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Richmond Hill, GA

FREN Inc.

Introduction



Transforming Spaces, Creating Impact

When we founded FREN, we believed that thoughtfully designed spaces could heal, inspire, and transform lives. Our vision is simple: create meaningful experiences that make a real difference for children and families when they need it most.

We specialize in designing spaces where children grow, learn, play, and heal. From our studio in Richmond Hill, GA, we create human-centric environments that enrich the lives of all who experience them.

What sets us apart is our commitment to understanding human needs first. We spend time observing, listening, and learning before we design. We study how children interact with their environment, how families navigate challenges, and how caregivers create comfort.

Thank you for considering FREN. We'd love to create something meaningful together.

With gratitude,
Stephen Nottingham
Co-founder and CEO, FREN Inc.

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Overview

FREN Inc. is an experience design company based in Richmond Hill, GA, specializing in creating transformative environments for healthcare, education, cultural institutions, and public spaces. Our mission is "Design that signifies strength and inspires hope." We craft spaces that heal, inspire, and ignite young imaginations through the integration of physical design, digital innovation, and human-centered storytelling.

What We Do

FREN creates experiences that deliver powerful benefits in children's lives. We are a family of passionate creators who design experiences that make a real difference in the lives of children and their communities.

Our Capabilities

1. Physical Environment Design: Architecture and environmental design that creates healing, inspiring spaces
2. Digital Innovation: Interactive technologies and immersive experiences
3. Installation Art: Large-scale installations that transform spaces
4. Strategic Design: Comprehensive experience planning from concept to completion

Why Choose FREN

1. Specialized Focus: Deep expertise specifically in children's environments
2. Full-Service Integration: Physical, digital, architectural, and installation capabilities under one roof
3. Proven Impact: Measurable outcomes in healing and learning environments
4. Humble Innovation: Technology that serves human needs

Core Values

- Value Every Interaction: We believe that great design grows from genuine connections, treating every interaction as a chance to strengthen relationships and create meaningful experiences.
- Embrace Individual Difference: We celebrate the unique perspectives and talents each individual brings, creating an environment where everyone flourishes and innovation thrives.
- Demonstrate Vast Flexibility: We adapt to various design landscapes, using our diverse expertise to overcome creative challenges and unlock new possibilities
- Constantly Pursue Growth: We strive for continuous improvement, exploring new techniques and industry trends to elevate spaces and push creative boundaries.

Our Vision

Innovation that improves lives

Our Process

1. Deep Listening - Extended observation and stakeholder interviews
2. Thoughtful Research - Understanding both the science of healing/learning and the art of engagement
3. Collaborative Design - Co-creating with medical staff and educators, as well as children and families
4. Rigorous Testing - Prototyping and iteration based on real user feedback
5. Sustained Partnership - Post-installation support and continuous improvement

What We Create

1. Sensory Engagement: Immersive experiences designed to engage multiple senses to create enthralling environments.
2. Interactive Storytelling: Technology-enabled narratives that respond to user actions, creating personalized experiences.
3. Physical Environment: Strategic arrangement of spaces with deliberate use of lighting, sound, and materials to transform ordinary spaces into extraordinary experiences.

Community Impact

Community is at the heart of what we do. Beyond our projects, we're active in building connections with local communities and engaging in initiatives that bring our work closer to people.

THE FREN STORY

Built on Belief, Driven by Purpose

We believe children experience the world differently from adults, seeing magic in the everyday and finding joy in unexpected places. Guided by this insight, we design spaces that nurture healing, spark imagination, and support deep learning. With a human-first approach, every detail is crafted to create environments where children and families not only feel welcome but also grow, recover, and thrive together.

Telfair Children's Art Museum

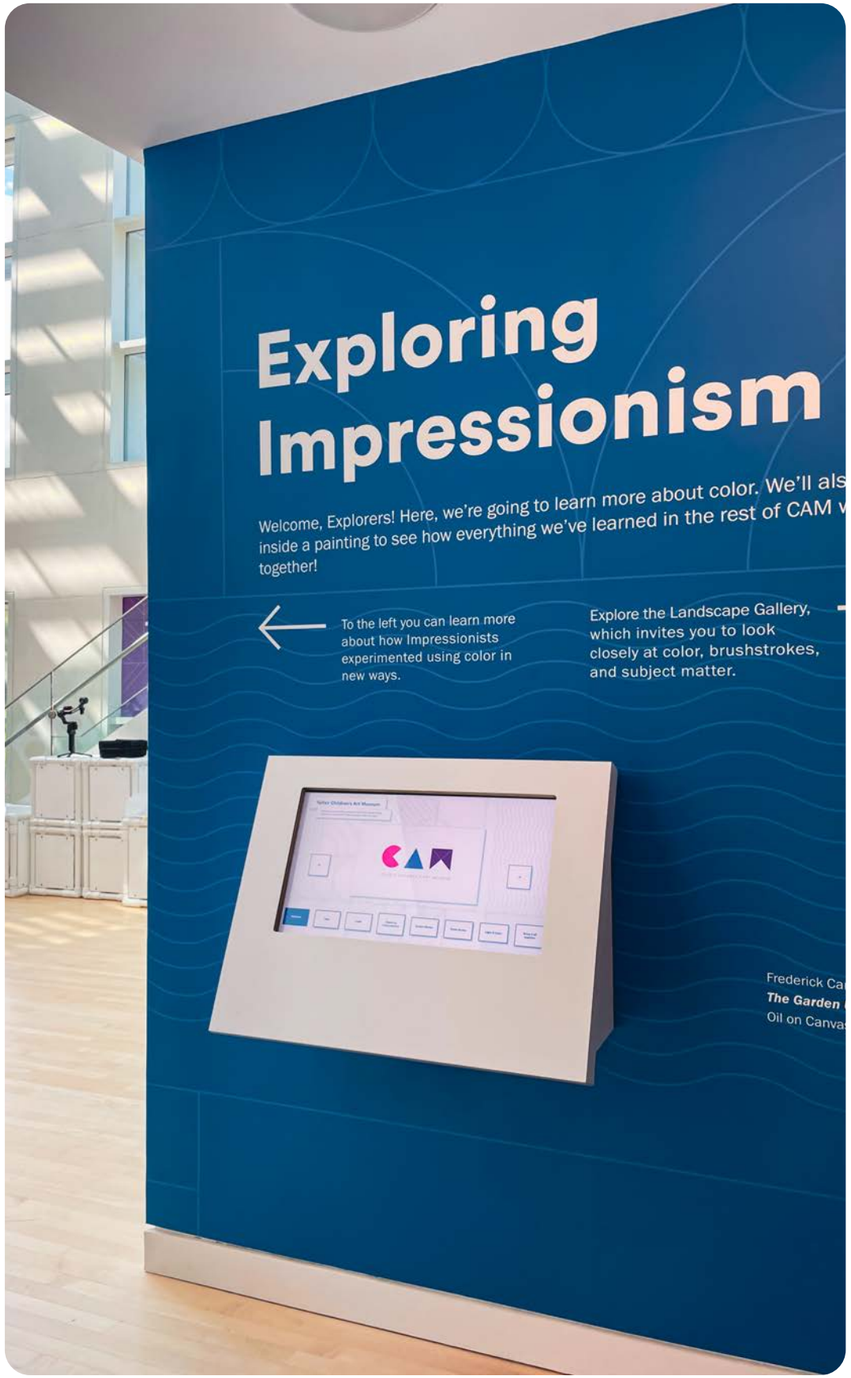
FREN created a pioneering hybrid digital-physical children's museum experience that seamlessly integrates interactive technology with traditional art appreciation. The primary goal was to develop a comprehensive, scalable framework that allows for dynamic theme transitions while maintaining consistent brand identity and user experience quality.

