LONDON, UK: Gummy bear attacks? Scuba-divers treating root canals? Decorators performing tooth-whitening sessions? Sound like an ordinary day at the dentist? Invite the miniature world of ToothVille into your waiting room and your ordinary day will be transformed—not forgetting meeting with the builders to discuss that cavity restoration.

Being a keen photographer, London-based dentist Dr Ian Davis has combined his two passions—dentistry and photography—to create ToothVille, a world of mouth moulds in which various dental treatments are carried out by miniature figurines. Inspired firstly by the artwork of Slinkachu (slinkachu.com) and the thought of what it would be like if teeth were large, Dr Davis has created a storm of creative inspiration for the dental world using the power of these little workmen. The ToothVille sculptures include decorators carefully whitening a set of teeth, scuba-divers carrying out root-canal treatments, emergency teams rescuing broken teeth and workmen guarding teeth from a sugar attack from three scary-looking Gummy Bears! ToothVille could be the perfect answer to the serious need to turn teeth and dentistry into accessible and approachable subjects for the public.

Patients at Dr Davis’s surgery are experiencing a waiting room quite unlike any other; children and adults alike are being drawn into the unique world of ToothVille, describing the experience as anything from “amazing and funny” to “quirky”. From laughing and giggling as they see the Gummy Bear attack, to cringing at the implant photographs, ToothVille “demystifies the treatment”, teaching patients about cavity prevention and restoration in a way that no other product has yet achieved.

Having placed pictures along corridors and throughout his waiting room, Dr Davis has also produced a book, mainly aimed at the younger generation, although adults also can’t seem to put it down.

The picture book, aiming to inspire prevention in all areas of tooth decay, begins with the least invasive treatments of cavity preparation and restoration and leads onto emergency dentistry, before embarking on photographs of miniature model scuba-divers recreating root-canal treatments. Whilst tiny workmen defend another set of teeth from sugar attacks, the book comes to an end with further photographs, carried out in pure ToothVille style, recreating the invasive treatment of an implant; the final destination that all teeth want to avoid.

Originally encouraged by his photography hobby, Dr Davis’s passion for combining dentistry and photography is certainly becoming that of a business. Future models of ToothVille will see regular sugar attacks and further creations will be modelled on orthodontic treatment and tooth loss. Like existing ToothVille models, future photographs of the moulds will visually demonstrate different treatments, casting a brighter light on orthodontic treatments and expressing the manner in which tooth loss can be avoided, and in serious cases, repaired. Even though Dr Davis is focused on improving the models that he has already created, the “icing on the cake” would be to publish a children’s book, providing the younger generation with a chance to learn about dental health in an entertaining and interesting way. With the miniature workmen as visual metaphorical representations of the “small things” in dental care, the models are fast becoming a useful way of conveying the message of maintaining good oral health.

Commenting on ToothVille, Dr Davis said, “ToothVille is quirky and makes the patients smile in the waiting room.”