

perspective **interiors**

BRANDON HAW ARCHITECTURE RECONSTRUCTS THE PATIENT EXPERIENCE FOR THE NEW YORK DERMATOLOGY GROUP. BY LINDA C. LENTZ

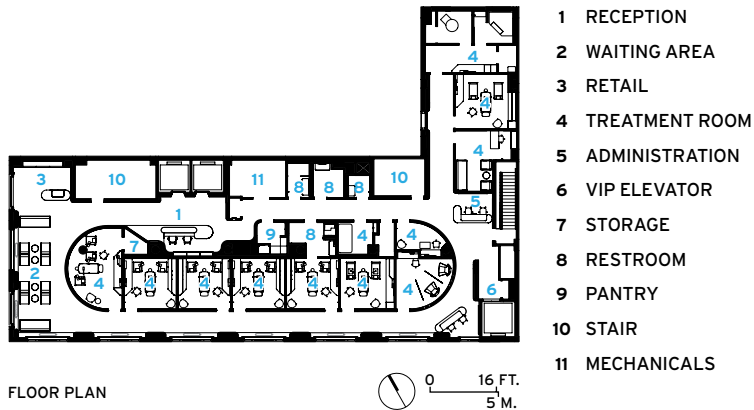


BEAUTY MAY be skin deep, but New York Dermatology Group (NYDG) Integral Health & Wellness goes beyond the surface, treating its patients with a range of holistic services and remedies. This approach extends to its serene newly renovated facility on Fifth Avenue, designed by architect Brandon Haw’s eponymous firm (BHA).

When Haw first visited the raw 7,000-square-foot space on the second floor of a landmarked 1906 John H. Duncan building in the Flatiron District of Manhattan, he was enthusiastic about its corner location, 10 large windows, and 16-foot-high ceilings. He quickly realized, however, that its loftlike expanse would be compromised by the client’s programmatic requirements: a dozen treatment, therapy, and bodywork rooms, and space for a nutritionist, reception, administrative work, a waiting room, and retail.

To avoid the dark and cluttered hallmarks of a typical medical office, Haw created a lozenge-shaped pod—developed with Italian fabricators Paolo Cassina Custom Interiors, a furniture maker, and Sailing, known for its precise yacht interiors—for the core of the space. This element houses most of NYDG’s clinical components, freeing up the daylight-filled perimeter for circulation, waiting patients, doctor’s stations, and the sale of skin-care products.

Prefabricated in Italy with yacht-like precision, the central pod is made of interlocking 8.5”-wide by 12’-high MDF-backed fiberglass planks with an opalescent finish. The hospitality-style reception counter carved out of the pod’s north side greets visitors as they exit the elevator and directs them toward the window-lined waiting area.





Inspired by flowing curtains, the pod is clad with rippled, interlocking MDF-backed fiberglass planks in a creamy, opalescent finish that appears as though glowing from within. For contrast, BHA and the fabrication team used bronze as trim along the edges of the freestanding structure, as well as for the hardware, carrying the metal's rich hue to the recycled-oak floor, existing radiators, and walnut ceiling slats.

NYDG's aura is more spa than health-care facility, with gracious waiting room furniture designed by the architect and a warm illumination scheme throughout by Fisher Marantz Stone that blends imperceptibly with the sunlight that filters into the space from the south- and west-facing windows. "It is glorious," says Haw. ■

Designed by Haw, the waiting room furniture (above) was made by Paolo Cassina Custom Interiors. Warm LED downlights poke out between the ceiling's walnut slats, illuminating the pod. Within it, treatment rooms (top, right) feature poured-quartz flooring and stretch-textile ceiling inserts that softly diffuse overhead lighting.

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