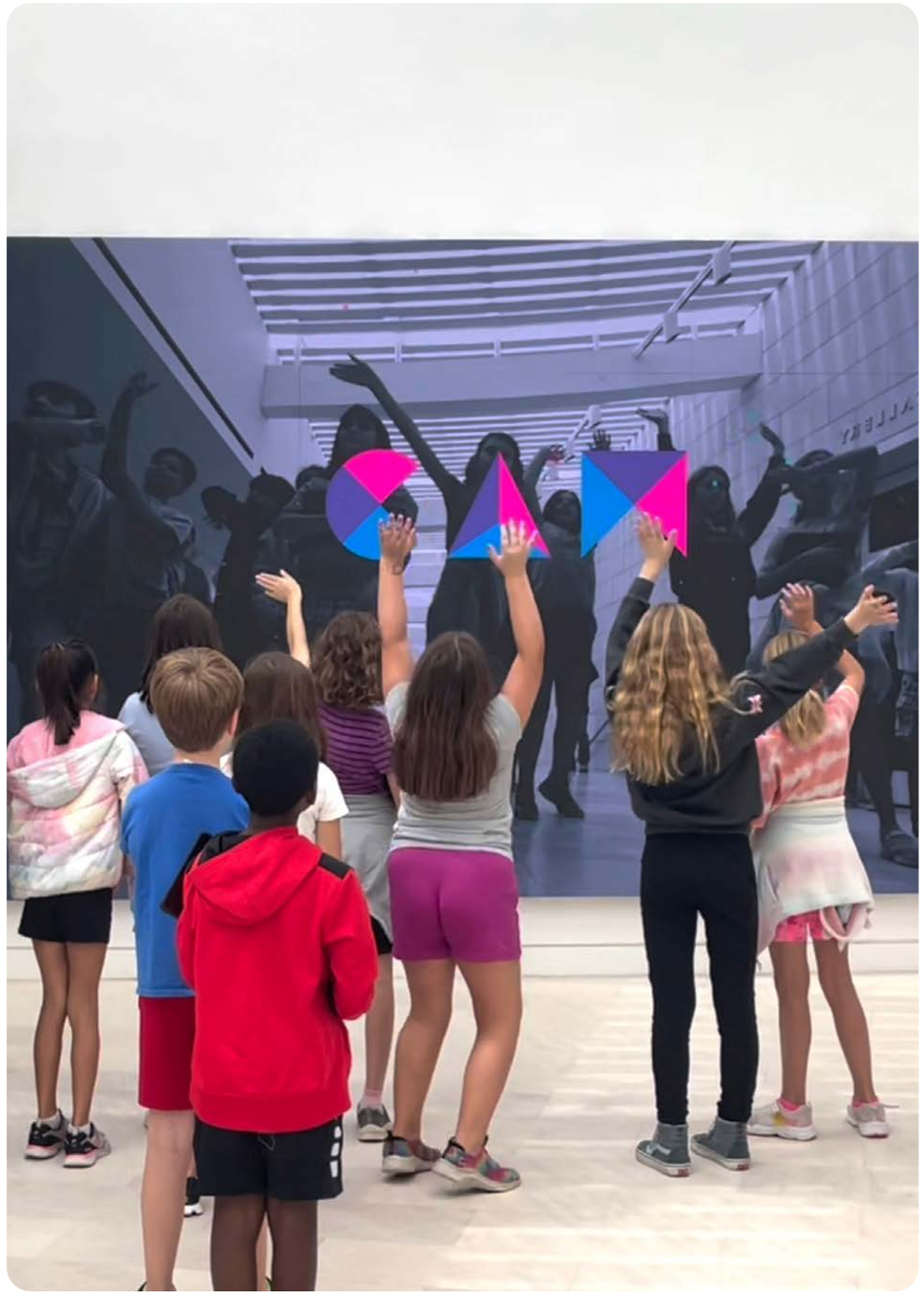
- Design a flexible content management system enabling easy theme transitions between different artistic periods and artists
- Create immersive experiences around two inaugural themes: Impressionism and William O. Golding's maritime works
- Develop comprehensive branding strategy and visual identity for the children's museum space
- Build scalable digital infrastructure supporting multiple content themes with consistent interaction standards
- Establish new standards for multi-generational art engagement through technology-enhanced experiences
- Create educational frameworks that adapt to different artistic movements and cultural contexts











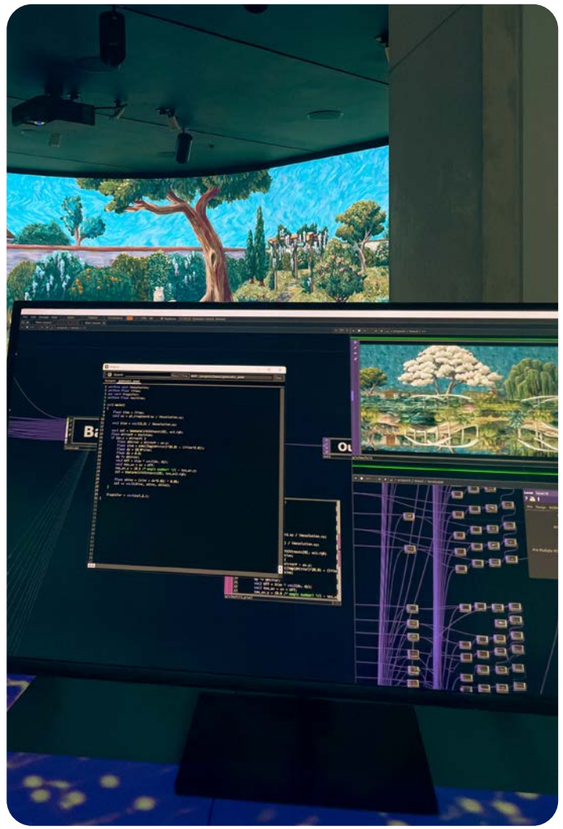
Brand Development:
We delivered a visual identity system including logo design, color palettes, typography, wayfinding systems, and brand guidelines specifically developed for the children's museum experience, ensuring cohesive visitor experience across all touchpoints.

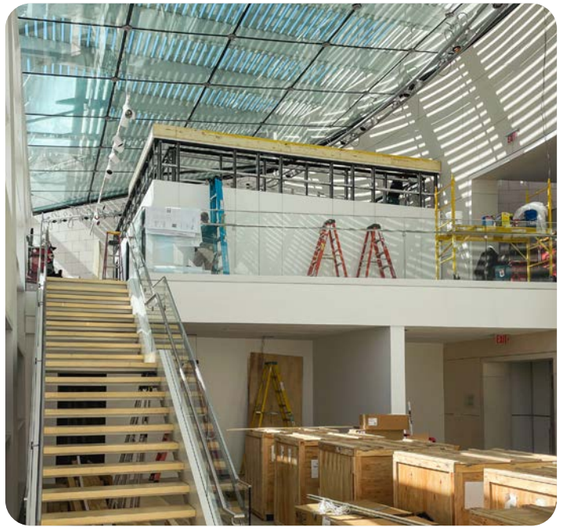
Impact & Innovation:
This project establishes a new paradigm for museum flexibility, proving that institutions can maintain fresh, relevant content while preserving educational quality. The framework system allows Telfair Museums to regularly refresh exhibitions without major infrastructure investments, creating a sustainable model for ongoing visitor engagement.

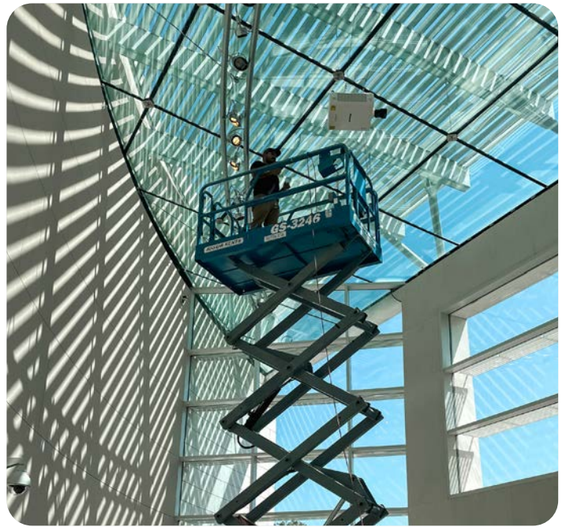
Future Scalability:
The established framework supports unlimited theme additions, positioning Telfair Museums for continued innovation in children's art education and family engagement programming.


