



# Bloo and White.

Going to This Dental Office  
Is a Day at the Beach.



T

he office of Haress Rahim, DMD is no ordinary dentist's office. This is a place to be relaxed, not panic stricken. As you take in the ocean imagery, and comforting waves, you may be so occupied enjoying the view, you forget why you are there.

Bloo Dental, named for the phonetic pronunciation of the common color, Dr. Rahim's favorite shade which reminds him of his favorite place, the ocean, is located in Ashburn, Virginia. Bloo provides cosmetic and general dental care for adults and children in a state-of-the-art office designed to ensure comfort, safety and the best possible care.

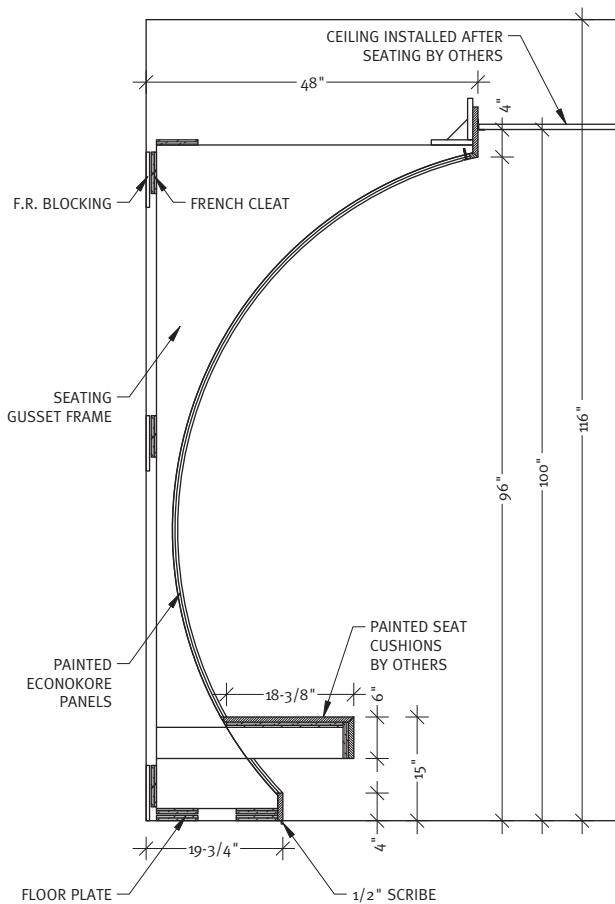
The contemporary, unique design was created by Forma Design, Washington, D.C. The architectural woodwork for the office was fabricated and installed by Gaithersburg Cabinetry & Millwork, an AWI member firm located in Warrenton, Virginia.

"Design drivers were the client's desire for a cutting-edge, modern space that appealed to a wide audience," explains Laurence Koehrsen, AIA of Forma Design.

The family practice occupies 2,500 square feet and took approximately six months from the beginning of design to completion.

### Jump Right In

The project took its inspiration from the client's love of the water and the ocean, continues Koehrsen. Specific styling cues were the curved surfaces, much like waves, and semi-gloss lacquer finishes coupled with glass



○ VERTICAL SECTION  
Adult Waiting Area



## at a glance

AWI MANUFACTURING MEMBER:

**Gaithersburg Cabinetry & Millwork**

LOCATION:

**Warrenton, Virginia**

ESTABLISHED:

**1981**

EMPLOYEES:

**50**

FACILITY:

**30,000 square feet**







panels, super graphics and filtered light.

Gaithersburg Cabinetry & Millwork provided the reception desk, checkout desk, curved back banquette, interlam panels, iconic seapod

