved corridor is fully glazed on the inside so that it is flooded with daylight from the windows and rooms. In order to guarantee confidentiality despite the transparent design, Dr. Kratschmayr included opaque elements in the glass walls and doors. These elements pick up on the algae



patterns which feature on the walls as plastic, structural décor: “Our practice has high ceilings and long walls. While we are a large practice, I was very keen to avoid it resembling a clinic. This is why we have contrasted the light, bright atmosphere with subtle wall patterning. Although it is purely decorative, we also use it at Christmas, for example, to hang up baubles.” Alongside the changing seasonal decorative elements, Dr. Kratschmayr also adds colors effectively through his practice team’s clothing.

### More of a workshop than an art museum

Dr. Kratschmayr bought all the technical equipment for his practice at the IDS (International Dental Show) in Cologne, Germany. As a provider of holistic high-end dental services, he sets great store by premium equipment. This is also why he opted for the Sinus treatment center. With its streamlined silhouette it dovetails perfectly into the elegant practice ambience.



Dr. Kratschmayr also believes that the technology in the dental practice should be visible. After all, if it is esthetically designed, why not “put it on show”? First-rate technology and outstanding design convey the notion of safety and boost patient confidence. At our practice esthetics support functionality and not vice versa. After all, we are not an art museum but rather a workshop.” Nevertheless, Dr. Kratschmayr was keen to hide the devices’ unnecessary details. Wherever possible, the cables were concealed and wall-mounted devices were used. In line with this puristic feel, the practice has been fitted out with iMac desktop solutions.

To ensure that patients at the practice at Augustaplatz feel both at ease and in good hands, Dr. Kratschmayr followed a few key principles. He created the ideal balance between transparency and intimacy through the use of light colors, lots of glass and opaque elements. Discretion is particularly important in the waiting and reception areas. A soundproof ceiling ensures that no noise or conversations can be heard outside the rooms. The carefully selected background music also works to relax the patients. “Especially anxious patients in the waiting room should not be alarmed by the noises from the treatment rooms. This is why I also changed the position of the waiting room door in the construction plans”,

explained Dr. Kratschmayr. “For me it is essential to avoid hustle and bustle in the practice. This only results in unnecessary stress for the team and patients alike.” The material at the Augustaplatz practice is located centrally so that hardly any equipment is stored or visible in the treatment rooms. Should anything be missing during a procedure, it can be collected from the central store. This serves to virtually rule out bothersome distractions for the practice personnel during a procedure.

“We apply an ‘open source’ concept to working on joint projects. Everyone must know what needs to be done and where the right equipment can be found without having to bother other colleagues. Our goal is satisfied patients. We achieve this not least through optimized structures and a good working environment in an attractive setting.”

#### DR. MICHAEL KRATSCHMAYR AND OXANA SKARDOV, BADEN-BADEN, GERMANY



**MOVE TO THE NEW PRACTICE IN MAY 2014.  
BEFORE THAT, 25 YEARS IN HIS OWN PRACTICE  
IN ACHERN, GERMANY.**

*2 practitioners, 2 managers, 2 hygienists, 6 assistants,  
300qm of practice space, 6 treatment rooms, 1 operating  
room, large hygiene area, back office, storage place*

#### SERVICES OFFERED

*General and conservative dentistry, endodontics,  
periodontology, restorative dentistry, implantology  
(template-guided), CMD with computer-assisted occlusion  
analysis, homeopathy, electroacupuncture*

#### EQUIPMENT

*Sinus, CBCT*





# A touch of

# gold



— THE PRACTICE of dentist Shahin Rostami and his wife Dr. Pour Saba is easy to find since, directly in front of it, a finger points to this building steeped in history. However, the finger has little to do with the practice and more with the birthplace of Fürstfeldbruck's most famous son, Ferdinand von Miller. In 1850, following a commission from King Ludwig I, the former head of the royal foundry cast Munich's monumental statue of Bavaria, a female personification of the Bavarian homeland. In honor of this impressive technical feat, a cast of the little finger of the patroness of this free state has pointed to his place of birth since 2004.