ACRYLIC NAMEPLATE
ACRYLIC NAMEPLATE
START







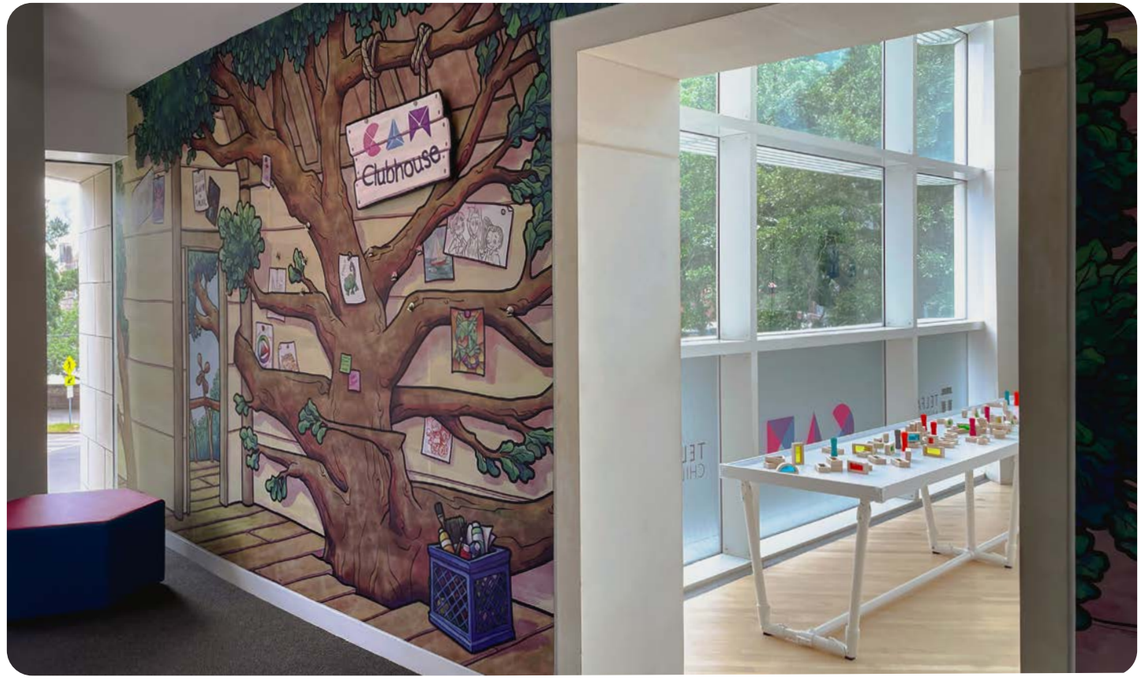


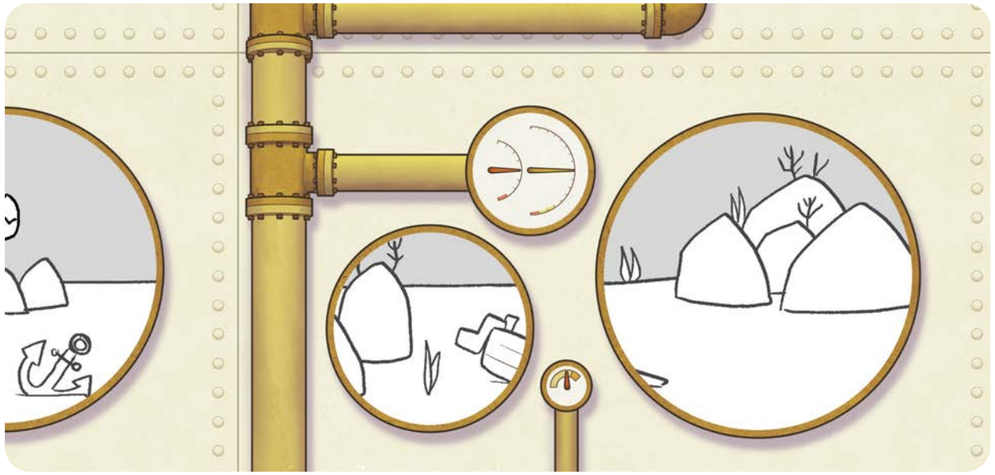


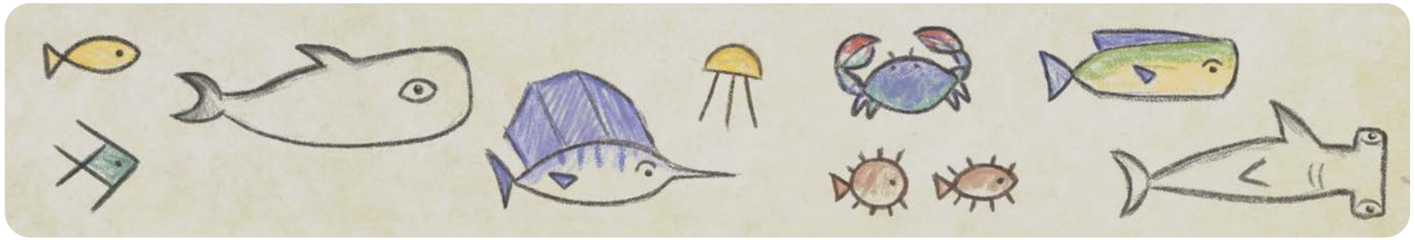







Clubhouse







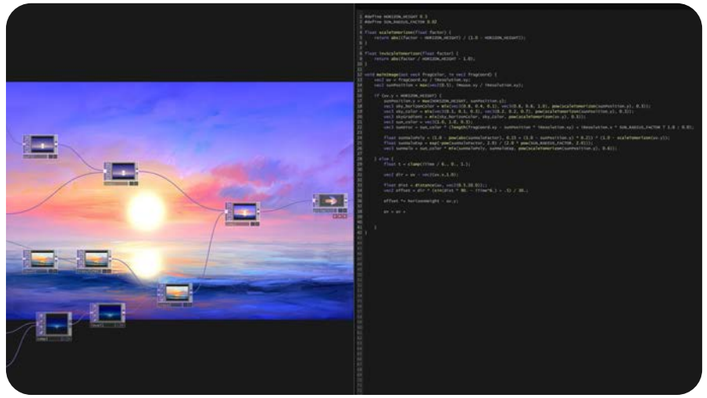

Why do Golding's drawings include borders and nameplates?
Golding included borders and nameplates in his drawings i



William O. Golding Maritime Collection

An animated interpretation of Golding's historic maritime drawings, bringing sailing vessels and coastal Georgia scenes to life through responsive digital storytelling and interactive exploration.


NOVA SCOTIA
ARCTIC·OCEAN
GAY·HEAD
(AQUINNAH)
SAPELO·ISLAND
TRINIDAD






Bas



Behind-the-Scenes Element

Our design process begins not with sketches, but with listening. We spend countless hours observing how children interact with spaces, how families navigate stress, and how caregivers create comfort.

Stephen Nottingham

Co-founder, FREN Inc.

As Cofounder and CEO of FREN, Stephen Nottingham leads with vision and precision, overseeing project management, design development, and strategic implementation across the studio.

Stephen's leadership is rooted in both real-world management experience paired with academic rigor from the Savannah College of Art and Design (SCAD), majoring in Service Design with a minor in Production Design. During his time at SCAD, Stephen led high-impact projects with global industry leaders—developing forward-thinking solutions to previously unsolved problems.

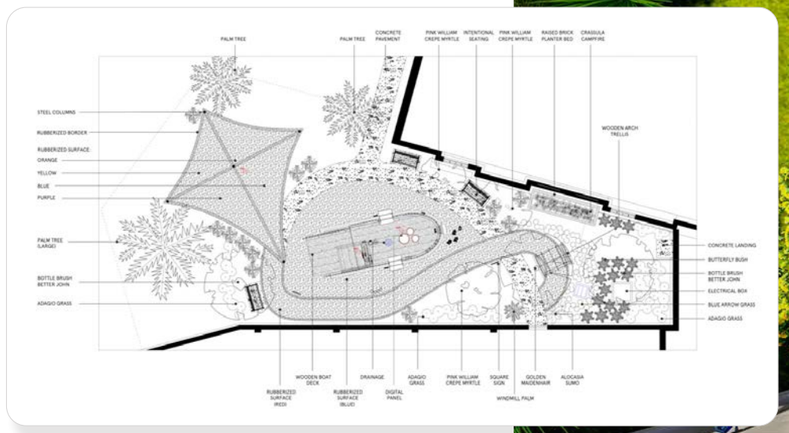
In parallel to his academic journey, Stephen worked diligently to assemble a collective of talented peers that would become FREN—a "family of passionate creators". This approach would challenge the conventional model—demonstrating that the multidisciplinary depth often spread across multiple firms could thrive within a single, unified studio.

