



medical interiors

## about base

**Base** is a boutique, multi award winning firm committed to producing only the highest quality of architecture and interiors. It was established in 2005 and is headed by director Shawn Godwin. **Base** is recognised for inventive thinking, creative flair and outstanding service. We may be a small firm, but we are a design powerhouse. Our capabilities are broad and continually evolving.

**Base** has a highly expert team specialising in the medical fit-out industry, with a strong background across a range of diverse medical sectors. Together, our team has delivered several projects for some of Australia's most prominent medical providers. We go beyond exterior elements of medical offices and also offer healthcare interior design for private practices and community clinics.

## our experience

- Wesley Medical Centre Bronwen Hofmeister Audiology
- Wesley Medical Centre Aesthetics & Reconstructive Plastic Surgery (A&R)
- Eve Health / QFG Southbank - Obstetrics + Gynaecological
- Specialised Obstetrics + Gynaecological Imaging (SO+GI)
- St. Andrews Place Medical Centre Neurology Practice
- Holy Spirit Hospital Brain Cancer Specialist
- Holy Spirit Hospital Oncology
- Haut Dermatology - Alexandra House
- QML Pathology Collection Centre
- Springwood General Practice
- Caboolture Endoscopy
- Queensland X-Ray



our view on medical interiors

## Understanding your practice:

At Base, we understand that given its functional complexities, medical architecture starts with strategic planning. We encourage our involvement in the initial planning stage, drawing out what doctors and practice managers have in mind, and accommodating medical staff and patients' needs alike.

We analyse in detail the experience in each area for all end users, so that areas are designed to provide efficient functionality in welcoming, relaxing spaces. The materials and equipment selected for each design are chosen to meet the requirements and needs of our client's particular medical practice, and to respond to both our client's budget and the design concept.

## Understanding your patients:

With a broad array of specialty clinics in our portfolio, we understand that the overall design, both practically and aesthetically needs to respond to the needs of your patients, and what they are experiencing in life when they visit the clinic. Whether it is an exciting or distressing time, or for a particular condition, we design with your patients' comfort in mind.

The design asset:

We believe in the value that good design brings to our clients, therefore we focus on healthcare design that makes a significant difference in the way doctors, nurses, admin staff and patients experience the clinic.

We prioritise on patient well-being and comfort; creating unique medical facilities that play down the clinical aspects, and create warm and appealing settings that enhance the healing environment. A space where patients feel truly comfortable and calm. Spaces that patients would like to come back to.

Cost effective and sustainable:

We believe that cost-effective building is the key to modern medical architecture for the community and that this can be achieved through sustainable design. By favouring timeless designs, our medical practices will hold true for decades, saving the need to refurbish often. We design with flexibility in mind, creating multifunctional rooms that allow for functional changes without the need for structural change.



## OUR SERVICES

- Spatial analysis
- General workflow review
- Design research
- Workshops with key staff to identify areas of concern
- Branding review
- Overall conceptual design
- Lighting and ambience
- Furnishings, finishes and equipment specification
- Complete coordination and documentation
- Contract administration

customers and staff  
can really benefit from a  
stimulating environment  
through design







## case study: springwood general

### snapshot

General Practice, Travel Medicine and Skin Cancer Clinic

### program

Main reception, waiting areas including a family zone with kids play area, 9 consulting rooms, 2 procedures rooms, exam room, staff room, 2 nurses stations, sterilization station and storage areas.

**Completion 2014 Area 340m<sup>2</sup>**

### project description

The brief was to extend an existing practice that had an established clientele and personality. There was a need to include further consulting rooms and expand the services offered.

With an established work culture that focused on family like attention to patients, the design was to reflect family oriented healthcare, approachable atmosphere, and to allow for both the pre-established social interaction of the patients and staff, and the privacy required when dealing with personal matters. The doctors wanted to keep their clientele interested and add new clients by reflecting a more modern and up to date practice.

The result is a bright, modern practice that reflects the vibrant personalities of our clients, and therefore offers an improved environment for a larger clientele. Storage areas and joinery allow for an organised “living room” type of space where patients wait, watch a documentary, involve in conversation, and let the kids play.



## case study: so-gi

### snapshot

Imaging

### program

Main reception and waiting room, 4 ultrasound rooms with integrated toilets, counselling room, grief room, Director's office, reporting, administration office, and staff room.

**Completion** 2006 **Area** 180m<sup>2</sup>

### project description

Located at Southbank Parkland this 'day-spa' like establishment offers more than the usual clinical atmosphere generally associated with ultrasound facilities. The client brief was to ensure that the ultrasound experience is made more enjoyable and relaxing by removing the cold and clinical feel of the environment.