Inspired by this special location, in 2014, Shahin Rostami and his wife sought the help of an architect from →



The floral motif is reflected not only in the gold wallpaper: Shahin Rostami and Dr. Pour Saba also make use of fresh flowers.



→ Gerl Dental and the furniture manufacturer Mayer to give their 210 m<sup>2</sup> practice an exclusive feel with a touch of gold. The furnishings however, are not in the baroque style, but rather boast the contemporary feel of modern dentistry. The two dentists wanted to create an atmosphere of wellbeing for their patients, which also projected the practitioners' medical expertise. With an emphasis on warm shades such as gold and brown combined with the white furniture, they have successfully achieved this.

### Customized wallpaper artistry

A particularly eye-catching feature is the golden wallpaper in the reception and waiting area. "We asked ourselves what is the best way to decorate a 14-m-long wall", explained

Shahin Rostami. They wanted to avoid the usual pictures and instead, opted for decorative wallpaper. The golden piece of art comes from New York and the couple had to wait two months for it to be delivered. All the design elements were chosen with great care and attention to detail. For example, the handles on the cupboards and the legs of the chairs are made of brass. This presented a particular challenge yet this warm shade was important to them in contrast to chrome which is normally used but creates a cooler atmosphere.

The wallpaper in the treatment rooms was custom made for the practice, one half featuring magnolia and the other half cherry blossoms. "That was actually quite simple", explained Shahin Rostami. "We selected the floral motif and it was then transferred in a larger format to white wallpaper. They chose these flowers to reflect their desire for the local flora; they want their patients to "feel at home" in the practice. The separation into two halves was due to the layout of the practice. To match the flowers on the wall, fresh, seasonally alternating floral arrangements can be found in the open-access rooms. The decorations and golden wallpaper are shown off to the best possible effect thanks to an intelligent lighting concept.

### Design and ergonomics

The practice owners gave themselves plenty of time to achieve this individual and much-loved look. They spent six months on the lookout for the various design elements. "When I do something, I do it properly," states Shahin Rostami with conviction. He also refuses to compromise when it comes to medical equipment and therefore opted for the Sinus treatment center from Dentsply Sirona. Alongside the modern design, the



technical innovations and ergonomic treatment concept were equally important. The sliding track and the modern touchscreen also ensure a highly efficient workflow. "This wasn't a difficult decision at all as I used to work with the M1 center and was extremely satisfied". The more extensive range of colors particularly impressed Shahin Rostami. The "platinum" upholstery shade emphasizes the calming effect and premium look of the treatment rooms and the "spring" shade adds a vibrant feel to the treatment room used for oral hygiene.

### SHAHIN ROSTAMI & DR. POUR SABA, FÜRSTENFELDBRUCK, GERMANY



**MOVED TO THE NEW PRACTICE IN 2014, PRIOR TO THAT THEY RAN A PRACTICE FOR 10 YEARS AT ANOTHER LOCATION**

3 practitioners, 6 assistants

210qm practice space, 4 treatment rooms, 1 recovery room, waiting area, X-ray, laboratory

#### RANGE OF SERVICES

Implantology, pediatric dentistry, periodontology, endodontics, aesthetics, dental prostheses