Stephen considers his faith and family as his greatest accomplishments. Outside of his work at FREN, he's an avid culinary enthusiast and loves exploring the outdoors with his family. Above all, he remains committed to leveraging design as a powerful tool for social impact and meaningful progress.

HCA Memorial Health

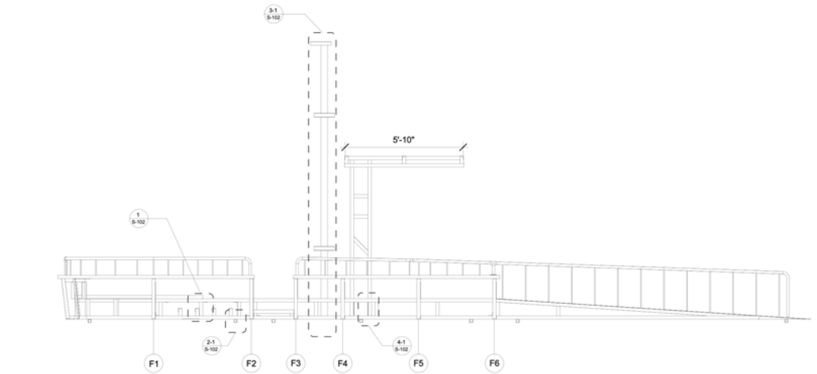
The main goal of this project was to create an inclusive healing environment that recognizes play, exercise, and stimulation as fundamental to the healing process, providing a safe space where children of all abilities and their families can engage in meaningful activity and recovery.

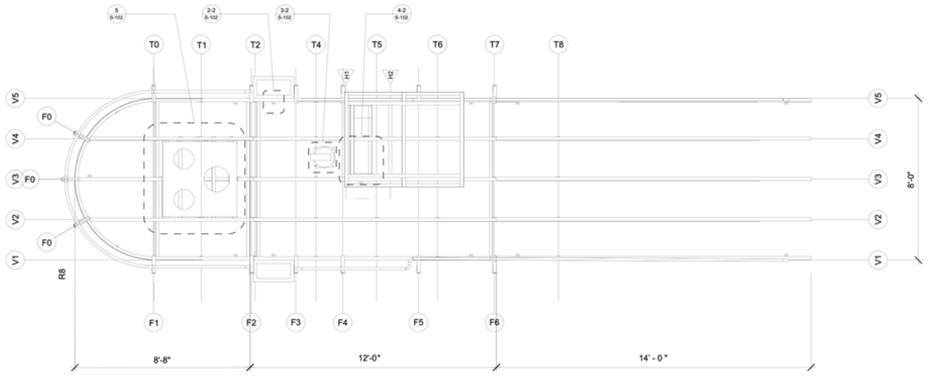
- Therapeutic Environment Creation: Design spaces that support emotional and physical recovery alongside medical treatment
- Universal Accessibility: Ensure children with diverse mobility needs can fully participate in play experiences
- Multi-Sensory Engagement: Create an environment that stimulates sight, sound, touch, and smell for holistic healing
- Family Connection: Provide meaningful spaces where patients and families can bond and create positive memories during challenging times

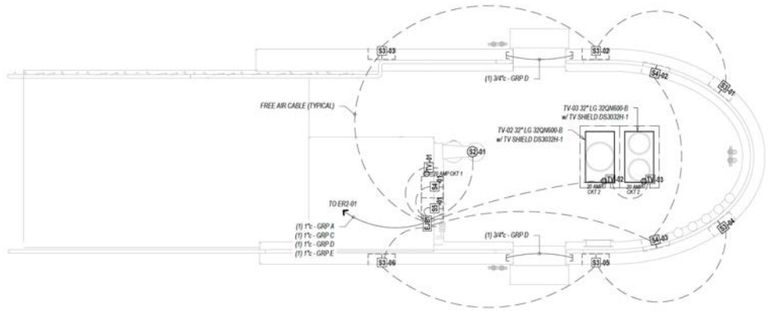


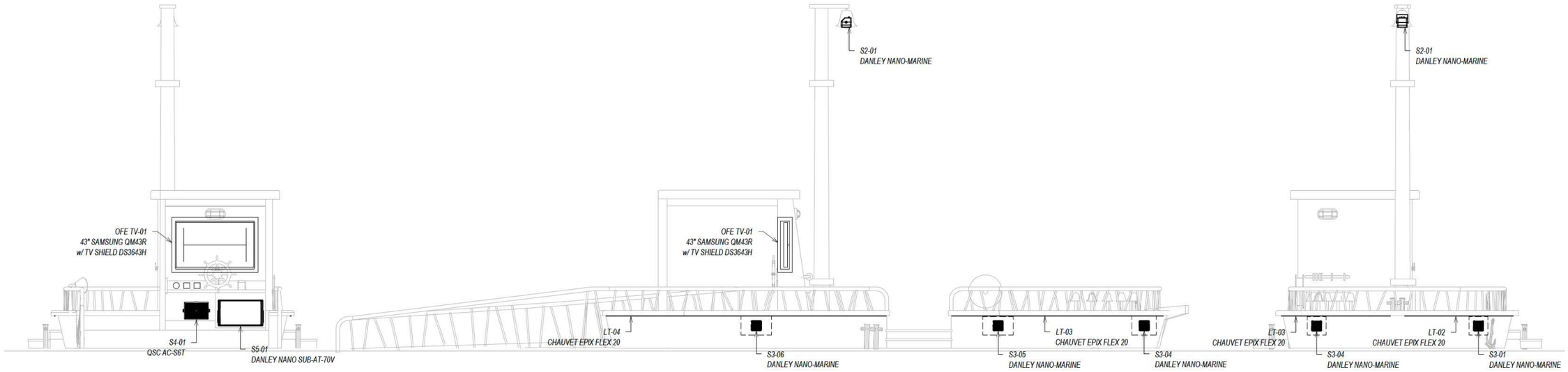


Dwaine & Cynthia Willett Children's Hospital of Savannah, HCA Memorial Health







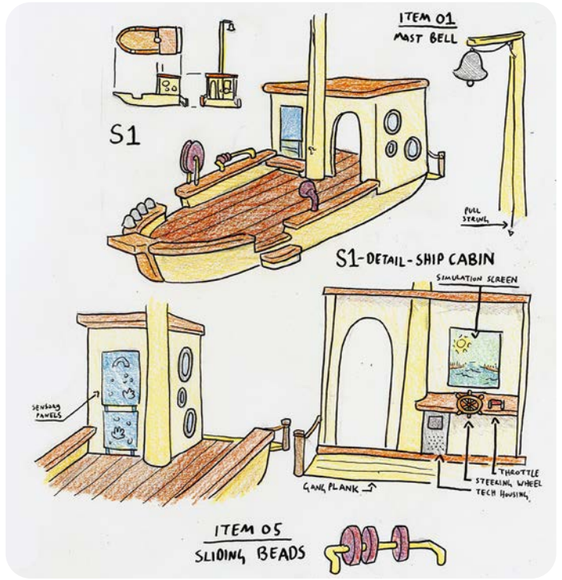


Deep Listening: Extended observation and understanding of how children, families, and medical staff interact with healing spaces

Thoughtful Research: Comprehensive study of both the science of healing/learning and the art of engagement

Collaborative Design: Co-creation with medical professionals, child life specialists, and most importantly, children and families

