

Case Study

Geller & Co. - New York, NY



The Challenge

Geller & Co., a strategic advisory firm, relocated its New York headquarters to 99 Park Avenue in Midtown Manhattan as part of a larger repositioning of the tower following a \$30 million capital improvement program. The new workplace spans approximately 45,290 square feet across the ninth and tenth floors and is designed to support a highly refined corporate environment focused on client engagement, collaboration, and privacy. The lighting control strategy needed to respond to a dense office program with executive offices, meeting rooms, and open work areas while maintaining a consistent, high-performance visual environment. Integration with daylight conditions and automated shading was essential to support comfort, reduce glare, and enhance energy efficiency.

The Solution

A BubblyNet lighting control system was implemented across both floors, integrating daylight sensing, dual technology motion sensing, and motorized shade control into a unified platform. Automated responses to occupancy and daylight ensure optimal lighting levels throughout the day, while motorized shades coordinate with lighting scenes to reduce glare and balance natural light. The result is a responsive, energy-efficient workplace that supports productivity and client-facing operations.