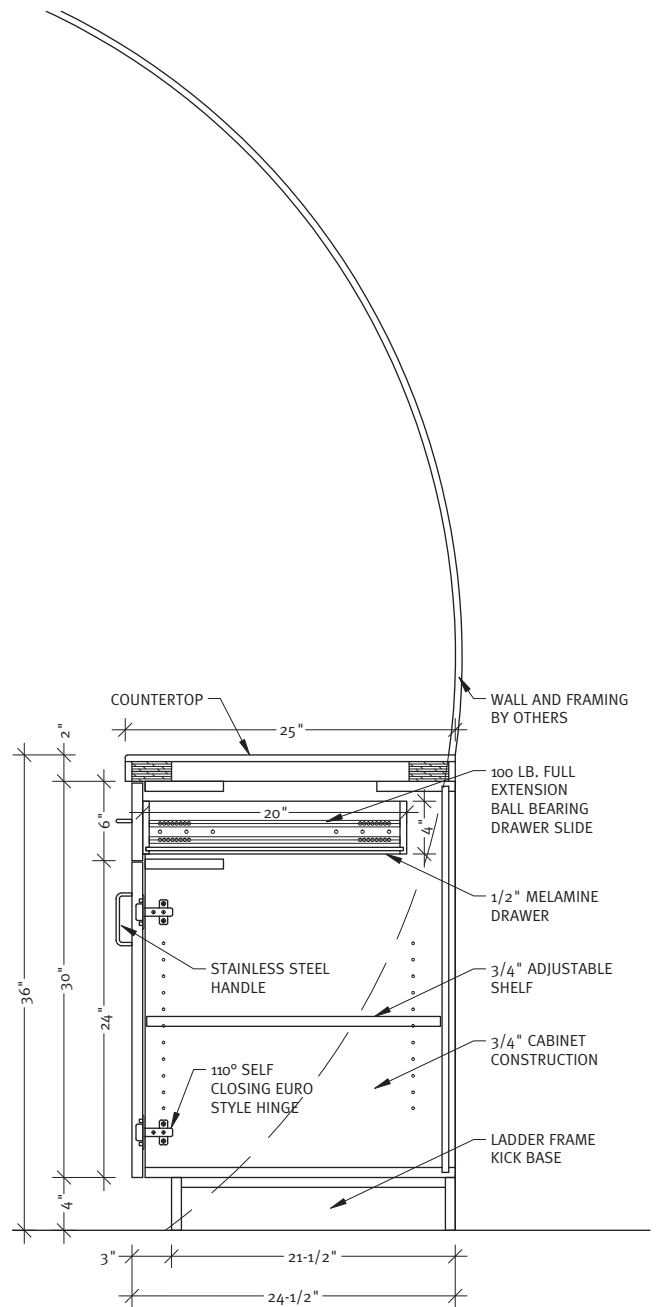
panels, benches, casework, café waiting area and countertops. Pieces were all made of high pressure decorative laminate, all in glacier white.

Although you might think Bloo Dental would be awash

in that color, it is white that prevails. It shows up in many textures and forms, including the pedestal in the reception area, the feature walls with their abstract anemone motif, the floor tile with its gentle

coral pattern, and the lighting fixtures which curve along like the coastline and serve as ceiling sculpture.

White polyethylene stools, scattered about like pebbles on a beach, are found in the



○ VERTICAL SECTION  
Hygiene Bay Cabinet

vestibule between the adult exam rooms and the children's waiting area. Every so often, however, you come upon a green or orange stool as well.

Continuing the seaside atmosphere, the digital x-ray

machine is located in a comfy corner where daylight floods the space from windows on both sides.

### Patient Perks

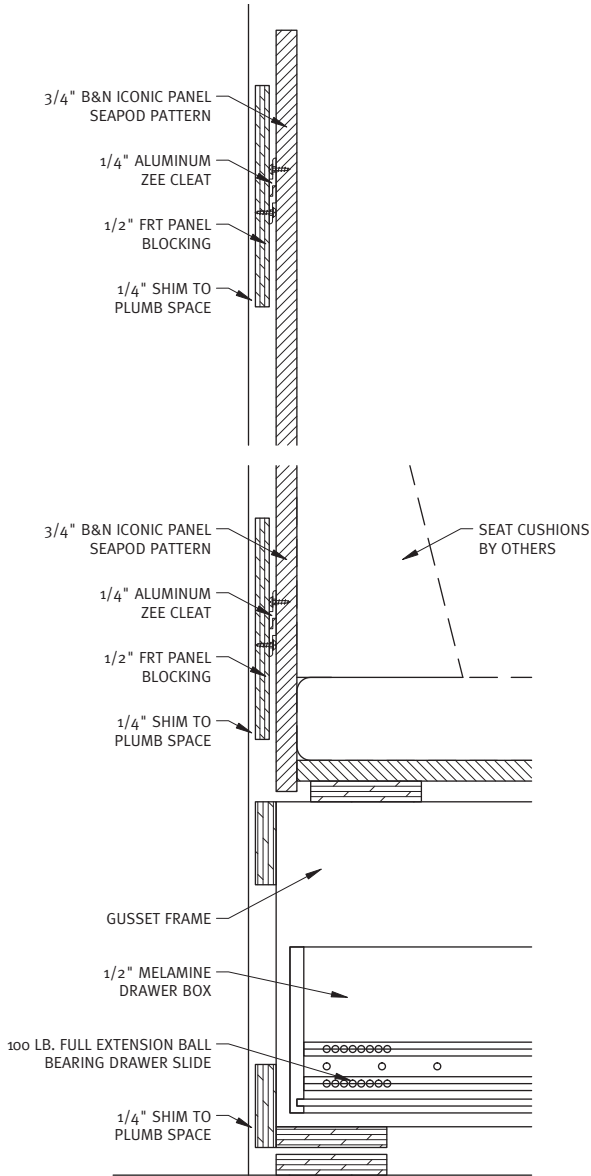
Bloo Dental went to great

lengths to ensure patients remain relaxed. An espresso machine in the wireless café caters to adults. Those who are scheduled for a serious or lengthy procedure recline in massage chairs with head-

phones to watch flat-screen televisions set flush to the ceiling.

Curved wall segments frame the long side wall in the waiting area where patients sit on dark blue ban-





○ VERTICAL SECTION DETAIL  
Family Waiting Area

quettes. A projection of water shimmers on a custom-built canopy hanging above the reception desk. An impressive water graphic flows across the desk's front panel and wraps the exterior of the adjacent lab.