Human-First Innovation: Technology that serves human needs, not just progress











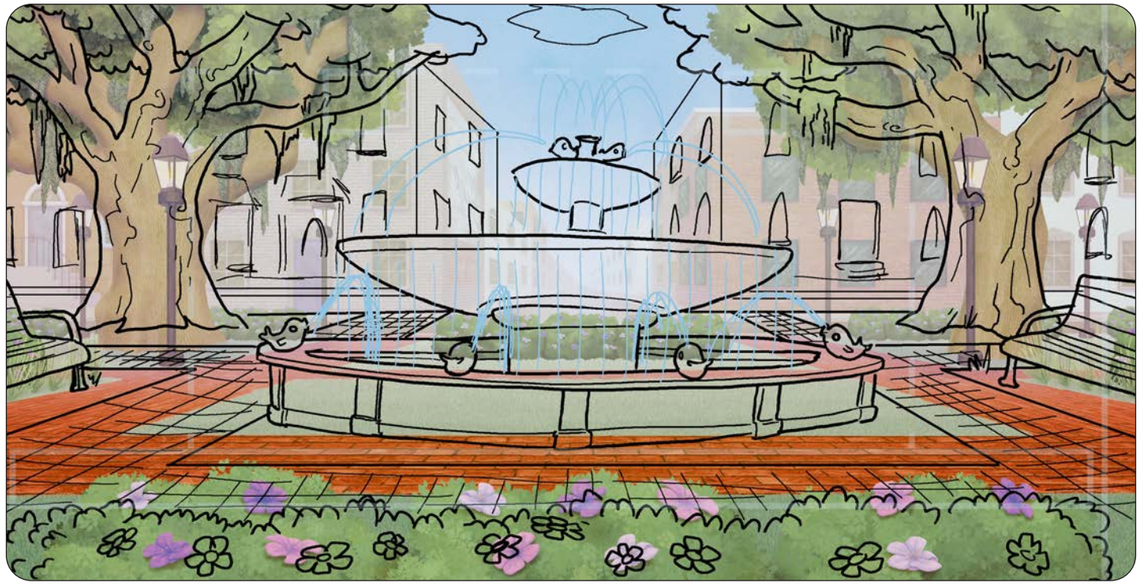
FREN is engaged in every stage of the design process, from initial concept to construction and installation. One example is the creation of an accessible playground featuring a boat-themed play structure. The process highlights design plans, foundation work, vibrant buildings, and the assembly of curved, child-friendly sections that ensure play for children of all abilities.



Actual Savannah river routes were filmed and digitized to provide familiar, local geographic connection during treatment. Children recognize local landmarks and waterways, creating comfort and connection to home while navigating their healing journey.









Seamlessly blending physical play structures with digital experiences requires precise calibration of sensors, displays, and interactive elements.

This digital interactive installation uses body sensor technology to detect user movements and create real-time responsive environments. Featuring a digital fountain projected on screens, the system generates dynamic visual elements including butterflies and changing water streams that react to physical gestures, creating an engaging experiential space.







Design Process

We start by listening, not designing. We spend time watching how children and families actually use spaces, then we co-create solutions together. Our technology serves human needs, not the other way around.

Kristen Nicolais

Design Lead

As Design Lead, Kristen uses the physical environment to tell stories. From research and concept development, to schematic design drawings, to material and finish selection, she is involved in every step of the environmental design process.

Kristen holds a BFA in Interior Design from Cazenovia College. She worked for over three years designing corporate environments before attending the Savannah College of Art and Design to earn an MFA in Themed Entertainment Design. While attending SCAD she completed an internship where she designed theme park environments and was on a team of finalists for the Disney Imaginations competition. She joined the FREN team in 2022.

While Kristen acknowledges there is a time and place for more serious design, she wholeheartedly prefers to design fun, playful spaces which spark curiosity, wonder, and joy. She believes that if we were all sensible enough to take a bit of our “youthful foolishness” with us into our adulthood we would all be much better off, and she hopes to inspire this course of action through her design in both children and adults.

When she is not at work, Kristen enjoys a plethora of hobbies. She LOVES to run (yes really!), can always be found with a book somewhere nearby, has a horrible habit of starting video games and never finishing them, likes to go hiking and exploring, and has fun wrangling children in the church nursery... There are more but she is already past the allotted length of this section.

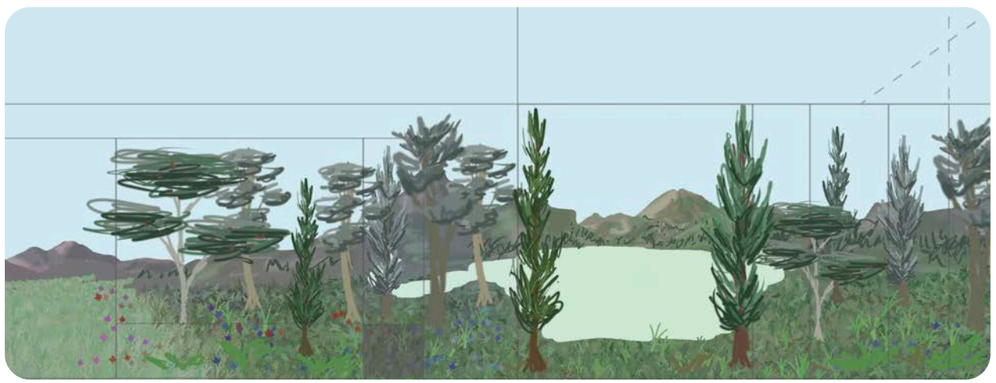
UVA Health Children's

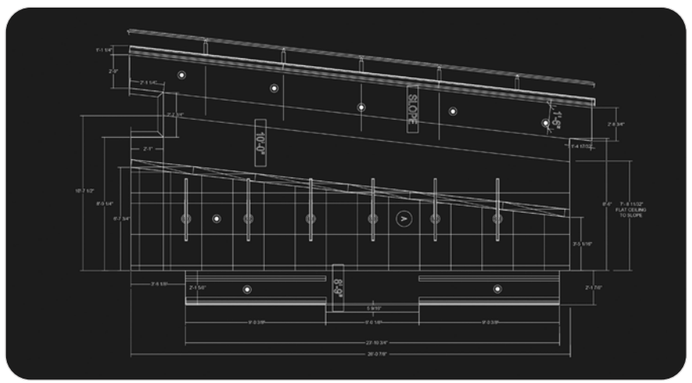
FREN created an innovative therapeutic playroom for UVA Health Children's Hospital that transforms a clinical space into an immersive natural environment designed to promote healing and wonder for young patients.

The centerpiece of this installation is a realistic tree integrated into the room's architecture, surrounded by an interactive forest ecosystem that spans the walls, ceiling, and floor. This creates a seamless blend of physical and digital elements that transport children from the hospital environment into a magical woodland setting.

- Floor-to-ceiling nature murals featuring detailed forest landscapes
- Interactive wall projections that respond to children's movements
- Educational wildlife content integrated throughout the space
- Ceiling treatments that extend the forest canopy overhead









