



Margaret River Orthodontics... More than nice surf beaches and wine

Dr Howard Holmes is a proud Western Australian and is passionate about orthodontics. He owns two orthodontic practices in the state. The main practice is in Cannington (an eastern suburb of Perth) and his satellite practice is some 266 kilometres away in Margaret River, famed for its wine, beaches and big surf. Dr Holmes is happy to commute between the two practices, allowing himself extra time to spend with his family in the relaxed environment of the south western corner of Western Australia.

In 1993, Dr Holmes completed his dental training at the University of Western Australia and was dux of his graduating year. After four years in general dental practice, he then went back to complete a Masters degree in Orthodontics in 2000 and after that, opened his first specialist orthodontic practice in Cannington in 2001.

“My original practice in Margaret River was established in 2003 as a satellite practice for my main clinic in Perth,” Dr Holmes said.

“Since then, the practice in Margaret River has experienced steady growth in patient volume and I had simply outgrown my original 2-chair clinic. It just wasn’t efficient anymore and when

an opportunity arose to purchase the adjacent strata titled unit and double the size of the practice, I took it.”

Dr Holmes’ first port of call was to contact Medifit Design & Construct to help him come up with a “functional design and concept, paying homage to the area’s surfing heritage on a larger and more sophisticated level than my old rooms”.

Sam Koranis, Managing Director of Medifit, said “Howard was very clear on his vision and understood the theme that he wished to portray within the practice environment. Our design team relished the opportunity to apply their design skills to come up with a theme that reflected the relaxed surf culture of Margaret River.



During the initial brief and design meetings, Medifit's Interior Designer said "this project entailed an extension to the existing practise utilising the tenancy space next door. The general design brief was to create a new working layout that was functional and appealing. Taking advantage of the strong beach and artisan culture there is in Margaret River, it was important to reflect this within the design to accommodate the clientele at Margaret River Orthodontics. This was implied through various shapes, materials and finishes within the design that are textural and contain a lot of character".

Dr Holmes added, "my pre-existing practice had very much a casual, laid back 'down south' kind of feel to it with deliberate earthy tones to represent sea, sand and sky. I wanted to recreate this look and vibe on a larger scale, incorporating the latest technology into the fitout".

Dr Holmes wished to retain the existing open treatment area and further extend this space with two additional dental chairs, with one comprising of a semi-private treatment area. The new floorplan also included a new consult room, tooth brushing area, staff amenities, sterilisation/lab, plant room, staff toilet and reception and waiting room that also included a child friendly play area.

The reception counter is presented as a simplistic and light design to allow the existing rammed earth tenancy walls to be appreciated. The full height feature tiled wall conceals the



back-office space from the reception for privacy and acoustics purposes. The tiled finish creates an hygienic and unique idea that features throughout the interior to highlight uniformity. Pendant lighting above the counter provides appropriate lighting necessary for administrative work and creates interest whilst tying in the contrasting black features throughout the interior. Upholstered bench seating is located around the perimeter walls in the waiting room. It complements the existing rammed earth walls and portrays a casual and comfortable vibe to the space.



The carpet that was specified picks up the blue tones of the surrounding beaches of Margaret River and is also heavily textured, creating an interest in this space.

Upon entry, the client's focus is immediately drawn to the timber batten ceiling feature. This curved feature continues down the corridor as a sense of direction and returns around into the open treatment area as a solid bulkhead that connects the various spaces as a whole. The overall ceiling feature mimics the shape and internal construction of a vintage timber Malibu surfboard as an element of interest which further consolidates on the surfing theme that Dr Holmes wished to portray.

"The open treatment and semi-private treatment areas are both accessible via the main corridor from the reception with open doorways," Mr Koranis said. "All chairs with a side delivery station face the external windows, allowing a calming view for patients and a clear view for Dr Holmes. The vinyl flooring incorporates the iconic surf/skate lines graphic. This directional floor feature connects the treatment rooms despite the archway opening through the rammed earth wall. The colour palette used in this space is in continuity with the reception, staff kitchen, steri and lab which provides a sense of cleanliness and professionalism with a slight twist by introducing the bold and fun blue hues in the details of the rear cabinetry and wall paint colours."



Summary

The Practice

Practice Name	Margaret River Orthodontics
Principal	Dr Howard Holmes
Practice Type	Specialist Orthodontic
Location	Margaret River, Western Australia
Size	136 square metres
No of chairs	5

The Team

Design	Medifit Design & Construction
Construction	Medifit Design & Construction
Joinery	Medifit Design & Construction
Project Manager	Medifit Design & Construction

Equipment

Dental Units	Planmeca Universal Chairs with A-dec LED operating lights
Sterilisation	Cominox
OPG	Planmeca Promax
Compressor	Cattani AC200Q
Suction	Dürr VS900
Software:	topsOrtho

The Staff amenities are located at the end of the path of travel and at the second entry point of the tenancy. This acts as a staff only entry/exit. A small but functional kitchen is provided with ample storage and locker space.

“The design process was easy and I couldn’t have been happier with the final floorplan,” Dr Holmes said. “My brief was fairly open to individual interpretation but Medifit’s designer understood what functional elements I required and my preferred workflow. The interior design morphed into exactly what I wanted. Further to this, the project ran on time and within my expected budget. Further to this, Medifit had a full time Project Manager located in Margaret River for the entire life cycle of the project, which, being 3 hours away in Perth, provided me with reassurance and further reinforced the reason Medifit is renowned for excellent quality.

“The first impression from our patients is WOW - it looks amazing! Best waiting room and reception area they have ever seen! They can’t believe there is a practice of this quality in a regional area!

“I was very pleased with the whole process from start to finish with Medifit. From the initial project scoping to the design, the fitout and the logistical handling of all matters related to a complex project in a regional area, they were fantastic to deal with. The final result speaks for itself and I couldn’t be happier.

“I am pleased to recommend Medifit to anyone looking to build or renovate a dental practice and I will be using their services again,” Dr Holmes added.

“Howard was very impressed and happy with the outcome and the agility of our interior design department in conveying his ideas into reality,” Mr Koranis said. “The construction process went very smoothly considering the practice was located some 3 hours from Perth. We appreciated the trust that Howard put in us to deliver a project that was so far away from Perth.”

