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PRACTICE MANAGEMENT

2014 Design Showcase: CIVITAS Architects

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In today's economic space, it's no secret that we all have to do more with less. This is a challenge in any area of business, but for designers and architects who are charged with creating the look, flow, and brand for an orthodontic practice, the challenge can sometimes be amplified.

Orthodontic Products recently spoke with a handful of industry designers and architects who shared their most recent projects, demonstrating how to make it all come together.

Practice Name: [Scott & Jane Orthodontics](#) (Scott Huang, DDS, MS, and Jane Lu, DMD)

Practice Location: Missouri City, Tex

Square Footage: 2,170

Designed by: [CIVITAS Architects](#)

Project Time Frame: 12 weeks design and documentation; 12 weeks construction



CIVITAS Architects' clients wanted those who entered the office to be "wowed" with the space and feel as if they were in a Four Seasons Hotel.

What the Doctor Wanted: The doctors wanted their patients and patient parents to be "wowed" with the space and feel as if they were in a Four Seasons Hotel. They also wanted the practice to look updated and contemporary, but not feel cold. And, even though the space is small, it was important for the doctors that the architect maximize the limited square footage and make it feel spacious.

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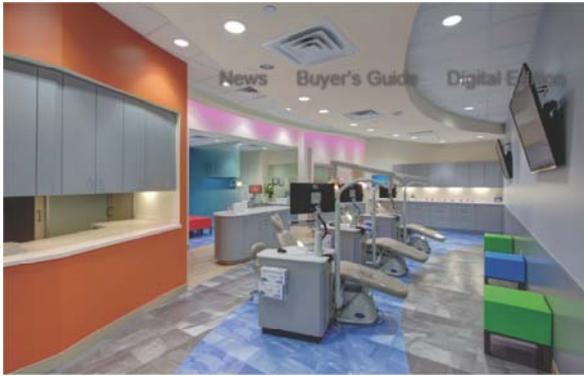
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Given the small space, it was important to maximize the limited square footage to make it feel spacious.

The Execution: We started with the mission to establish the brand of a high-quality orthodontic practice by creating a sense of "Trust and Care" through the design work. It is the artistry of design that provides positive emotions in people's minds. The way the design was provided does not scream "expensive." Instead, it was tastefully put together with clean detail and balance of monochromatic and colorful areas. The most important part of the design work was to reflect both doctors' personalities and the solid substance they carry as established, intelligent, and caring professionals.



The designers were tasked with making the practice look updated and contemporary, yet inviting.

Design Inspirations: The doctors.

Design Challenges and Resolutions: There was a site condition regarding how the electrical service was brought to the job site in the retail development; but our contractor was a capable, caring, and experienced professional, and with him, we managed the situation.





According to the designer, the artistry of design within the space provides positive emotions in people's minds.

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Favorite Feature: The Yin and Yang of the design—the way it combines seriousness and relaxation for people to experience. The reception desk area (see page 38) expresses the doctors' seriousness about their business of doing orthodontics. On the other hand, the waiting lounge expresses the doctors' graciousness in welcoming patients to their practice in a space where people can experience relaxation and inspiration.



The overall design of the space combines seriousness and relaxation for people to experience.

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