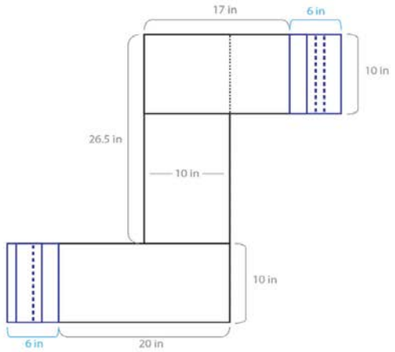


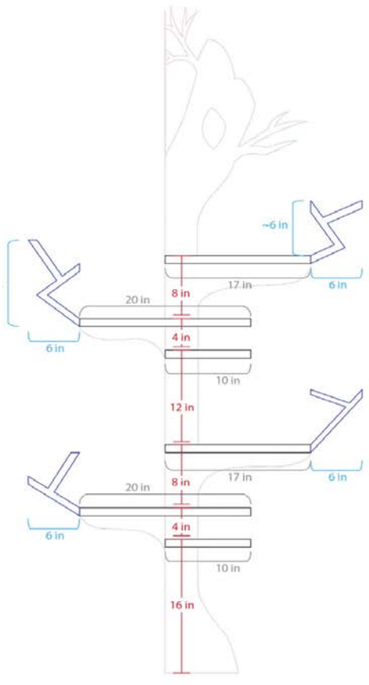




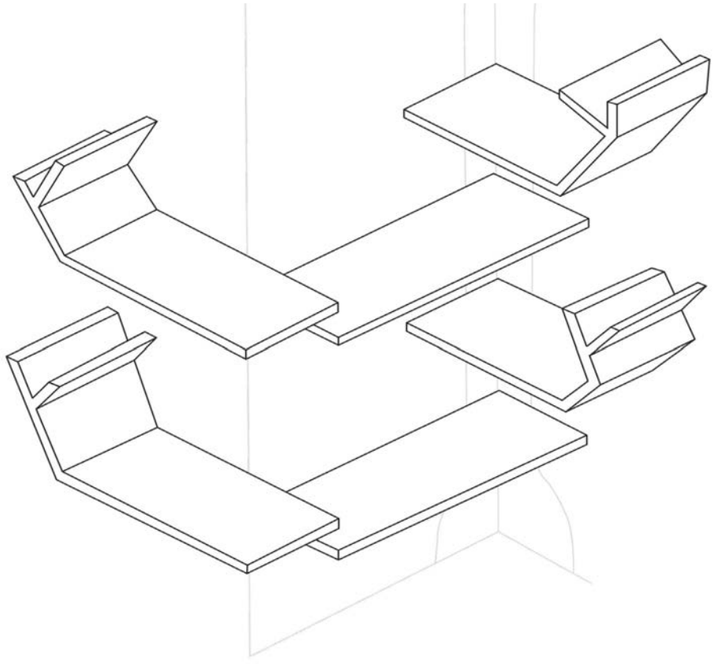



Wishing
Tree


17 in
6 in
10 in
26.5 in
10 in
10 in
6 in
20 in

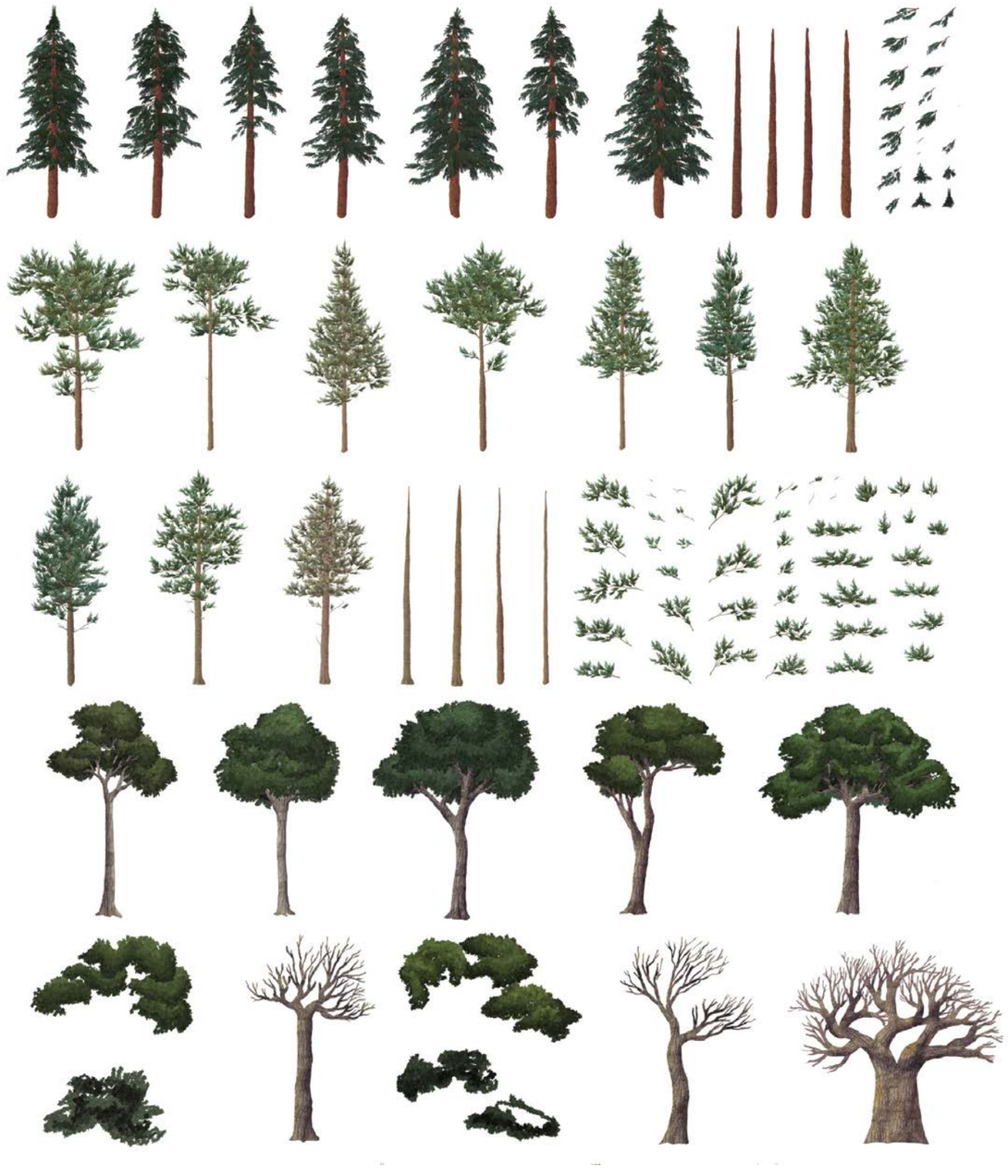

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Makita



















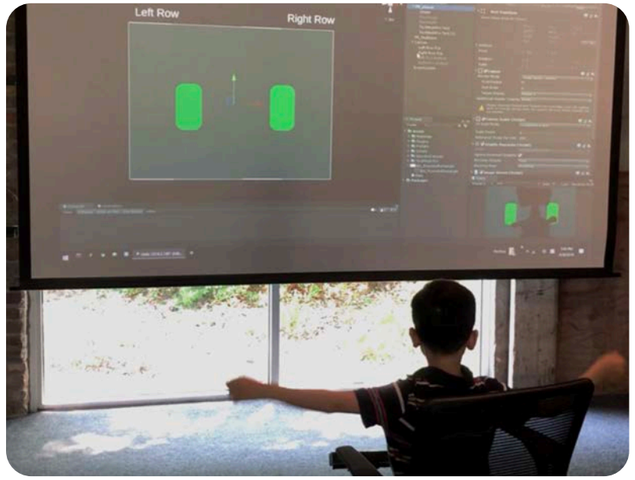
All graphic resources are hand-crafted artworks, creating a living art gallery experience. Detailed forest murals and wildlife illustrations elevate the space to exhibition quality. Dynamic lighting systems change colors in real-time or seasonally, transforming the overall mood. This combination of traditional artistic craftsmanship with modern lighting technology creates an immersive environment that offers visitors a constantly evolving visual experience blending art, nature, and healing.

This digital environment utilizes gamification methodology to deliver essential children's safety education programs within hospital settings. Patients embark on an exciting wilderness adventure where they are introduced to various safety items such as life jackets, first aid kits, and sunscreen to help them successfully navigate their journey. Children learn when and how to use different equipment as they interact with each item.

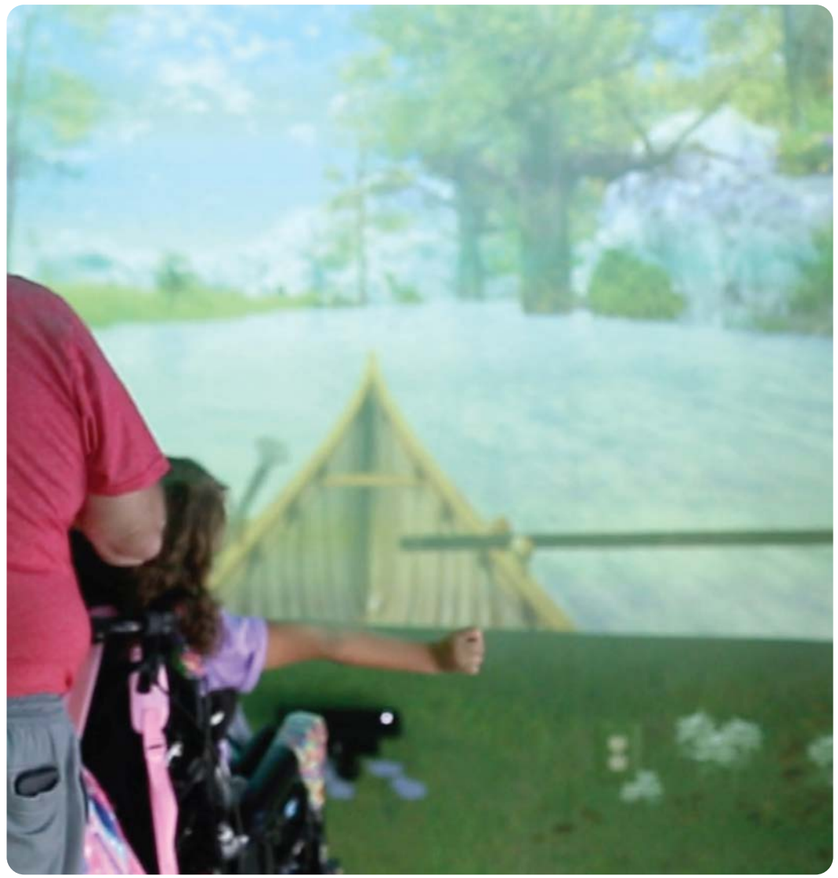
The game teaches critical safety awareness by identifying wild animals, distinguishing between safe and dangerous wild foods, and understanding emergency preparedness. This immersive educational experience transforms traditional safety instruction into an engaging, hands-on learning adventure that helps young patients develop essential life skills while reducing anxiety during hospital visits through purposeful play and discovery.







