CHARLES SPARKS + COMPANY
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Restore Corporate Offices

Oak Brook, IL

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Not Your Doctors Office

CHALLENGE

Restore by Katona is a new outpatient hair replacement procedure. It does not use traditional hair restoration processes involving scalpel, stitches, linear scarring and often intense discomfort. Patients grow their hair back from a new method called Follicular Unit Extraction (FUE), a revolutionary outpatient procedure. The business partners wanted to present a fresh new vision for their outpatient clinic beginning with the reception area. Departing from the typical clinic environments with their generic reception areas, the goal was to celebrate the testimonials of recognized names from professional sports, entertainment, and business through digital media and introduce updated techniques of lighting, materials, and furnishings.

SOLUTION

We combined concepts of hospitality, professionalism, and comfort to create a welcoming environment in this 12,200-square-foot space completed in July 2018. This was accomplished through the use of soft indirect lighting, bold visual texture, comfortable over-scaled seating and the integration of millwork details.

Perforated metal floating screens flank the entry from the elevator lobby of the high rise building and help to define the reception room. The screens are inspired by the idea of a pattern of individual hair follicles, a direct reflection of the FUE process. The brand wall panels behind the reception desk symbolize the soft waves and flow of hair. The front of the reception desk design suggests the tines found of a comb.

The floor plan is organized as a series of private procedure rooms along the perimeter, each fitted and equipped for stays in maximum comfort during the often full-day procedures. Multi-media choices are designed in to be available to patients and the procedure rooms are individually controlled for lighting and temperature.