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Author: Staff Reporter

Part: 1 of 8

Asset unwraps...

Enrica van der Linden of EVDL Architectural Design and Kim Williams of Kim Williams Design

You've been described as a "formidable duo". Have you collaborated on many projects? And what makes you so formidable as a duo?

KW: Enrica and I have collaborated on a number of developments over the years. We combine a creative skill-set with a business and behavioural approach. We aim to really deliver a unique product to each client very specific to their brief but to also challenge each other in our thinking so that together we take the design to a level it could not reach if we did the project individually. There is a magic that happens and an energy that pulls through into the work.

EV: I have been working in the industry for at least 28 years, have extensive experience in architecture and was introduced to Kim and her partner six years ago, and was invited to design their home. Since then, we have worked together on more than a dozen projects, which include multi-storey residential apartments. The success of these projects has enabled us to become a household name in this sector. We brainstorm, we understand the needs of both the architecture and interior sectors, and together make brilliant decisions.

READ TIME: 7min





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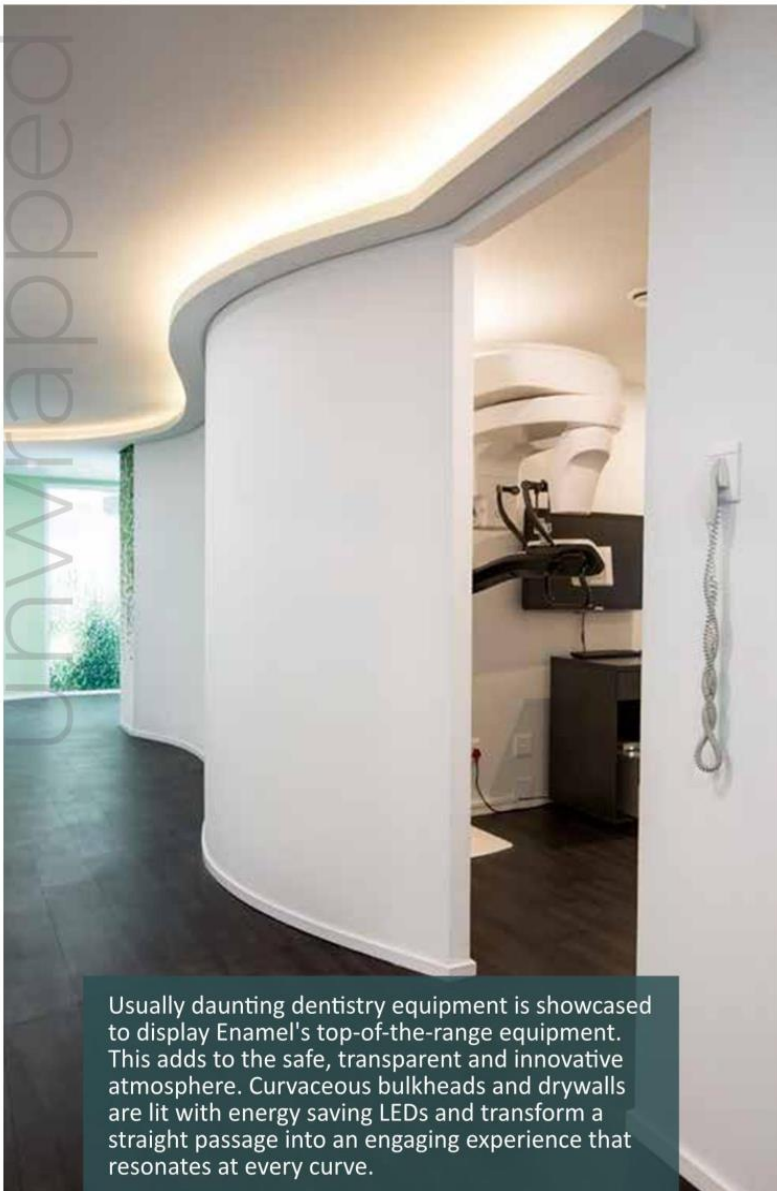
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Enrica van der Linden and Kim Williams
All photographs by Sarah Gardner Photography





Usually daunting dentistry equipment is showcased to display Enamel's top-of-the-range equipment. This adds to the safe, transparent and innovative atmosphere. Curvaceous bulkheads and drywalls are lit with energy saving LEDs and transform a straight passage into an engaging experience that resonates at every curve.

