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**CLINICA FQ Boutique Dentaire**

**CITTA’ DI CASTELLO (PG)**

**Studio Svetti Architecture Project**

Color is a constant in architecture, an essential element of every project. Therefore, in the new headquarters of the FQ Clinic, the featured color is white, not just one color, but rather the sum of them all. White was chosen as a symbol of purity, elegance, imperturbability. We call it white because we need a word for it, but the right definition may as well be "nothing" or even its opposite, i.e. "everything."

It always starts with a white space. And from this white space, Studio Svetti Architecture's collaboration with **Studio Quinti** resumes and renews itself. The latter is an established boutique dentaire in Monte San Savino – a hamlet near Arezzo, which in recent months has expanded with a new dental clinic in **Città di Castello**, in the Valtiberina Umbra.

Studio Svetti Architecture oversaw the concept and interior design, spawned from the "rationality of the nothing" as the embodiment of all that is humanly necessary. The Boutique Dentaire in Città di Castello echoes the same concept as the Monte San Savino-based studio – a space seen as an abstraction of lines, enabling the creation of another abstraction: the interior architecture.

The new FQ Studio, which has always specialized in implant dentistry, expands its scope and consequently its spaces, by entering the world of cosmetic dentistry. In order to obtain, and thus be able to offer this extended service, the firm had to allocate part of the space for outpatient care. In the new design, white continues to define the spaces, becoming a banner of elegance and modernity for an environment that, while original and unconventional compared to the cliché of traditional medical clinics, seeks to make both the patient and the medical staff feel comfortable.

The rooms follow one another in a rigorous order, marked by a succession of flush wood frames alternating or contrasting with glass and aluminum ones. Inside the surgeries, the furnishings burst out enveloped in the purity of white space with blue details that enhance the surfaces, to the point of becoming denotative elements of the FQ brand.

The project, centered in the ground floor area, spans two floors connected by a helical staircase that deeply marks the optical axis of the space like an avant-garde sculpture. Spaces reserved only for staff, and therefore not accessible to clients, are located on the upper floor, including: the executive office, a meeting room, a complete recreation area with a kitchen, and the technical compartments. The latter serves as the beating heart of the practice, the storage of the technology necessary for the functioning of every single area of the clinic, from the operational areas, to those dedicated to information and reception.

Purity, minimalism, and order are at the core of the design, which makes geometries and architectural colors a tool to fully exploit the light coming in from outside, making the glass surfaces work like a crystal set in a concrete space.

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