

EyeWorks Celebrates Grand Opening At New Location In May

Dr. Barton Higley and his team at EyeWorks are thrilled to announce the grand opening of their new location at 166 West Street in Keene.

The May opening comes after Higley purchased the building and began construction in 2021. Located in Keene's historic district extension, the building, totalling nearly 4,200 sq. ft., boasts a 700 sq. ft. optical boutique with a 900 frame capacity, optical lab, six exam lanes, a dry eye treatment suite, and a spacious parking lot. An emphasis has been placed on the interior being aesthetically pleasing, with natural light pouring in through windows, beautiful hardwood cabinetry, live plants, and stone countertops. The EyeWorks team collaborated with local craftsmen and artisans whenever possible throughout the planning process.

The exterior's natural brick finish is accompanied by a hand carved sign, both of which were designed to complement Keene's charming appeal. The overall effect is a peaceful, clean space that is pleasing to the eye as well as the mind.

"We needed room to grow and comfortably provide the best care to my patients," says Dr. Higley. "We've really been too big for the Kohl's Plaza location for a few years now. When this location became available for purchase, I couldn't pass up the opportunity to reinvest into our local community. My intent has always been to return to the area I grew up in, own a business, and hopefully inspire others to do the same."

In addition to the new building, patients will notice a change to the EyeWorks logo. The new logo, as seen above, boasts bright colors and a series of circles reminiscent of the phoropter that optometrists use to prescribe glasses. "I wanted a logo that better expressed my excitement for this field of work and what I do every day. I think that comes through in the vibrant colors and the nod to optometric equipment," says Higley.

Higley says that he can't take all of the credit for the new building, "Not a day goes by that I don't feel gratitude for this community, my outstanding team, and the patients who believe in EyeWorks. They are the real catalyst for this growth."

EyeWorks in Keene has been voted Best EyeDoctor/Optical Shop by the community for 14 consecutive years. Higley has owned and operated the practice since April 2016. For more details, visit eyeworks.com.