The comfortable office environment definitely provides positive reinforcement

for dental visits. Separate reception areas allow children to play games or watch videos, while adults can surf the internet or grab a coffee.

### The Challenges

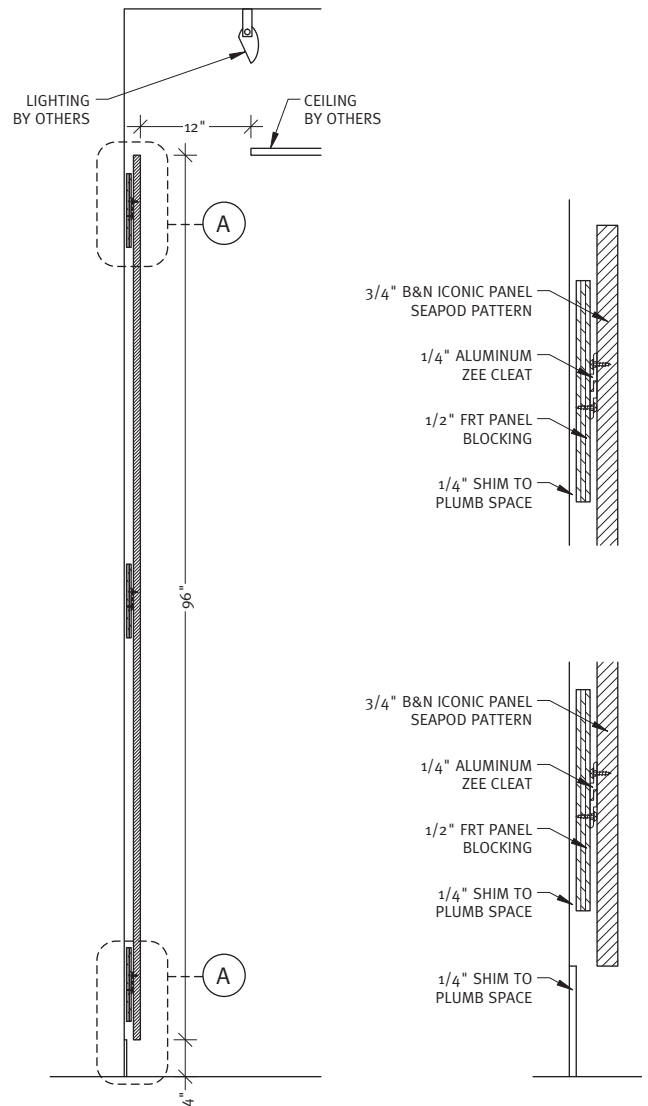
"Building the millwork for the curved walls and curved seating areas was one of the most challenging aspects of

our office," says Dr. Rahim. "I was on site every day and was very involved in selecting the materials and finishes."

Koehrsen agrees that the curved, built-in seating was particularly noteworthy. "The high profile of this element and intricacies of dealing with the curved forms placed a high demand on the skills and abilities of the woodworkers. The woodworking

firm used CNC router capabilities to work from our plans. The precision this afforded was crucial to the successful implementation of the design."

"In fact," he continues, "we utilized the millwork shop to make forms for drywall elements in the space to ensure that the level of detail was matched in other areas of the space. In addition, the recep-



○ VERTICAL SECTION  
Family Waiting Area

○ A DETAIL







“Gathersburg Cabinetry & Millwork’s mission is to provide outstanding quality millwork in a safe environment with respect and attention to detail and customer service.”

– D.J. Fauber, Gathersburg Cabinetry & Millwork




tion and checkout desks were important elements and were visible from multiple angles, calling for extreme precision and attention to detail.”

### **Good Workflow**

Our working relationship with Forma was very good, explains Gaithersburg Cabinetry’s D.J. Fauber. “They appreciated our contributions and suggestions to make Bloo Dental a success.”

Dr. Rahim says he appreciated the woodworking firm’s willingness to answer questions. “They always made sure I understood what was happening.”

Koehrsen is quick to point out Gaithersburg Cabinetry & Millwork “provided a top-notch job, produced good shop drawings for coordination, were timely and really took ownership of their portion of the project. They asked good questions and understood what we were trying to achieve and worked to turn that vision into reality.”

Forma Design’s vision for Bloo Dental was very impactful. Since opening in 2010 the offices have been featured in two magazines as well as on the front cover of a textbook entitled “Doctors’ Practices.” 

PROJECT:  
**Bloo Dental  
Offices**  
Ashburn, VA

PROJECT OWNER:  
**Dr. Haress Rahim**  
Ashburn, VA

WOODWORKER:  
**Gaithersburg  
Cabinetry &  
Millwork**  
Warrenton, VA

DESIGNER:  
**Forma Design**  
Washington, DC

GENERAL  
CONTRACTOR:  
**HBW Group**  
Rockville, MD

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Deal, MD