#### EQUIPMENT

Sinus, Orthophos XG

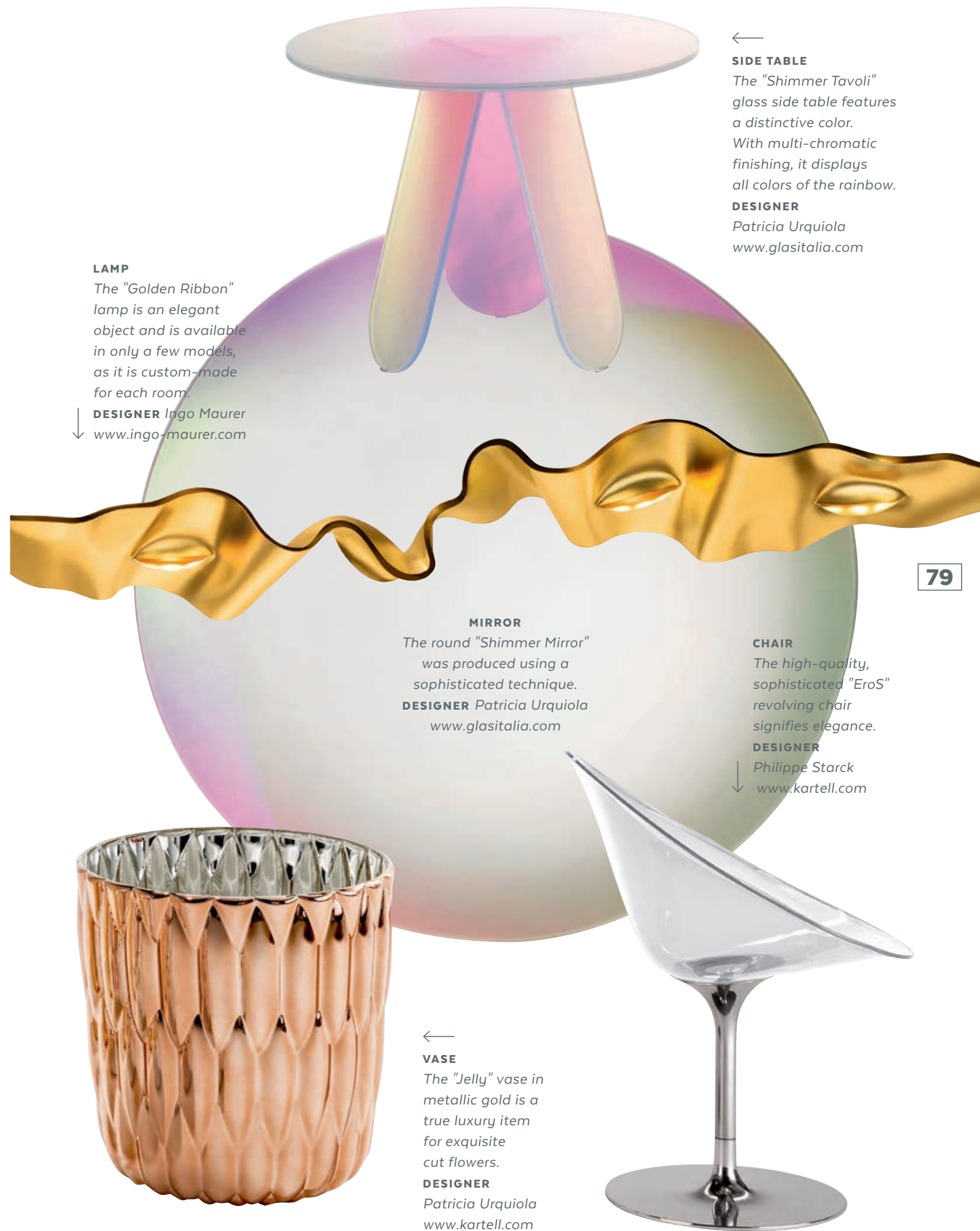
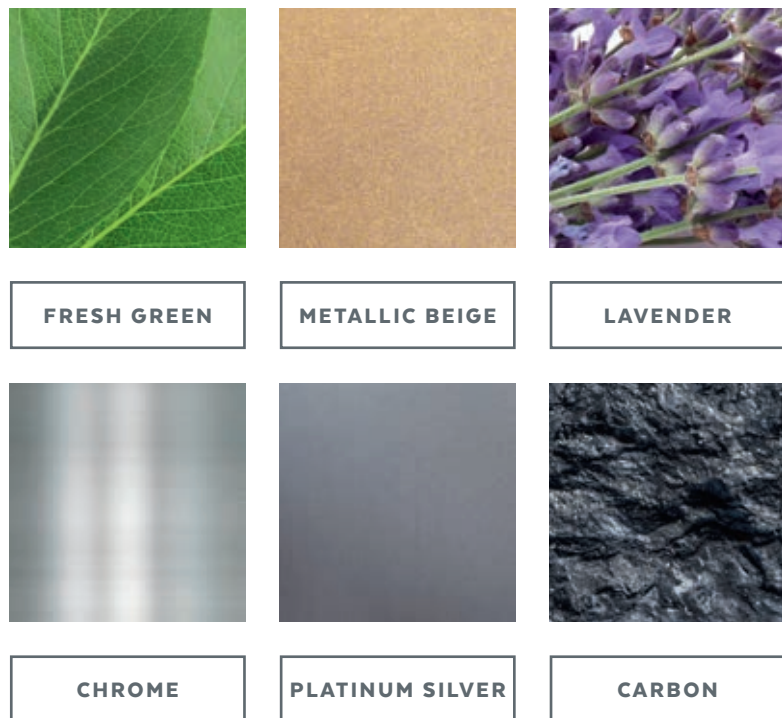


