

Crafting dental spaces collaboratively

Design expert **Katie Thomas** brought a client-centred approach to practice design, empowering **Hannan Imran** to bring his dream practice to life

Siha Dental is a new family-run practice in west London owned by award-winning Dr Hannan Imran. The practice takes its name from the Arabic word 'health', reflecting a commitment to holistic patient care.

Located in the heart of the W12 area of Shepherd's Bush, this flagship clinic opened its doors last summer, bringing a comprehensive range of dental services to one of the capital's liveliest postcodes.

To recreate his vision, Hannan partnered with KTM Design, a wellness-focused design team founded by Katie Thomas and renowned for its expertise in crafting modern, purpose-driven spaces. Together, they embarked on a journey to transform his ideas into a reality, merging the design team's creative precision with Hannan's deep commitment to patient-centred care. The result is a dental practice that balances aesthetics with function in an inviting and calming environment.

TRANQUIL TRAITS

With an emphasis on a neutral palette with striking terracotta and burnt orange accents, the splashes of green within the practice add a natural tone that ensures the tranquillity Hannan envisioned.

Carefully curated features, soft curves and plush furnishings add to its appeal. In some areas, patterned

tiles are offset by the subtle colours. Indeed, every element reflects a commitment to a calm space, blending seamlessly to create an atmosphere of clinical professionalism and aesthetic harmony.

But how did KTM Design perfectly realise Hannan's dream? And, what are the key ingredients to any successful design project?

COMING TOGETHER

Designing for clinical settings presents unique challenges, but Katie and the team have honed their approach to ensure each practice they work

on meets both brand identity and operational needs. Maintaining clear and consistent client communication is a crucial part of the process.

Katie explains: 'As a design team, we are responsible for creating a dental practice that aligns 100% with a dentist's vision and needs. We have to balance functionality demands with aesthetic desires, consider the patient experience and ensure staff comfort and workplace ergonomics – all within one cohesive space. At the initial consultation, Hannan was clear about the key elements he envisioned, and our role was to integrate his priorities



Katie Thomas

Katie founded KTM Design, a wellness-focused interior design company, in 2015. She leads a team of talented designers renowned for innovative thinking and ahead-of-the-trend ideas. For more information, visit www.ktmdesign.co.uk.



into the design to bring his vision to life.'

Interior designers Eleanor Woodward and Emily Onagoruwa both worked on the project.

Eleanor says: 'Hannan established that colour was an essential aspect of the branding, specifically the striking terracotta and hints of green. This was then translated into the mood board and reflected throughout the final design. Regarding a "philosophy", Hannan wanted a space where patients felt at ease. Wood, stone and other natural materials supported this concept. Soft curves and arches, as well as plush furniture, helped to create a comfortable space.'

OVERCOMING REGULATORY CHALLENGES

Designing dental practices inevitably requires meeting specific functional needs and adhering to strict regulatory standards, posing a challenge for interior designers striving to meet all demands.

Emily explains: 'CQC is a considerable challenge. Essentially, it limits finishes such as flooring, taps, handles and all surfaces/material choices in the surgery rooms. We worked hard with Hannan to ensure the choices in these spaces were practical but still in

theme with the rest of the space.

'Whilst functionality was the main factor in treatment rooms, we always returned to the design to ensure it reflected the brand – and Hannan's ideal. An example of this is the lighting. Surgeries inevitably require specific cold lighting, so to stick to the design, we added secondary warm LED lighting to soften the space.'

KTM Design always prioritises feedback throughout the design process – as the team maintains: 'It's the client's vision, after all'.

'Hannan's input played a pivotal role in the design of the surgery rooms, particularly in enhancing patient comfort. He advocated for integrating a Belmont treatment centre, which influenced the aesthetics and selection of materials, including cupboard fronts, Corian splashbacks and flooring,' Katie says.

'The cream Belmont Euris S8 treatment centre is of contemporary style. Its aesthetic and colour inspired the design of the surgery room, where we focused on lighter finishes to create a bright and airy environment. In another surgery, Hannan had installed a Belmont Cleo 2 with a folding leg-rest to optimise space. The dark green of this and the cabinetry foster a cosier treatment experience.'