In 2022 you were internationally recognised with four honourable mention awards at the International Design Awards (IDA). How important are they to you as designers?

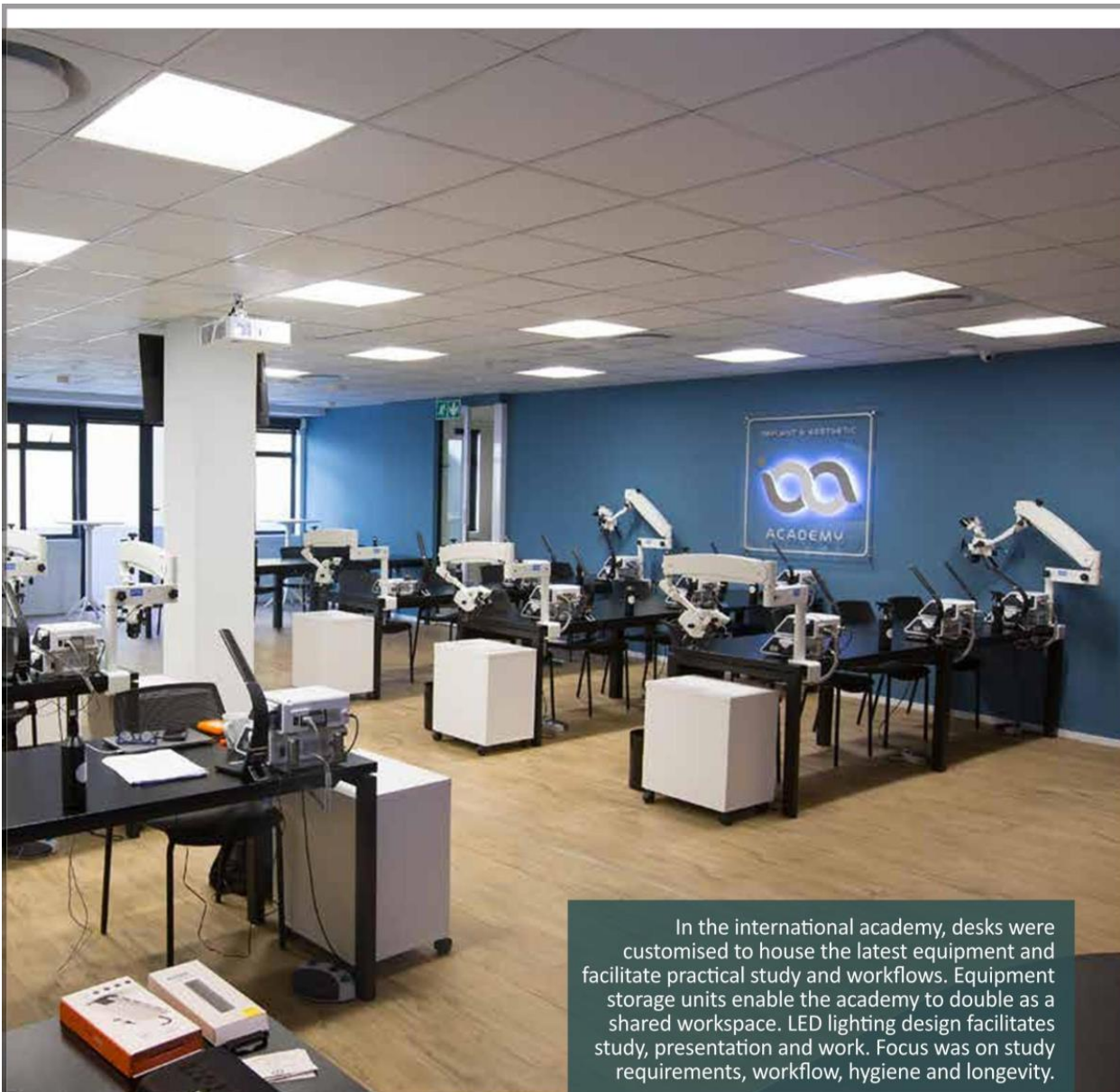
KW&EV: The International Design Awards (IDA) exists to recognise, celebrate and promote legendary design visionaries and to uncover emerging talent in Architectural, Interior, Product, Graphic and Fashion Design. They are held once a year for designers all over the world and thousands of submissions from over 80 countries were submitted for the awards in 2022 .

