Phil Wander details the launch of Seminars@38 in London’s West End

I attended the launch of Seminars@38, which is located at 58 Devonshire Street, just off Harley Street in the heart of London’s West End Medical District. It is an elegant Edwardian building steeped in medical and dental history, which has just been brought bang up to date with the launch of a dedicated conference suite on the whole of the lower ground floor.

58 Devonshire Street is home to a successful, private dental practice run by Gaynor Barrett, which has a number of large and beautifully appointed and equipped dental consulting rooms, which can also be used for hands on courses, photography (of special interest to me!) and filming.

The comfortable and private backdrop of 38 Devonshire Street will provide direct access to these speakers to facilitate a unique learning process, encouraging a culture of open dialogue and interaction between delegates and speakers.

More than 70 guests visited during the open event and we were told that a roster of elite lecturers drawn from Gaynor’s worldwide contacts had been drawn up and that the dedicated suite would allow guests direct access to both speakers and sponsors in a way not possible with hotel or conference venues, allowing them to interact in an intimate and less intimidating setting. In fact I was told it was the only seminar facility in the area which provides the delegate or the company hiring it with a whole dedicated suite to configure in the way best suited to their needs.

According to the new website, a Diplomate of the American Board of Endodontics, Pirooz Zia, was the first to lecture in the new seminar suite before its official launch and he will be followed by high profile lecturers, including Jason Smithson who is running a hands on course on direct resin artistry and is supported by Nuview and Optident in October and November and Professor Giovanni Zucchelli in 2011. Seminars@thirtyeight plans to offer courses at various times during the working week and at weekends with the aim of making high quality CPD more accessible to both dentists and team members alike.

I intend to run a hands-on Dental Photography course at the venue in 2011.

I am told that after I left the atmosphere shifted and a pianist sat at a baby grand piano in the wood panelled reception room and entertained the guests to a jazz concert. At one point, one of Gaynor’s Associates, Emiliano Zanaboni, sang some operatic Italian arias to the delight of the crème de la crème of the medical district who sipped Champagne and toasted the success of the new venture.

Further details from www.seminars@thirtyeight.co.uk