On their virtual wilderness adventure, patients navigate waterways, trigger wildlife interactions, and change environmental scenes through motion. Motion sensors and depth cameras track limb positions enabling users to interact with the projected environments through real time digital content manipulation. This controller-free technology creates intuitive experiences where physical movement becomes the interface, allowing seamless exploration of immersive digital worlds through accessible, organic body language that feels natural and engaging for users of all ages.





Patients recovering from arm injuries or strokes use body tracking to perform therapeutic exercises presented as an interactive journey. The system monitors progress and motivates patients through engaging visuals, transforming repetitive clinical exercises into an experience that feels active, playful, and rewarding.



Team & Expertise

Being small isn't our limitation—it's our superpower. While others navigate layers of bureaucracy, we move from concept to creation with the speed of genuine care. In a world of corporate distance, we deliver human connection.

Ben Ruff

Art Director

As Art Director, Ben Ruff is responsible for all illustrated material coming from FREN Inc. The scope of this includes everything from sketches and concept drawings to finished murals, books, printed materials, and digital animations.

Ben’s experience includes more than seven years of professional design and illustration work, as well as a BFA in Sequential Art from the Savannah College of Art and Design (SCAD). His sequential art background gives him key insight to visual storytelling and communicating narrative information through images. Working in different mediums for different projects, he has developed an adaptive style, drawing to mimic certain artists for museum exhibitions or to exemplify certain moods for healing spaces.

His goal with illustration is to make sure that all aspects of a drawing are communicated clearly–an image that the audience finds difficult to understand is a failure and must be amended. Purposeful illustrations, not just impressive visuals, are the key to connecting the viewer’s comprehension with the artist’s intent. Just as every message is different from another, so too must a drawing be made uniquely and distinctively for its specific use.

Outside of his work for FREN, Ben also pursues other creative ventures such as writing stories and comics–at least when he’s not taking it easy and enjoying video games or movies.

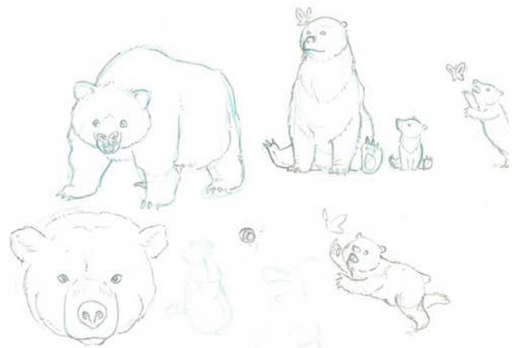
Healing Pathways

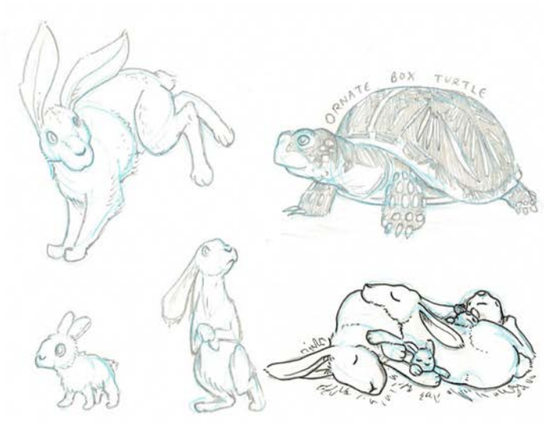
Interactive Wayfinding for Children's Healthcare

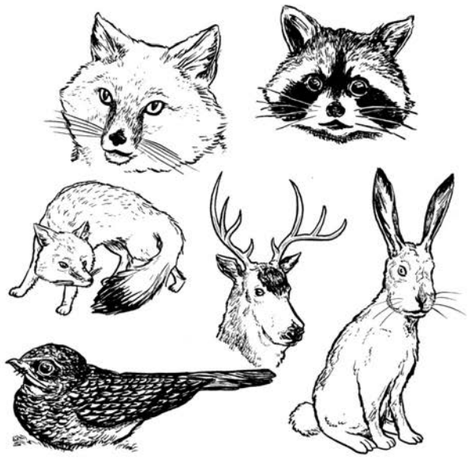
FREN transforms traditional hospital wayfinding into an engaging adventure that reduces anxiety while providing clear navigation for children and families. Our approach combines intuitive visual storytelling with interactive technology to create a fun-filled journey through complex healthcare environments.

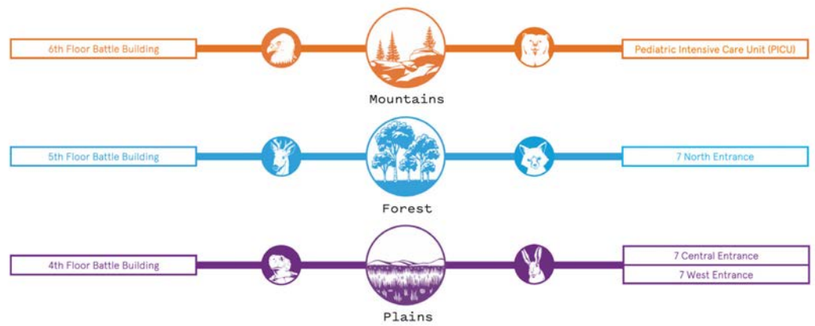
- Story-Driven Navigation: Wayfinding follows thematic narratives (forest paths, vast plains, bubbling rivers, and rocky mountains) that make navigation feel like an adventure rather than a clinical process
- Interactive Directional Elements: Touch-sensitive signs that respond with animations, sounds, or helpful characters providing directions and encouragement
- Multi-Sensory Guidance: Color-coded pathways, tactile elements, and audio cues designed for children with different abilities and ages
- Emotional Support Integration: Signs that offer comfort messages, countdown timers for procedures, and celebration points for completed visits