Being acknowledged and able to showcase our work on the same platform as some of the best in the world is a huge achievement and a lifelong dream. If you can show clients that your work has been showcased around the world for being exceptional, then this builds an element of trust which makes it easier to do work that is unique and bespoke.

Which project earned you these awards and, in your view, why?

KW: Our work on the Enamel Clinic, the first Digital Smile Design and





In the international academy, desks were customised to house the latest equipment and facilitate practical study and workflows. Equipment storage units enable the academy to double as a shared workspace. LED lighting design facilitates study, presentation and work. Focus was on study requirements, workflow, hygiene and longevity.

Training Academy in Africa, earned us this recognition. The design for this project is not what you expect from a dental clinic. We used the smile as our inspiration and incorporated soft curves and organic design into this space to create a sense of peacefulness and connection to nature.

The colour palette derived from the corporate colours was toned down to facilitate a sense of harmony and relaxation. The project was executed during Covid with a skeleton team under huge pressure and financial

restraint, but it still delivered on every aspect of the brief. It was an unusual application to an unusual space with great results.

EV: The Enamel Clinic was unique in that it housed the many disciplines of dentistry in one environment, covered an area of over 1,000m², and incorporated a world-class dental academy. The project was a first – for the owners of the practice and for us as designers. The choice of materials and detailing had to be sensitive to the often difficult environment – dentist visits are never fun!





