

Dentist's office makes patients smile

It looks like a gallery for antiques, art

By Marty Sauerzopf
The Arizona Republic

The French fireplace dates to the early 1700s and was transported to its new location in 16 pieces.

The hallway torches were sculpted by an artist better known for creating the Statue of Liberty. The antiques range from a 3000 B.C. clay pot to a terracotta Chinese statuette from 206 B.C.

Just an average, ordinary Good-year dentist's office.

"It isn't a dentist appointment, it's a happening to go over there," Lois Evans of Avondale said.

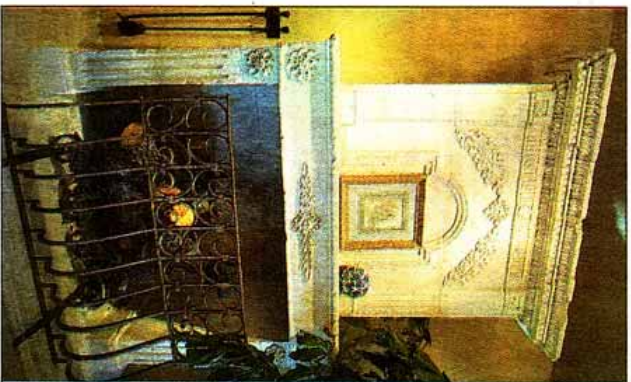
This is the world of West Valley dentist Will Hoskyns, who says his collection of artworks and antiques from around the globe has turned the typically fear-inducing trip to the dentist into a museumlike cultural experience normally found in Scottsdale galleries.

"We want to take their mind off coming to the dentist," Hoskyns said. "What we want to do is provide more of an aesthetic overall experience."

Hoskyns will see one patient a day at his office at McDowell and Litchfield roads. Patients are kept warm with cashmere blankets, eat off fine China and are put at ease with a reflexology session.

"Do you enjoy going to the dentist? No," said Hoskyns' wife, Susan. "Part of what we try to do is put people at ease."

Their eyes are fed a steady diet of history and culture. There's the huge lobby painting, an 18th-century copy of *The Entombment of Christ*, by Bartolomeo Schedoni. There are Italian drawings from the 1500s. The doors between the lobby and the examination rooms are 200 years old.



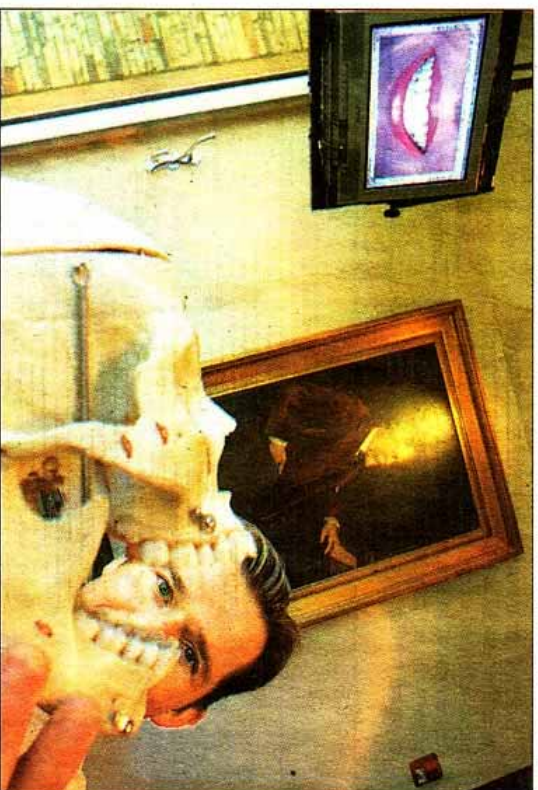
An antique French fireplace graces Hoskyns' office.

were brought from France and still show water damage from the famous Paris flood of 1910.

Will Hoskyns does all types of general dentistry, but he specializes in cosmetic work, rebuilding patients' teeth and mouths into glamorous — and expensive — smiles. Cosmetic dentistry, Hoskyns said, is

becoming an increasingly popular way to improve appearances, and his patients are willing to make the investment.

"Some people spend \$80,000 on a car they know they're only going to have for four years," he said. "We give them a smile that's going to be



Photos by Jack Kurtz/The Arizona Republic
A painting of the fifth Viscount of Melville, circa 1874, hangs behind Dr. Will Hoskyns.

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Susan Hoskyns

Doctor's wife

her before they realize what they're buying.

Although most people might expect to find such a high-brow operation in north Scottsdale or Paradise Valley, Hoskyns said he chose the West Valley because his "celebrity" clientele can find a sense of anonymity they wouldn't be afforded in the higher-profile East Valley. Being close to Interstate 10 and the Warm Resort also make his office more convenient for patients who travel from the West Coast, he said.

Evans said that she and her husband see Hoskyns for regular dental care and that she enjoys flipping through the books of art in the lobby.

"It's good to see some of that stuff," she said. "It's fun. It isn't where you go to get your regular dental music played."

with them usually 15 to 25 years." Hoskyns won't divulge his price list, saying some people can get "sticker shock" if they hear a num-