How to collaborate with designers

The KTM Design team offers insider tips to ensure your finished project is perfect.

Your design team should...

1. Embody your brand identity: your chosen design team should ensure that all process elements, including colour palettes, material choices, and décor, are rooted in your brand values
2. Balance functionality and aesthetics: regulatory requirements often impose design constraints. For example, CQC standards impact material choices. Ensure your designer is up to speed on the regulations or is prepared to rely on your knowledge and expertise
3. Place your input at the heart of the design: whether it's specific chair models or colour schemes, you should be involved in guiding design decisions
4. Ensure transparency and clear communication: any designer should be open in managing client expectations regarding budget and design adjustments. This ensures you are informed and kept involved in the process
5. Offer the opportunity to experience material options and equipment choices first-hand: the designer should gather samples and arrange showroom visits to help you visualise the final look. This ensures the chosen finishes align with their vision and the brand's style, avoiding any surprises
6. Carry out a post-project evaluation: after completion, you should be invited to share feedback to evaluate how well the design met its goals. This provides insight for future projects and strengthens client relations through continual improvement.



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Thanks to an excellent patient experience with Belmont treatment centres, Hannan plans to add to the range with a Belmont Euris S6.

He explains: 'From both the dentist's and patient's perspective, Belmont prioritises ergonomics and pays close attention to details that make a difference in daily use. This focus aligns well with my approach to clinical care, where small details matter. These thoughtful touches make the experience of using Belmont chairs far more seamless for me as a dentist. Plus, I genuinely prefer the design of Belmont treatment centres over others – it's a style that stands out to me.'

FUNCTIONAL FINISHES

Selecting materials and finishes for Siha Dental required subtlety and expertise to ensure they aligned with his goal of creating a welcoming and professional atmosphere.

'Hannan was explicit about his vision, which helped us immensely when selecting finishes. They had to meet his expectations and specific criteria around durability and functionality. We often brought samples to meetings, and he was also very open to going to showrooms to see the finishes in situ. This allowed us to create a comprehensive material palette that

was both practical and beautiful.'

Managing a design project within a specific timeline can be challenging. Still, the team established early on the importance of rapid feedback to allow for any necessary alterations and keep the project on track.

Eleanor says: 'Luckily for us, Hannan was very efficient with this, which allowed the process to run smoothly. Transparency is critical, and we are always careful that our proposed designs remain timely and cost-effective for the client.'

SEAMLESS STEPS

From Hannan's perspective, being hands-on and accessible helped the team realise his dream.

He explains: 'KTM Design was fantastic throughout the design process. I was more involved than most of their clients, as I have a strong vision for how our brand should look and feel.

'Building a cohesive brand identity is essential for a new dental clinic – the logo, colour palettes, social media designs and website all work together to create a unified and recognisable brand for Siha.'

Talking through the design and build journey, he adds: 'To begin with, I shared a mood board with KTM, and they used this to craft their own, which

aligned perfectly with my vision. I worked closely with my branding designer to create brand guidelines and, through several design iterations with KTM, we honed in on a final look before construction began.'

Once the design was approved, KTM handled the product selection – everything from cushions and seating to frames, paints, and flooring – consulting with Hannan to ensure every detail was consistent with his vision.

'Though time-consuming, I'm passionate about design and aesthetics and wanted this reflected throughout the clinic. I aimed to provide patients with a unique, immersive experience from the moment they step into Siha.'

Being hands-on in finalising choices for the flooring, tiles, paint, furniture, and finishes allowed him to shape every element. KTM offered valuable guidance on where and how to source items, but he handled the fine details to achieve the desired result.

'Throughout the build process, I was meticulous, overseeing each stage to ensure everything met my standards. My priority was to ensure the patient journey remained unaffected by construction, reinforcing Siha's commitment to quality and care.

'This clinic project is our first venture as a family, and we have invested time and resources to make it special.'

Hannan's ideal for the optimum patient experience is apparent in every visual and material aspect of the practice.

From the serene colour palette to the thoughtfully chosen furnishings, each detail prioritises patient comfort and nurtures trust. Realising this vision has been a rewarding journey for the team at KTM Design and has helped Hannan bring his ideals to life. It's a collaborative approach that has evidently paid off.