



Fresh look for Mint Dental

By Sharon Harrison

FACED with the task of overhauling a 1920's duplex building to create more space and update its 'old' look, dentists David Casper and Sam Gamsu knew they needed professional help. After shopping around, they chose Levitch Design Associates (LDA) to meet the challenge, which they did – delivering a new name (Mint Dental), new rooms and equipment, and a distinctive design and colour scheme that permeates the whole practice – from the mint-leaf-etched glass to the signage and business stationery.

“We wanted to update our practice,” explains Dr Casper. “We had three sites and wanted to get rid of one but we only had one surgery at Armadale, so we had to extend the building. We still had limited space and needed to get the best out of it.”



He says ‘DIY’ was never considered because of the project's size (the whole building was ‘gutted’) so they looked for professional help. Dissatisfied with the quality of some fit-outs they inspected, they went to LDA and liked what they saw.

Working closely with the dentists and architect Russell Casper (of Grodski Architects), LDA created an interior design that achieved all the dentists' requirements.

“I really didn't know what to expect,” says Dr Casper. “The finished job was a real surprise for me, but I always had the confidence in them that it was going to be good.”

Staff are very happy with the new environment and, he says, there has been a real ‘wow’ factor among patients – lots of ‘it's amazing!’ comments, especially from patients who have been regulars for 20 years.

Work began in January 2006, with patients temporarily relocated to the third practice, and re-opened six months later, after the third site was closed. The Armadale practice now has three surgeries, a laboratory, a newly-equipped dedicated sterilisation room, and the reception/office/waiting room area. The original 118m² internal space has been extended to 160m² and accommodates three dentists (another three operate at Malvern). Clinic Solutions in Melbourne supplied the cabinetry and a new A-dec dental chair unit was installed.

According to Genna Levitch (Director), the refit allowed the practice to present a new face to the public.

“The building itself had been used for many years as a dental surgery and no longer reflected the quality of professional services offered,” he explains. “Gutting the building and starting on a total makeover was a bold move – although the demographics of Armadale supported quality. For existing patients, the new





practice is pleasantly unrecognisable, while new patients look to the environment for an indication of what quality of service they may receive. The general public makes an unconscious decision about the dentist while looking at the premises.”

Marketing and branding became an integral part of the total design package. LDA’s marketing and business development manager, Summer Thompson, worked closely with Dr’s Casper and Gamsu to create their new brand identity, beginning with the practice name.

“We looked at the geographical location, services offered, and targeted demography in order to create an appropriate and memorable practice name. From there we moved into designing the logo, print material and marketing collateral. The colours and finishes implemented in the interiors inspired the graphic direction, ensuring a distinct design synergy.”

Because the name had to serve two locations it could not be geographical. Instead, ‘Mint Dental’ was chosen because of its dual meanings – quality (‘mint condition’) and freshness. Typically for dental practices, the colour palette (mint green and brown) was muted – helping to instill a calm, soothing atmosphere – and graphic elements (the simple leaf outline, lower case text, etc.) added to the clean, professional look.

The design elements were incorporated into the practice’s stationery suite used at both locations, including business/appointment cards, envelopes, letterheads, ‘with compliments’ slips, and patient history sheets. Signage and marketing flyers also reflected the design features. Ms Thompson says LDA introduced this



integrated approach to design about five years ago.

“We found we were designing beautiful interiors but some were being let down by the graphic presentation. So we decided to offer complete practice image development. We now assist our clients with all areas of design, from the interiors through to the graphics.”

Mint Dental has been an ideal example of this successful approach. ◆

For more information, contact Levitch Design Associates
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