**EMBELLISHED ELEGANCE**

The color scheme of the **Embellished Elegance** trend is tasteful and elegant.

Chrome, platinum silver, and carbon look glamorous and stand for elegance.

Fresh colors such as lavender, fresh green, and metallic beige ensure modern variety.



**LAMP**  
The "Golden Ribbon" lamp is an elegant object and is available in only a few models, as it is custom-made for each room.

**DESIGNER** Ingo Maurer  
[www.ingo-maurer.com](http://www.ingo-maurer.com)

**SIDE TABLE**  
The "Shimmer Tavoli" glass side table features a distinctive color. With multi-chromatic finishing, it displays all colors of the rainbow.

**DESIGNER**  
Patricia Urquiola  
[www.glasitalia.com](http://www.glasitalia.com)

**MIRROR**  
The round "Shimmer Mirror" was produced using a sophisticated technique.

**DESIGNER** Patricia Urquiola  
[www.glasitalia.com](http://www.glasitalia.com)

**CHAIR**  
The high-quality, sophisticated "EroS" revolving chair signifies elegance.

**DESIGNER**  
Philippe Starck  
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**VASE**  
The "Jelly" vase in metallic gold is a true luxury item for exquisite cut flowers.

**DESIGNER**  
Patricia Urquiola  
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# Comfort

starts in  
the head

-- IMAGINE sitting in an especially comfortable car. What exactly makes it so comfortable? The door handle is sleek and cool. The satisfying "click" when you use it convinces you that the mechanism runs smoothly. The door swings open easily without making a sound, but you can still feel its solid weight that implies valuable materials and high quality. Close the driver's door. It closes with a muffled tone as if it were floating. Sit down on the upholstered seat. It is smooth and cool, but not cold. You don't sink down into it like an old armchair; the anatomical seat gives you just enough gentle support. You feel not heavy, but substantial. Grip the steering wheel. It is covered with genuine, open-pore leather and has the scent of freedom. Your fingertips touch a perfect strong seam -- top quality workmanship. The steering wheel is just the right size to connect the car with the road. Grip the gear shift. It feels like a billiard ball -- heavy and round. The gear glides into place as if it were oiled. Now press a button to start the engine. The engine comes to life immediately and roars deeply from the belly like a lion.

Comfort is often described by what it is not -- no annoying negative aspects or perceptibly unpleasant feelings. In the positive sense, this means that comfort is a cozy, relaxed feeling stemming from the combination of many different sensory impressions. There are many of these perceptions, most of them objective: the right temperature, a beautiful color or shape, the pleasant feel of a surface, and many others. Scents and sounds have the

greatest effect because they are taken in directly by the limbic system of the brain and immediately converted to a sensation. Comfort is usually also associated with the lack of need to exert effort. For example, a technical device is comfortable when it reduces work and is easy to operate. Comfort is a form of ergonomics and is developed during use.

