

# Outside In



The use of cutting edge materials and technology blended with natural aesthetics achieved the end result of an optimal work environment and relaxing and memorable patient experience.

## A dental office in New Jersey maximizes the patient experience via calming design

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PHOTOGRAPHY BY WING WONG, MEMORIES TTL

Natural elements were a top client priority for this dental office, which took home the gold award in NJ ASID's Design Excellence Awards. Designed by Beth Insabella Walsh, ASID, of INSABELLADESIGN in Little Silver, cutting edge design was combined with organic features to create a peaceful environment for patients.

Upon entering the space, a calming water feature, complete with decorative rocks collected on the owner's family vacation, meets with the energy of an LED lit dance floor intended to keep children engaged—the young patients can dance along with interactive wall mounted monitors or using their iPods. Nature is at hand beyond the fountain, in the reception desk that combines specially cut marble that implies an organic edge with a dark wood. Seating in the waiting area is sleek and simple vinyl and set in front of a dramatic feature wall covered with a large-scale, organic pattern.

The main hallway features grey-colored, wood-patterned, vinyl floors; laminate ceiling beams in a

wood pattern which intersect the exam rooms, and metallic vinyl wallcovering accents at each beam. Once inside an exam room, a glass pocket door acts as a sound barrier and the ceiling beams that extend from the hall act not only as the location for suspended flat screen televisions for patients' viewing during procedures but to accommodate indirect cove lighting that is gentle on patients' eyes. The beams then continue down the wall where they hold flat screen, wall mounted monitors for the dentists' use. The overall use of the beams contributes a sense of flow to the space and the addition of large windows and a faux bois wallcovering contribute to the natural vibe of the space as well.

Design innovation comes into play here as well in the use of a copper-based, anti-bacterial technology found in the work surfaces in the office's large treatment room. This dental office is the first in New Jersey to use this high-tech countertop material that works to continuously kill harmful bacteria. But here, too, nature is at play in the form of a large-scale, rustic wood-patterned vinyl wall mural that lends a three-dimensional effect and the illusion that tree bark is peeling from the wall.

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**IP Members: Benjamin Moore & Company; Armstrong; Sherwin-Williams; Memories TTL, LLC; Wilsonart LLC; Wolf-Gordon, Inc. ■**



A vinyl wall mural lends a three-dimensional effect and the illusion tree bark is peeling from the wall.

**This peaceful patient experience won a gold award in NJ ASID's Design Excellence Awards.**

The reception desk incorporates specially cut marble that implies an organic edge.





**SERENE  
STYLE**  
A calming water  
feature in the  
reception area  
encourages  
relaxation.