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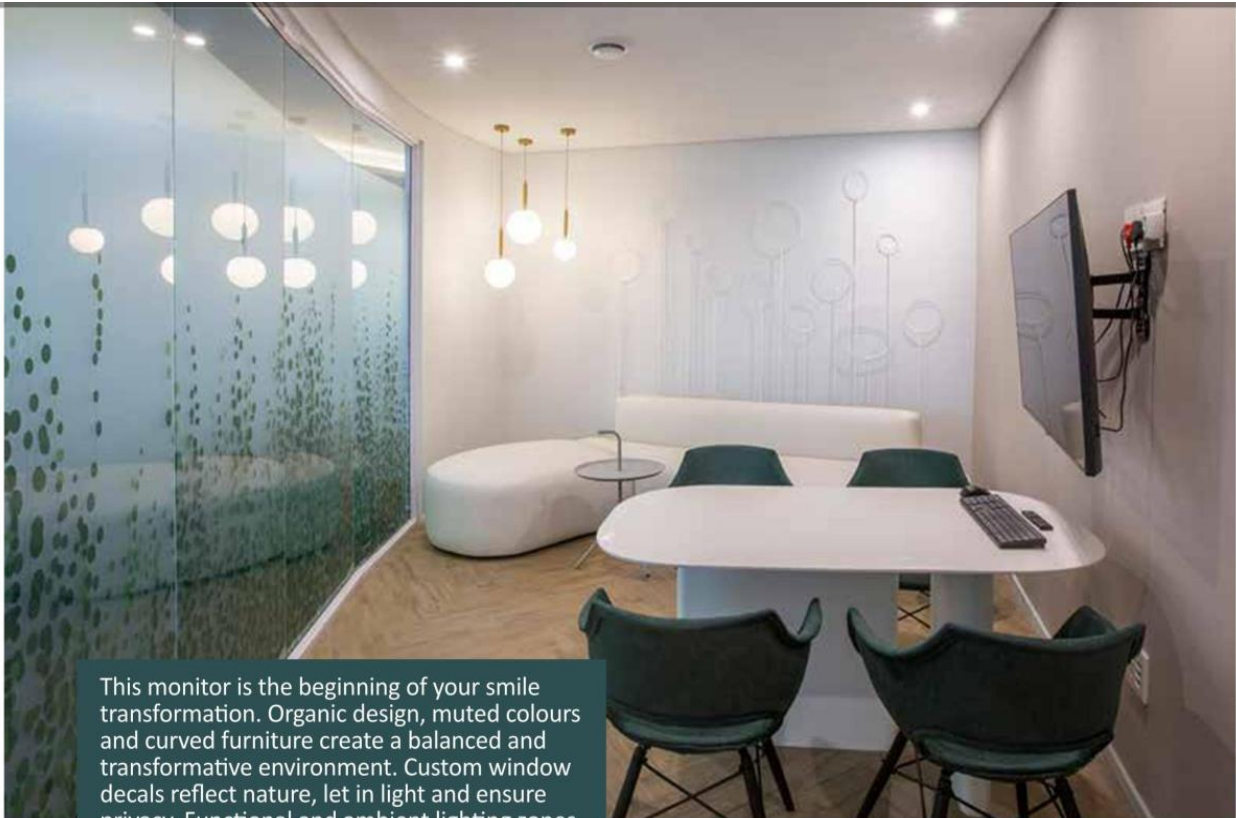
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This monitor is the beginning of your smile transformation. Organic design, muted colours and curved furniture create a balanced and transformative environment. Custom window decals reflect nature, let in light and ensure privacy. Functional and ambient lighting zones the space, while pendant lights transpose the wire art on the walls.

We succeeded in creating an environment that is comfortable, beautiful and serene.

Tell us a bit more about the brief you received from the client.

KW: Enamel is known for their innovative, state-of-the-art technology, and the architecture and interior design had to be integrated into this to support it, as well as transform the way people felt and moved throughout the clinic. The client wanted us to transform an empty/dead space into something extraordinary.

This project wasn't a straightforward interior design; besides the technical aspects of fire, reticulation, safety and ventilation, the articulation of space between themselves, patients, and colleagues was considered. Different disciplines within the practice meant understanding the purpose of each and how they relate to each other, in order to



find the opportunity, and place, for all to connect and flow. The anthropometrics had to be accurate to allocate enough space to each discipline – sufficiently sized and proportioned.