When designing shapes, surfaces, sounds, and scents, product developers closely analyze the feelings triggered in people when they use a consumer article, furniture, instrument, or tool. As far as possible, every contact that the person has with the object should trigger a feeling of comfort. The developers go step by step and separate the use of the object into a sequence of actions. This is exactly what the Dentsply Sirona development team led by Thomas Nack does in cooperation with product designer Andreas Ries from Puls Produktdesign. They worked together to develop and design the Teneo, Sinus, and Intego dental treatment centers. They precisely decoded all the individual movements and actions of the dentist and patient and arranged them by function and emotions to achieve optimal comfort features. For Andreas Ries, the essence of comfort is that objects adapt to humans, not the other way around. The aim of comfort is the optimal configuration of given circumstances to create a situation that makes a job easier for humans and puts them in charge. Ries sets comfort clearly apart from luxury. Luxury encompasses excessive, thus dispensable aspects. Comfort is simply the best possible -- no less and no more.





Practice Dr. Marcel Gutsuz

Three experts were on the podium during our discussion session on the ambiance and design of dental practices:

The architect Steffen Bucher, who has specialized in the planning of buildings in the area of healthcare with his agency 12:34 Architekten, the color expert Silvia Regnitter-Prehn from Munich and Axel Meise, lighting expert and director of Occhio Licht in Munich.

## Practice design

the expert view

— Mr. Bucher, what makes the architecture of dental practices exciting?

**STEFFEN BUCHER** – Dentists attach a great deal of importance to design and individuality. They want tailor-made concepts and functional workflows. The dentist's own character is usually reflected in the architecture. A dental practice is like a hotel for example; it should create a positive ambience. The team working in the practice and the patients must feel comfortable. Architecture can play a very important role here. A coherent arrangement of rooms and correct proportions also contribute to establishing smooth workflows.

Ms. Regnitter-Prehn, how important is the color scheme for a dental practice?

**SILVIA REGNITTER-PREHN** – The design of the reception, waiting rooms and treatment rooms is a decisive factor, fundamental for the success of the dentist and the positive evaluation by patients and visitors. The success of treatments, and thus also the practice's financial success, depends to a large degree on the subjective perceptions of patients. For 50 to 60 percent of the population, a visit to the dentist is an unpleasant experience. Certain color schemes can reduce patient anxiety and create an atmosphere, which increases patient confidence.

Mr. Meise, what is the ideal lighting for a dental practice?

**AXEL MEISE** – In considering the lighting scheme for a practice, the first priority is the practitioners who need a light intensity of 3000 or 3500K for their work. This of course only applies to the working light directly

above the treatment center. As for all the other rooms, the important thing is for patients and other practice employees to feel comfortable. Good lighting should ideally be unobtrusive and glare-free. The color reproduction of light sources also plays an important role. Our experience is that, especially in relation to skin color, color reproduction is a decisive factor in well-being and comfort. This is achieved with our LEDs, for example, which have a color rendering index of 97. The light color itself is also decisive. In high latitudes, we feel particularly comfortable in "warm" light when it is similar to candlelight. LED light with 2700K generates this feel-good light.

Mr. Bucher, what materials do you prefer to use with your customers?

**STEFFEN BUCHER** – Needless to say, I prefer natural materials. Wherever wood is used, we only use very high-quality wood from premium



### 12:43 ARCHITEKTEN

The agency 12:43 Architekten was founded in 2009 and resulted from previous collaboration between the two founders Dipl.-Ing. (FH) Steffen Bucher, architect and Dipl.-Ing. (FH) Lars-Erik Prokop, interior designer. The two founders of the company are both graduates of the Stuttgart Technology University of Applied Sciences (HFT Stuttgart), where they worked together on an interdisciplinary project, in which they pooled their expertise in architecture and interior design. The focus of the five-person office based in Stuttgart is on the design of medical practices, especially dental practices. The architectural office has received several awards and prizes in its chosen specialism and relishes the challenge presented by this complex task.