This was achieved with a casual, fluid built form, café atmosphere, textural aesthetic, sensual music and comfortable furnishings. 'In-room' comfortable sofas and large screen imagery to show the developing child are on offer for family members to enjoy. The experience is further heightened by free flowing corridors and calming imagery displayed in the ceilings.



## case study: eve health

### snapshot

Obstetrics and Fertility Specialist Clinic

### program

Shared reception, bathrooms and kitchen/ staff room, and separate waiting, storage, consulting rooms for both Eve Health and Queensland Fertility Group (QFG).

**Completion 2009 Area 200m<sup>2</sup>**

### project description

The key idea behind the design of this fit-out for Eve Health was to create an environment that would ensure that patients coming to the office would feel at ease and welcomed. Keeping in mind that the patients using these facilities are dealing with a wide variety of potentially sensitive circumstances, the design of the office is focused on the comfort, support and privacy of the patients.

This fit-out was a great opportunity to challenge the stereotype of sterile, overbearing medical facilities, encouraging a move to medical environments that are warm, welcoming and generally pleasant places to be.



• • • • • we connect the dots • • • • •





## case study: a & r plastic surgery

### snapshot

Aesthetic and Reconstructive Plastic Surgery

### program

Main reception, waiting areas, administration area, staff/meeting room, treatment room, consulting rooms, recovery area, utility and procedures room.

**Completion** 2013 **Area** 130m<sup>2</sup>

### project description

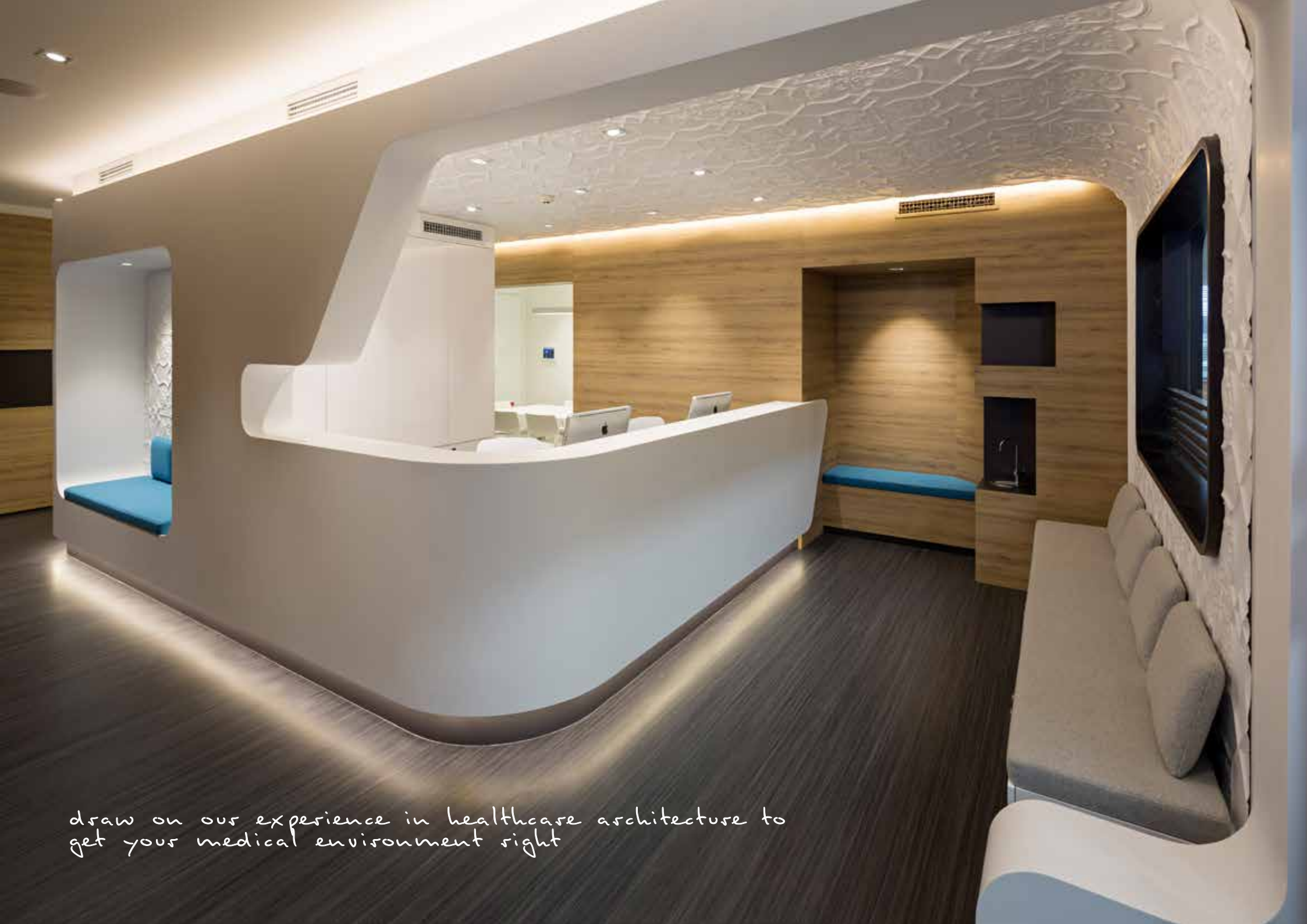
The concept rotates around the impact of first impressions, the natural curves of the human body, and the notion of calculated/rational beauty. The practice was to reflect attention to detail, cutting edge technology, and passion for aesthetics.