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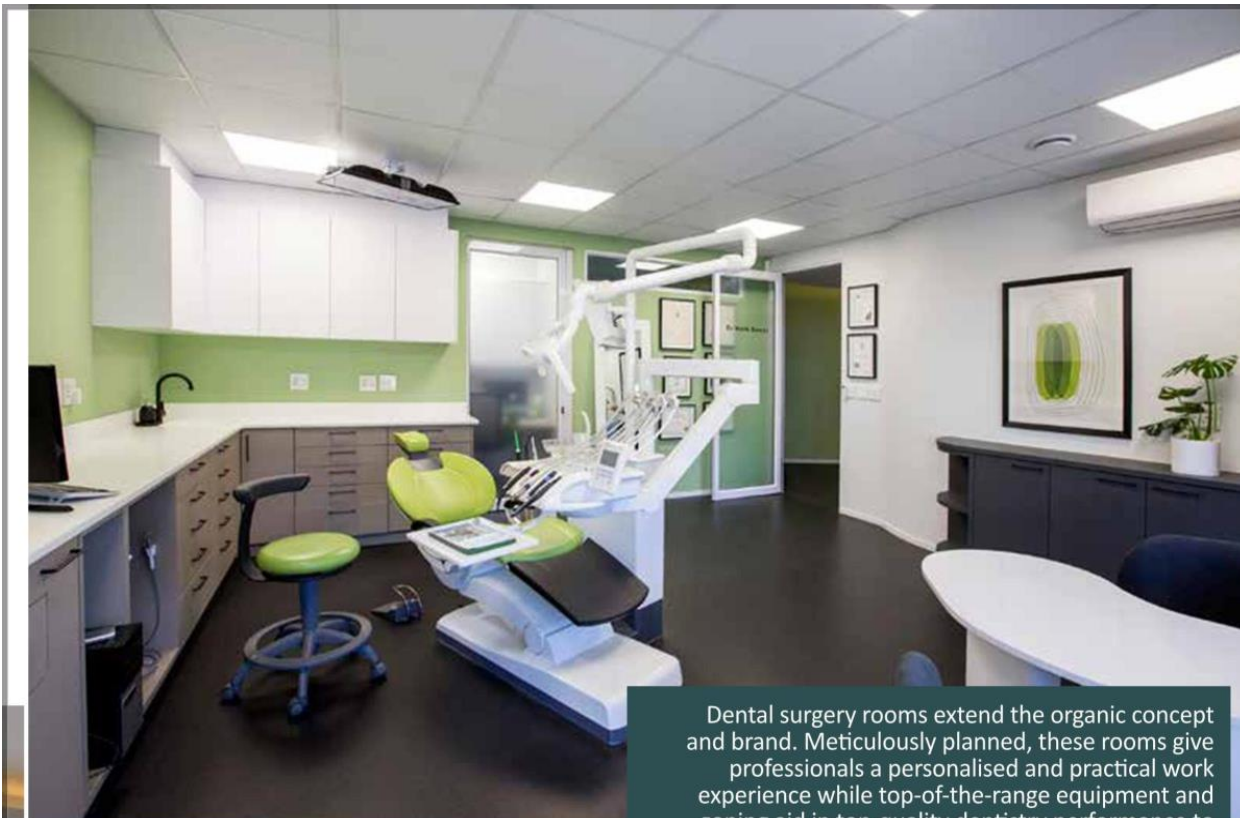
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Dental surgery rooms extend the organic concept and brand. Meticulously planned, these rooms give professionals a personalised and practical work experience while top-of-the-range equipment and zoning aid in top-quality dentistry performance to include a client consulting area and a clinical area. Colour and layout is used to demarcate working spaces.