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## ...die Experten

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Practice Dr. Marcel Gutsuz. Paintings: Julia Siegmund, www.juliasiegmund.de

→ suppliers. In designing a practice, we are limited to the extent that the hygienic properties of the material are particularly important. If artificial materials are required, we prefer mineral materials such as the classic Corian®. Vinyl facings, too, are easy to install, are easily cleaned and are therefore very hygienic.

*Ms. Regnitter-Prehn, is it possible to say in general what colors or color combinations have positive effects?*

In general, calming tones in the colors blue, green and some pastel tones enjoy pride of place in well-conceived color schemes for dental practices. My studies have shown that the highest patient satisfaction is achieved with the relaxed colors combined with white. However, each individual room in the practice must be considered separately. The walls, the floor and the ceiling in conjunction with the color of the furnishings can either create coherent or a discordant overall picture.

*Mr. Meise, what are the advantages of LED light in interior spaces?*

The typical features of LED light are the high efficiency, long life and low heat generation. These properties are especially important in public spaces as they facilitate the management of light. In addition, LEDs can now be used to generate color temperatures that are very similar to those of an incandescent lamp or of halogen, which are perceived as very pleasant by the human eye. At Occhio, we have also made use of the electronics to



**SILVIA REGNITTER-PREHN**

*Expertin für Farben und Farbpsychologin Silvia Regnitter-Prehn studierte Farbpsychologie, ist diplomierte Mentaltrainerin, Künstlerin und Farbgestalterin. Sie berät Unternehmen und öffentliche Institutionen im Bereich der Farbgestaltung. Profilierte Unternehmen und Zahnarztpraxen verdanken ihren visuellen Auftritt Silvia Regnitter-Prehn.*

*Eine professionelle Beraterin, wenn es um Fragen der Wahrnehmung geht, und eine Künstlerin, wenn Botschaften und Werte auf die Leinwand oder in die Gestaltung umgesetzt werden müssen.*

*„Der visuelle Auftritt eines Unternehmens oder einer Zahnarztpraxis“ – Wie ein Unternehmen von seinen Kunden und Patienten wahrgenommen wird, entscheidet über seinen Erfolg oder Nichterfolg.*

*Ganzheitliche Farbschulungen und ganzheitliche Farbkonzepte in der Praxisgestaltung sind zentrale Elemente ihrer internationalen Seminar-/Lehrtätigkeit. Bei der Farbgestaltung wird mit gezielter Farbauswahl individuell auf das Unternehmen eingegangen sowie die Raumnutzung berücksichtigt.*

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exploit the possibilities of LED technology: gesture control, up-down fading, problem-free dimming, choice of light color, interchangeability of the components due to the modular system design – all these possibilities create added value for the user.

*Ms. Regnitter-Prehn, what recommendations can you make as a color expert?*

It is essential that both the incident light from windows and the interior design are integrated in the color scheme. At this point I would like to strongly advocate the color green. Green can bring life to an otherwise rather sterile room design. It is natural and fresh, soothing and



balancing. It also generates a sense of security and relaxation. Green has a positive effect on people in the sense of reassurance and recovery. The great German writer Goethe was aware of this when he spoke of “peace through green”.

*Mr. Bucher, architecture for dental practices must be an exciting niche to work in. Which project are you particularly proud of?*

Designing the practice of Dr. Marcus Riedl was a particularly great pleasure. The consistent concept embracing everything from the cloakroom to the treatment room itself was

a delight to design. The massive polygonal natural stone feature, which encloses the reception area and which is replicated on all three floors, was a special challenge.

