

development

Gone Hollywood

by Laura Lee
photo by Ken Krakow

Some patients may compare an appointment in the dentist's chair to a 3-D horror film. But an appointment with Michael Kinsley, D.M.D., is a teeth cleaning and feel-good, action-packed movie experience all in one — complete with the star treatment and a souvenir bag of popcorn.

Kinsley's Perry practice focuses on cosmetic dentistry, or what he refers to as "extreme makeover" smiles. His 20-year career in dentistry combined with his love of local theatre and his vast personal collection of Hollywood memorabilia were the catalysts for a recent office makeover, titled "Everyone can be a star."

Kinsley says his vision for the office renovation had been gradually unfolding in his head for months, and in early 2007, he finally realized his dream. By closing down shop for a week and sending away his office staff, he transformed his practice into a shrine to Hollywood.

"I didn't want to be influenced by anyone," he says, referring to his reasoning for keeping his plans mum. "It

became quite the game, the mystery, between me and my office team."

A movie theme was created for each room — from slapstick comedy, super heroes and westerns to classic movies such as *Gone with the Wind*, *Casablanca* and *Wizard of Oz*. Kinsley's love for film and his patients is evidenced in each space. "Everyone can be a star" is painted in metallic gold script across the black walls of the waiting room. It is here he displays some of his favorite original-autographed, black and white framed photographs of Hollywood legends such as Shirley Temple and Clark Gable. His sister, a pencil artist, drew portraits of his three favorite stars, Elvis Presley, Marilyn Monroe and Humphrey Bogart, which greet guests at the front door. Instead of the usual smells of a dentist's office, an authentic movie theatre popcorn cart continually pops buttered popcorn, keeping the nostalgic movie theatre scent wafting throughout the building.

The consultation room has a floor to ceiling Elvis Presley mural. In each room, flat screen televisions are strategically angled for patient viewing, and a film from each room's theme is playing — on silent with subtitles. The *Casablanca* room contains a life-sized mannequin of Humphrey Bogart in the corner. The *Wizard of Oz* children's room is accentuated with a life-sized Dorothy, silkscreen pop art prints of her comrades and a pair of glittering ruby slippers sitting on the windowsill.

In addition to the cinema themed-wallpaper, authentic film posters and subtle decorative lighting, actual movie theatre carpet is wall to wall throughout the building.

"The unveiling was a great surprise," recalls staff member Brenda Logan. She admits she and the rest of the staff knew their boss had something up his sleeve, but they didn't realize the magnitude until they returned to the transformed office. She recounts that all they could say as they walked from room to room was "Wow!"

Kinsley says the reaction from patients and the community has been well-received. "You can always do things that some people will like and others won't, but this is something that everyone has liked... everyone from school-aged kids to seniors from the Houston Springs Retirement Community," he says. In fact, local residents often drop in the office just to see what the buzz is all about. Kinsley and his staff say they are thrilled to show any curiosity-seekers around.

In keeping with his, "Everyone can be a star" theme, Kinsley had professional black and white portraits taken of some of some of his extreme makeover stars — or patients. These pictures are intermixed with the Hollywood photographs throughout the hallways and rooms. According to Kinsley, the heart of this transformation is "to give honor to those who come here and distract those who really don't like to go to the dentist."

Dr. Michael Kinsley wants all of his patients to feel special at ease in the dentist's chair, "And through proper dental care and the benefits of cosmetic dentistry," he says, "everyone really can be a star."



Dr. Michael Kinsley, D.M.D.