

Case Study



Panera Bread HQ - Boston, MA



The Challenge

The Client prides itself on innovation and staying one step ahead. The designer created a unique way to celebrate this core tenet by showcasing an interactive light installation in the brand immersion hallway of the new Panera Bread Headquarters in Boston.

The Solution

Tens of motion sensors are hidden and shielded to detect motion exactly on their target area. Delays and transitions are programmed to create an organic and fluid sense of light motion. Interaction parameters can be tuned through the mobile App while different scenes can be selected with a dimmer switch on the wall.

The Result

An expansive series of lights create a canopy that reacts to movement, effectively “lighting the path ahead” and welcoming guests into the space with a memorable experience.

Architect: **Jim Sansabrinio**; Lighting Designer: **Change Up**