*Mr. Meise, what trends can you see in the field of lighting in 2017?*

For me, the future of lighting is always driven by added value for the user. The functions that in the past were only offered by professional lighting will be available to all. This means, for example, that new possibilities for individualizing the lighting will be opened up, as well as options for intuitive adjustment of the lighting ambience, i.e. much more active management of light quality. No longer will users have to hunt around for an annoying switch. It will become possible to control light intuitively and playfully. Just think about our use of smartphones and the rapidity of our familiarization with touch screens. In any case, I am convinced that good lighting will make an increasing contribution to quality of life.

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**AXEL MEISE**

*Success is often the result of consistently questioning what has gone before. Convinced that good lighting is synonymous with quality of life, Meise founded the company Occhio in 1999 and developed the first comprehensive, multifunctional lighting system on the market. With consistent design and light quality, Occhio connects people and spaces and enables the holistic lighting design of buildings. Today, Occhio is one of the most innovative companies in the lighting industry and a market leader in high-quality designer lighting.*

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# Trends

## the expert view

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TRENDS 2017-18 – PRACTICE DESIGN

Claudia Herke, trend expert at the Bora, Herke and Palmisano design studio from Frankfurt, describes the four key trends in the architecture and interior design of dental practices.

Claudia Herke: There are four basic directions in the current furnishing trends, which we also find in dental practices. We have given them descriptive names: Embellished Elegance, Honest Materials, Cheerful Patterns and Pure Shapes.

### Embellished Elegance

This style combines decorative/glamorous aspects with innovative product design. Decorative design is reinterpreted with the aid of innovative materials. White high-gloss surfaces and the purist design language of Dentsply Sirona treatment centers are offset against the classic high-quality wall and fixture design. The color spectrum ranges from fresh green to chrome, through brass, gold, carbon black, silver-gray, metallic beige to lavender.

### Honest Materials

This trend is expressed with high-quality natural materials with excellent design. The ambience combines the ultramodern, delicate design of Dentsply Sirona treatment centers with authentic, high-quality and durable materials. Nature provides the inspiration here. Natural forms inspire the design of rooms, furniture and lighting. The ambience radiates an experimental and innovative approach to craftsmanship and traditional materials. The color spectrum includes wood, crimson red, pacific, green, antique gold, platinum and white.

### Cheerful Patterns

This young mix of styles is characterized by the joy of experimentation, a richness of variation and informal combinations. Characteristic of this trend are humorous, slightly 'tongue in cheek' designs. Shapes and patterns are blended in an uninhibited way: comic motifs, iconic forms, street art and striking coloring are interpreted in many ways. The design projects an informal, cheerful, dynamic, striking, original and playful charisma. Children's furniture is unselfconsciously juxtaposed with design classics. Playful

compositions and retro influences inspired by this trend combined with the modern Dentsply Sirona treatment centers create a unique and upbeat ambience. In addition to white and black, the favored colors are signal red (cherry) and signal blue (sapphire).

### Pure Shapes

The style impresses with its architectonic clarity and intelligent, consistent product solutions. The focus is always on the creation of minimalist lines. The ambience is puristic, thoughtful, refined, clear and functional. Impressive lighting effects, atmospheric indirect lighting and sophisticated lighting bodies create lighting unity with the room. The materials are plain, unobtrusive and of a uniformly high quality. Neutral and restrained color tones underline the overall effect: carbon, basalt, metallic silver-gray, white, platinum silver, sand, rosé and light blue.



### BORA.HERKE.PALMISANO DESIGN STUDIO

*The bora.herke.palmisano design studio was founded in 1990 by Cem Bora, Claudia Herke and Annetta Palmisano and is synonymous with innovative trend forecasts. Today, the interdisciplinary team recognizes and visualizes new trends in fashion, interior, lifestyle, furniture, product design and interior design. The trend-setting statements about the coming colors, styles and materials are presented in trend brochures and trend reviews.*

*Their customers are predominantly drawn from the textile, interior design, consumer goods and lifestyle trade fair sectors.*

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