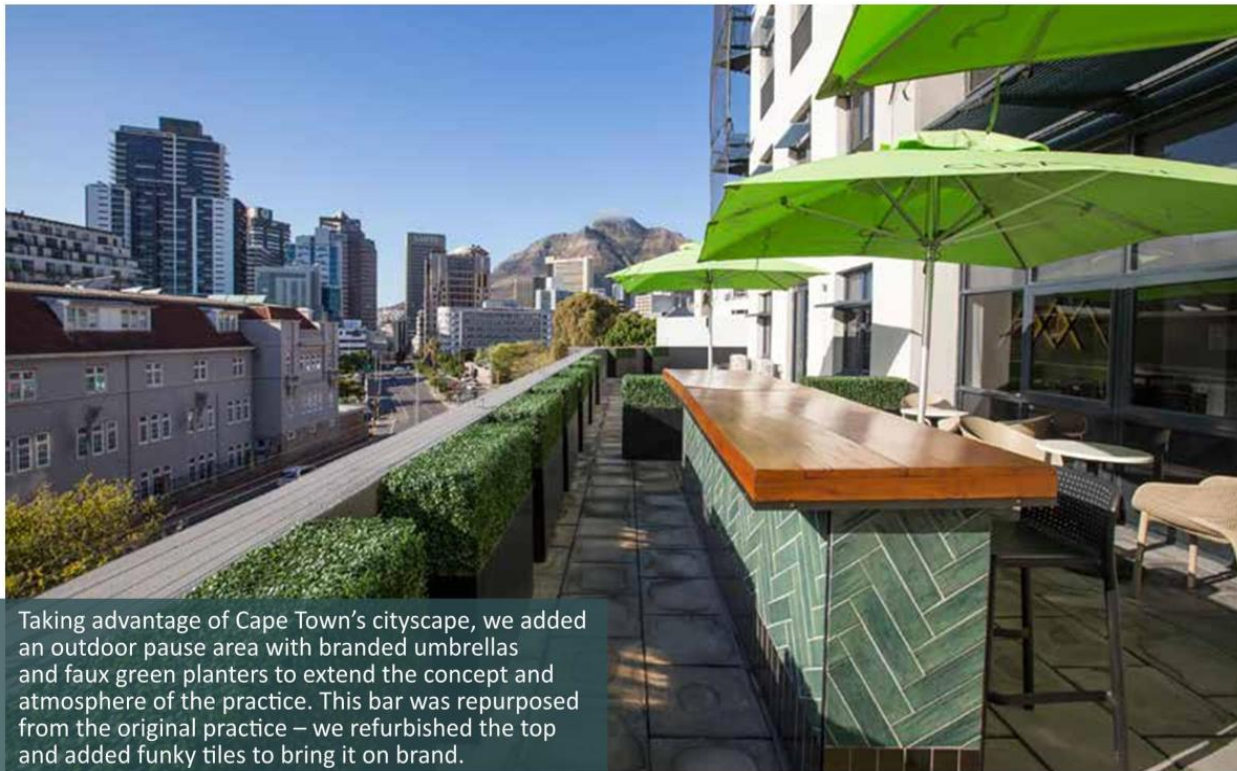
Rounded reception desk and LED-lit bullheads psychologically move visitors out of a defensive state to calm dental patients. The pop of branded green draws attention to the back-lit gold logo. High traffic surfaces were coated with resin for hygiene and durability. 90% UV filtered blinds reduce energy usage.

EV: It was a very special project from the get-go and one that doesn't come around often for designers. The client gave us complete design freedom to execute our vision for their space, and once they had seen the visualisation of the design, they were exceptionally excited by what it could do for their brand. There were plenty of challenges along the way, especially with regards to technical equipment which had to be positioned correctly.

Kim, what part did behavioural strategy play in your approach?

KW: This is always the starting point of my design strategy. Understanding the vision of the client and what they hope to achieve, the customer experience they wish to create and the psychology around this. This is then mapped out to the layout and flow to understand how to create this thinking and engagement in the space that will lead to a specific outcome.





Taking advantage of Cape Town’s cityscape, we added an outdoor pause area with branded umbrellas and faux green planters to extend the concept and atmosphere of the practice. This bar was repurposed from the original practice – we refurbished the top and added funky tiles to bring it on brand.

From the patient’s perspective the organic and harmonious feel was all designed to lead them out of a defensive state – a central behavioural psychology strategy. The interior design was also inspired by the ‘M’ of the clinic logo which looks like a lotus, the symbol of transformation. A biophilic design concept was conceived to use nature to create a tranquil atmosphere and carefully selected custom furniture reinforced this sense of serenity.

A dental practice needs to be super-hygienic. How did this influence material choices/ design details?

KW: It influenced every aspect of the design. We selected anti-bacterial boards for the cabinetry, recycled plastic for the floors which acts as an insulator and is very easy to clean. The counters are made from resin, fabrics are anti-bacterial and also clean-easy. The layout of the clinic allows for sterilisation and access to these facilities from both sides of the clinic. Walls can be wiped, even the wallpaper selected has washable properties.

What has the response been from both client and patients?

EV: Our client is delighted and the response from customers has been overwhelmingly positive. The practice has been recognised as being beautiful, functional, practical and world-class. Everyone that walks through the doors is ecstatic and the best part is – they all come back and refer others to the practice.

What’s next in the pipeline?

KW: We are currently working on a residential hotel, two renovations and student accommodation.

EV: Lots of residential and commercial projects for me.

