



Alpers Dental

Epsom

 Resene Miso

Brown Day Somerford Wrack were approached by Alpers Dental to help them create a fresh, vibrant space in their new premises. We wanted to create a space that was fun – in accordance to the fact that Alpers has a lot of children and younger patients – but we also wanted to create sophisticated spaces that could translate for patients of all ages.

Alpers as a brand challenges preconceived ideas about dental health. They come at things from a fresh perspective so we played around with the metaphor for 'challenging preconceptions'. We decided to play with shapes and colours using a practise called 'anamorphosis'. Aiming to throw away the old conventions of dental practises (think pastel colours) and provide Alpers with a space that reflected their brand aesthetics and qualities – innovation, excellence, fun.

We created shapes and forms out of bold colours and applied them to surfaces within the practise. As you walk past each shape and your perception changes, the shapes and forms themselves change.

We didn't want to limit the fun to just the patients' experience either. We carried our ideas through into the offices and staffroom, using colour and shape to bring fun but still delivery functionality.

Colour was the driving process behind our concept and developed design. At concept stage we thought it would be fun to match the colour palette to some of the dental paraphernalia we had seen on site – small paddles in a fun range of different bright colours that are used to tighten braces.

Resene played an integral part in our colour process – from the paddles we matched our colours using the Resene

Multifinish collection. It was from here that we specified all other colours – **Resene Pukeko**, **Resene Salem**, **Resene Bright Spark**, **Resene Monza**, **Resene Pelorous** and **Resene Half Alabaster** on general walls. Vinyl wall applications plus complete flooring and upholstery fabrics were all driven by our original Resene colours.

We wanted to create a feature in the hallway that would help to break up the space and add a splash of colour. We used **Resene Grenadier** in the x-ray room then created an orange geometric shape wrapping around the hallway, as an extension of the **Resene Grenadier** wall.

The doors to all of the offices and consulting rooms have been painted Resene colours and really bind the entire project together.





Architectural specifier: Brown Day Somerford Wrack
www.brownday.co.nz

Building contractor: Cunninghams Construction
www.cunninghams.co.nz

Client: Alpers Dental www.alpersdental.co.nz

Graphic design: Anna Wilcock www.awilaway.co.nz

Interior designer: Rachael Lovelace and Topaz Brownlie
www.lovelace.co.nz

Painting contractor: Mid Coating

Photographer: Topaz Brownlie www.lovelace.co.nz

Vinyl application: Vaughan Small, Karbon
www.karbon.co.nz



