

Case Study

Ted's Bulletin - Multiple Locations



The Challenge

Across multiple Ted's Bulletin locations, the design team sought to create a consistent guest experience that blended the nostalgia of a classic American diner with the sophistication of a contemporary hospitality destination. Each restaurant features layered architectural elements, dramatic material contrasts, intimate booth seating, and curated vintage-inspired details that require carefully controlled illumination. The lighting control system needed to support both phase-dimming and 0–10V lighting while providing the flexibility to adapt to the unique layout and operational requirements of each location. Consistent scene control, smooth dimming performance, and ease of operation were essential to maintaining the brand's signature atmosphere from morning through late evening service.

The Solution

A BubblyNet lighting control system was deployed across multiple Ted's Bulletin locations to unify phase-dimming and 0–10V lighting within a single platform. Customized lighting scenes allow each restaurant to transition seamlessly between daytime dining, evening service, and after-hours settings while preserving a consistent brand experience. Precise dimming control enhances the rich material palette, architectural details, and nostalgic design elements that define the Ted's Bulletin identity. The result is a scalable lighting solution that supports operational flexibility while reinforcing the warm, inviting atmosphere guests expect across every location.