The result is a central “admin pod”, created as the “face” of the practice; the main expression of individual identity. The idea was to create a calculated sculpture that gave the practice an identity that would stay in the memory of visitors and passers-by. The consulting rooms around it were to be rational and solid, resembling the bone structure behind the skin.

With patients and their experience as a priority, the project contributes to the development of medical environments that go beyond the practicality of the administrative and medical procedures. We concentrated on creating relaxing, warm spaces that feel more like a retreat, or spa, and less like a clinical space; as a way to contribute to the healing process by providing spaces where patients find comfort and support.

The materials selected respond to the need to reflect a soft, gentle approach to patient care, and to a sustainable approach to durability and long term performance.





draw on our experience in healthcare architecture to  
get your medical environment right



## case study: qld x-ray fitouts

### snapshot

Imaging Clinics in various locations including: free-standing, sub-urban, rural, metropolitan and in major hospitals.

### program

Main reception and waiting and sub-waiting areas, change room facilities, OPG, ultrasound, consulting rooms, tomography, x-ray, CT-scan, and back of house areas including: probe, admin offices, communications rooms, staff rooms and storage.

**Completion** Various dates **Area** from 130m<sup>2</sup> to 400m<sup>2</sup>

### project description

Although the clients dominated the market for many years, many competitors emerged, offering more up to date, contemporary environments for patients. A new approach to the design of their practices would bring their image up to the standard of their services and technology, represent a competitive advantage and present a more contemporary environment that responded to the expectations of the customers.

Given functional and technical complexities and the retail condition of the practices, a highly cooperative approach to the design process was required, involving doctors, medical technicians, physicists, admin staff, engineers, project managers and marketing managers among other professionals.

The design approach was to generate warmer and more comfortable waiting and procedures areas, and more efficient back of house areas and admin offices. Through the use of a natural palette of materials and neutral colours Base created a space which is comfortable and will stand the test of time and changing trends. Hand built timber joinery is a unique feature of the practices, giving it a boutique, personal feel, which is in stark contrast to the clinical, large scale atmosphere of hospitals overall.



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a & r plastic surgery: leisa and eddie cheng

It really does look amazing and Eddie and I do wish to thank you for your enormous effort in bringing our project to fruition!! You have all been very approachable and great to work with.

It is certainly a pleasure to be here and I do pinch myself occasionally wondering if I'm still in a dream! It's been 5 years of imagining this point but it certainly didn't look this good in my dreams!

so + qi: stephen sinnot

"It is an absolute pleasure to recommend Base Architecture for commercial design. Shawn Godwin and his team at Base are young, dynamic and very capable architects whose passion for cool, contemporary and practical design oozes out in every meeting and design solution (...) Base was able to take our brief of removing the usual clinical drabness of a medical practice and instead develop a spa like ambience patients could enjoy whilst still feeling like they were in a safe specialist centre (...) New customers and returning patients, four years later, continue to comment on how beautiful the design is.

The whole process was completely new to us but was remarkably enjoyable. The impeccable professionalism of Base made it so easy"

queensland x-ray: john scott

"We have been more than pleased with the exceptional service Base provided right throughout the project and the quality of architecture and interior design consultancy and expertise.

[Base] gave helpful and constructive advice throughout the project and our new specialist facility is now a place our patients feel comfortable in, often giving praise for the stylish looks and warm environment"

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