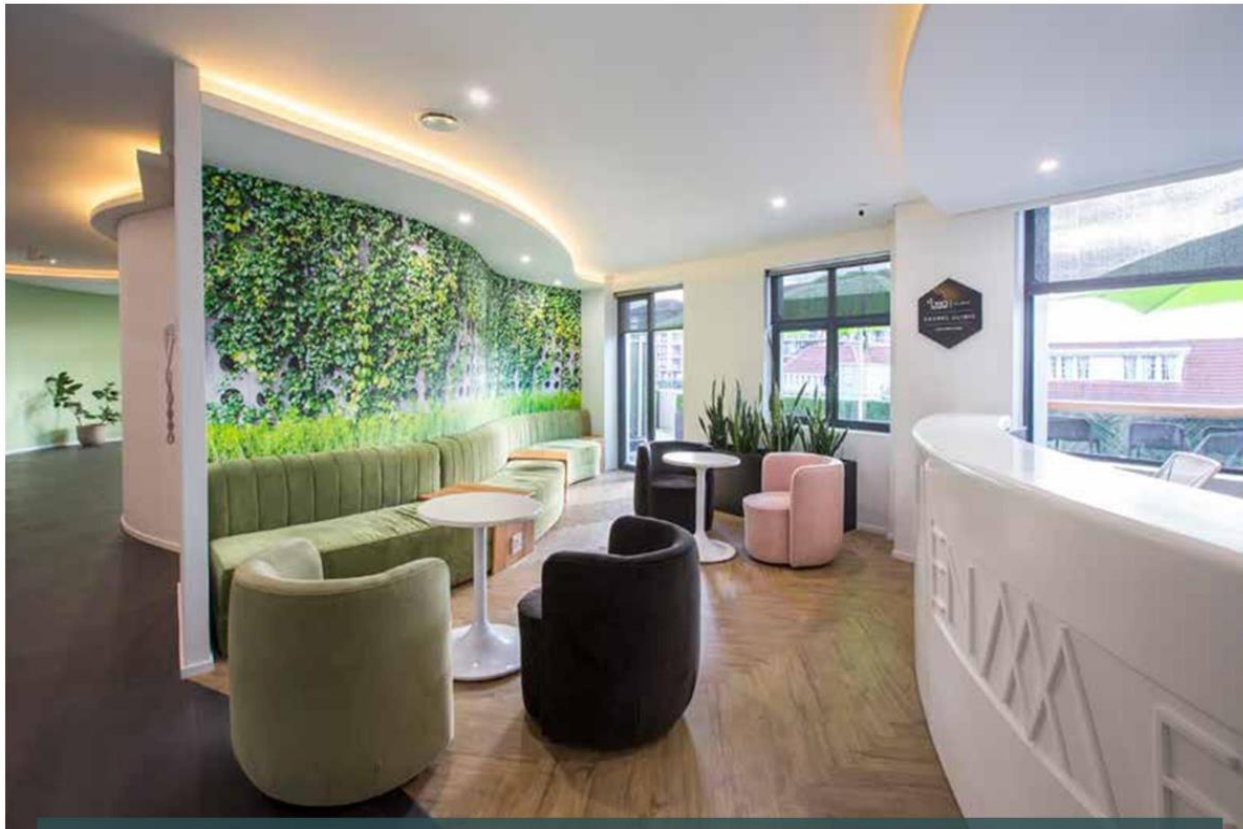
Your dream design project?

KW: A boutique hotel.

EV: I work on my dream designs daily. 🚀

unwrapped





Organic curves and a serene lit atmosphere greet you at reception. A feminine S-shaped bench covered in anti-bacterial fabric invites you to sit beneath a cascading green wall reflecting the biophilic concept within hygiene specifications. Curvaceous furniture resonates the concept. Bulkheads and flooring design leads through the clinic.

The employees' and students' pause room reflects our organic design; from a custom curved couch in anti-bacterial fabric and polycarbonate furniture to rounded features on furniture and embossed wire wall art. Tucked away is a fully equipped kitchen and locker room facilities. Every space contributes to the customer's experience and revival.



