

FROMM'S LIGHTING TEAM HELPS LOCAL BREWERY TRANSFORM PARKING GARAGE INTO WELCOMING BEER HALL



"Fromm's team is knowledgeable in terms of both output of lighting and lighting design features. It was nice to have everything we needed under one roof."

-Ashley Hayes

Swine Designs, Interior Decorator for Seven Sirens Brewing Company

Opened in 2020, Seven Sirens Brewing Company is a brewery located in Bethlehem, Pennsylvania, that prides itself on sourcing organic ingredients from local farmers. In 2019, East Spruce Design Build and interior decorator Swine Design worked with the brewery and Fromm to turn a former parking

garage into a one-of-a-kind space.

PROBLEM

Seven Sirens' goal was to transform an 8,500-square-foot former parking garage into a beer hall that, aside from being an interesting and welcoming space to customers, would also allow them to host larger events, including food truck festivals, beer festivals, weddings, and other private events. The Seven Sirens team envisioned a comfortable space that would blend nautical and German beer hall themes. Tasked with the responsibility of bringing these two disparate themes together inside an industrial space while creating a lighting scheme to attract customers and make them feel comfortable, East Spruce Design Build and Swine Design reached out to Fromm.

SOLUTION

Fromm's lighting design team was able to use its in-depth knowledge of lighting output and lighting design to provide East Spruce and Swine Design with a wide variety of products that fit the theme of the space and also provided the quality of light Seven Sirens was looking for, all while staying within budget. Fromm's team recommended featured lighting fixtures, including six 65-inch wagon wheel chandelier lights that illuminate the space and are aesthetically pleasing. Fromm's team also helped East Spruce and Swine Design create a decorative lighting scheme directly above the bar, designed to show off the unique colors of each type of beer brewed at Seven Sirens. Throughout the project, Fromm was able to recommend 24 different lamps and fixtures that were installed in the space.

RESULT

Seven Sirens was delighted with the lighting output and lighting fixtures that managed to incorporate nautical and German beer hall themes into the industrial space. With Fromm's help, the design team was able to light the space in a way that made casual customers feel welcome while also using direct light at the bar to appease the more dedicated beer connoisseurs.



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