

FROMM TRANSFORMS JUST BORN'S CORPORATE CONFERENCE ROOM INTO A MULTI-FUNCTIONAL, STYLISH SPACE



“Our renovated conference center at Just Born is fantastic, due in part to the tremendous job [Fromm’s] staff did with lighting design and implementation.”

-Ross Born

CEO

Just Born Quality Confections

Just Born Quality Confections, located in Bethlehem, Pennsylvania, is one of the largest candy-making companies in the United States. Operating since 1923, Just Born is known for its iconic brands, including PEEPS® marshmallow candies,

MIKE AND IKE®, HOT TAMALES®, and GOLDENBERG’S® PEANUT CHEWS®.

PROBLEM

Just Born was renovating its corporate conference room, which hadn’t been updated in several decades. The room’s lighting needed to be improved for style and functionality, including the ability to spotlight presenters and illuminate a mission statement and artwork on the walls. The room’s architectural design presented a renovation challenge. Its many windows allowed for natural light, which was desirable—until the room needed to be darkened for presentations. Just Born wanted to find a balanced solution that harnessed the natural light while still keeping projected presentations visible.

SOLUTION

Members of Fromm’s lighting design team worked closely with Just Born and an interior designer to create a new conference room experience. Fromm’s team developed a lighting and lighting control design for the space that included a combination of small, stylish LED downlights, light fixtures to highlight the speaker’s podium, and wall wash lighting to highlight company mission statements and artwork. Fromm’s team also coordinated a visit to a lighting vendor so that Just Born could attend a window shade and lighting control demonstration that illustrated how to address the issue of natural light. The team then recommended a window shading solution that was incorporated into the controls tying the lighting and shades together for an easy selection of lighting scenes. These controls allow the operator to choose whether the window shades are up or down while also dimming the lights.

RESULT

When the project was completed, Just Born had a designer conference center capable of being used for training, presentations, and customer appreciation events after hours—complete with lighting scenes that are functional and stylish for each setting.



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