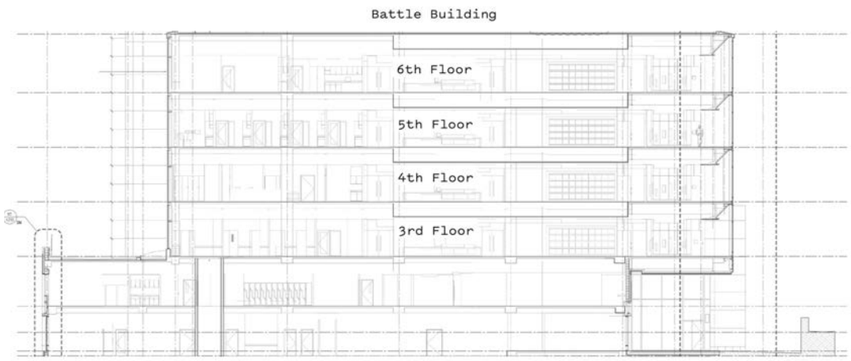


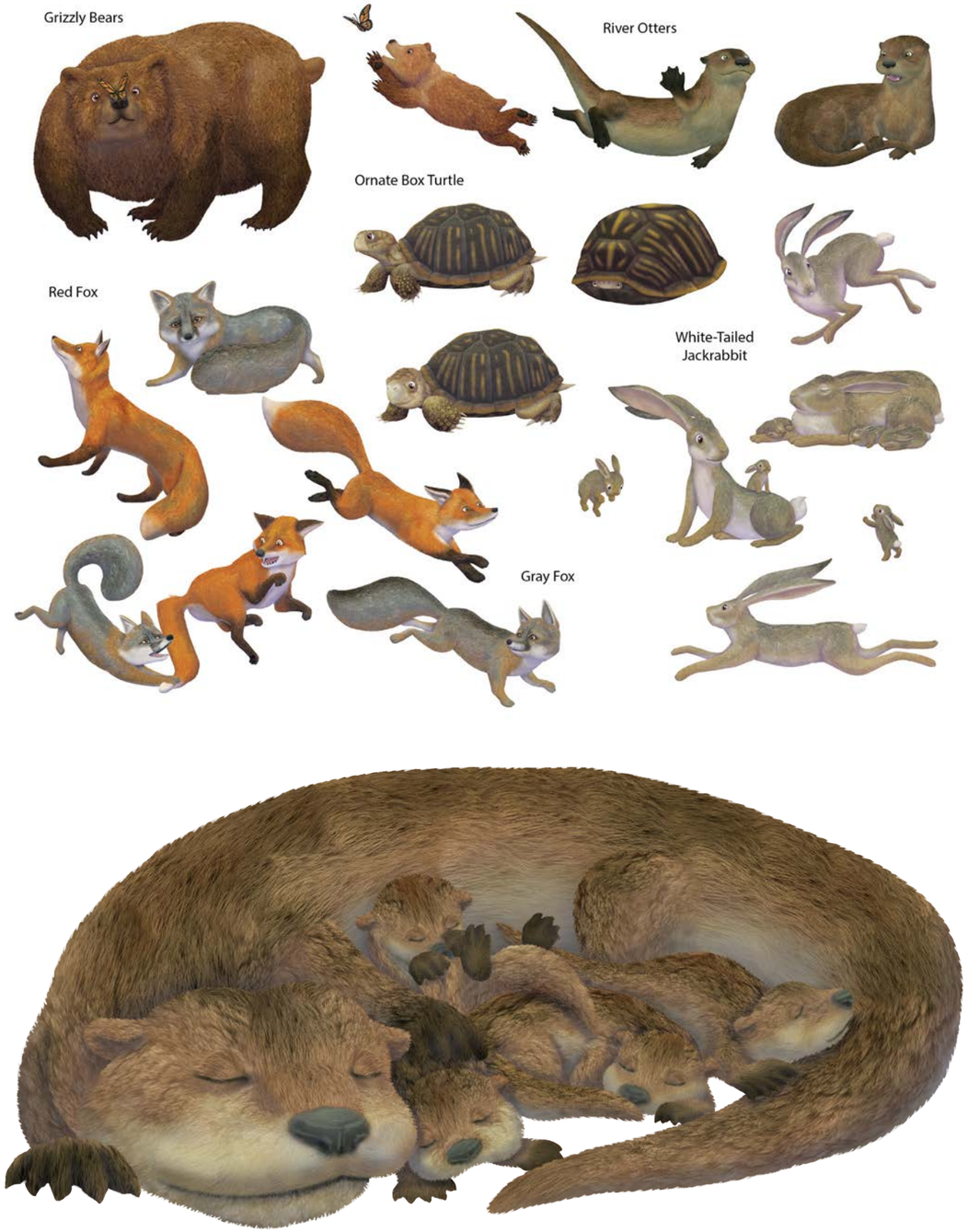




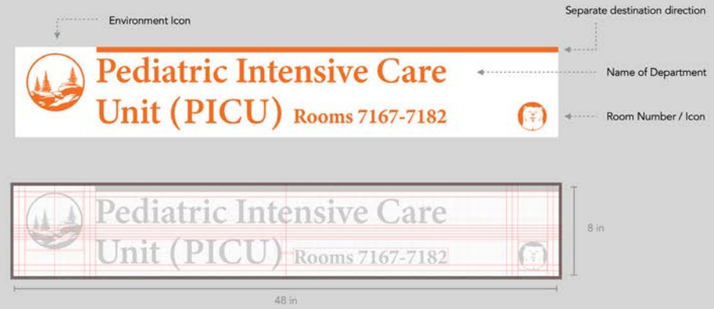




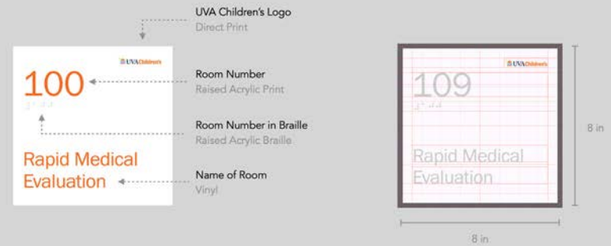




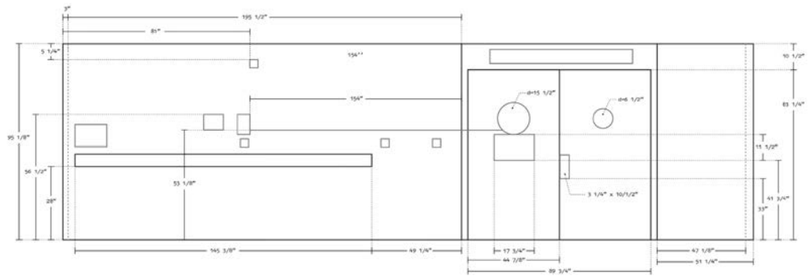
Entrance Unit Signage



Room Signage





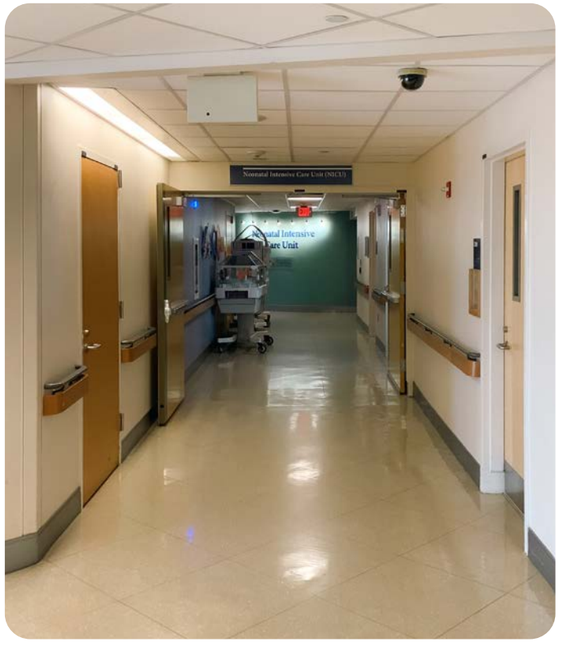


Every directional element serves dual purposes, providing practical navigation and emotional support, transforming potentially stressful hospital navigation into an empowering experience for young patients and their families.

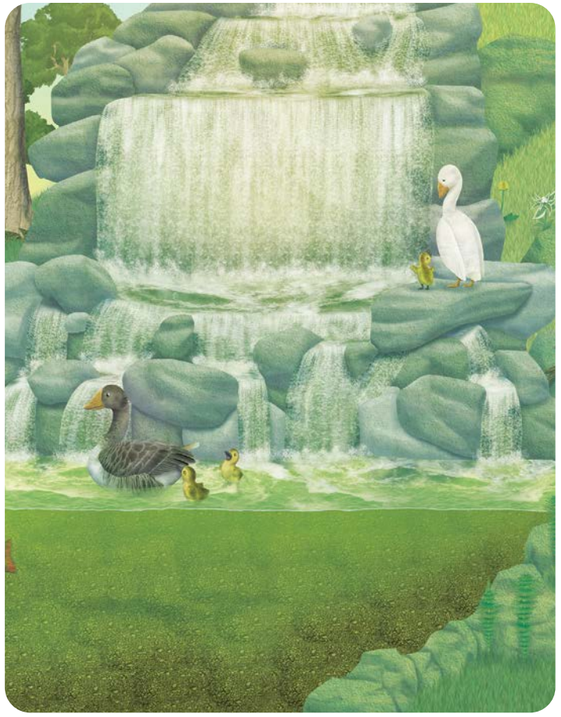


Enchanted Wayfinding

UVA Health Children's features powerful storytelling-based navigation through hand-illustrated environments. Each hospital zone is distinguished by unique color palettes and whimsical landscapes populated with gentle rabbits, soaring birds, and wildflower meadows. The expansive murals transform complex hospital corridors into storybook adventures, where directional signage seamlessly integrates with the narrative environment. Children follow visual cues through this enchanted world, making navigation feel like exploring a magical realm rather than walking through cold clinical spaces.







This is a project designed to convey warmth and comfort to patients' families through meaningful visual experiences. Projection mapping technology creates flowing waterfall imagery, while seamlessly displaying dynamic digital content on physical wall surfaces. This immersive installation transforms static hospital walls into living, breathing natural environments that provide emotional solace and peaceful moments for families during challenging times.



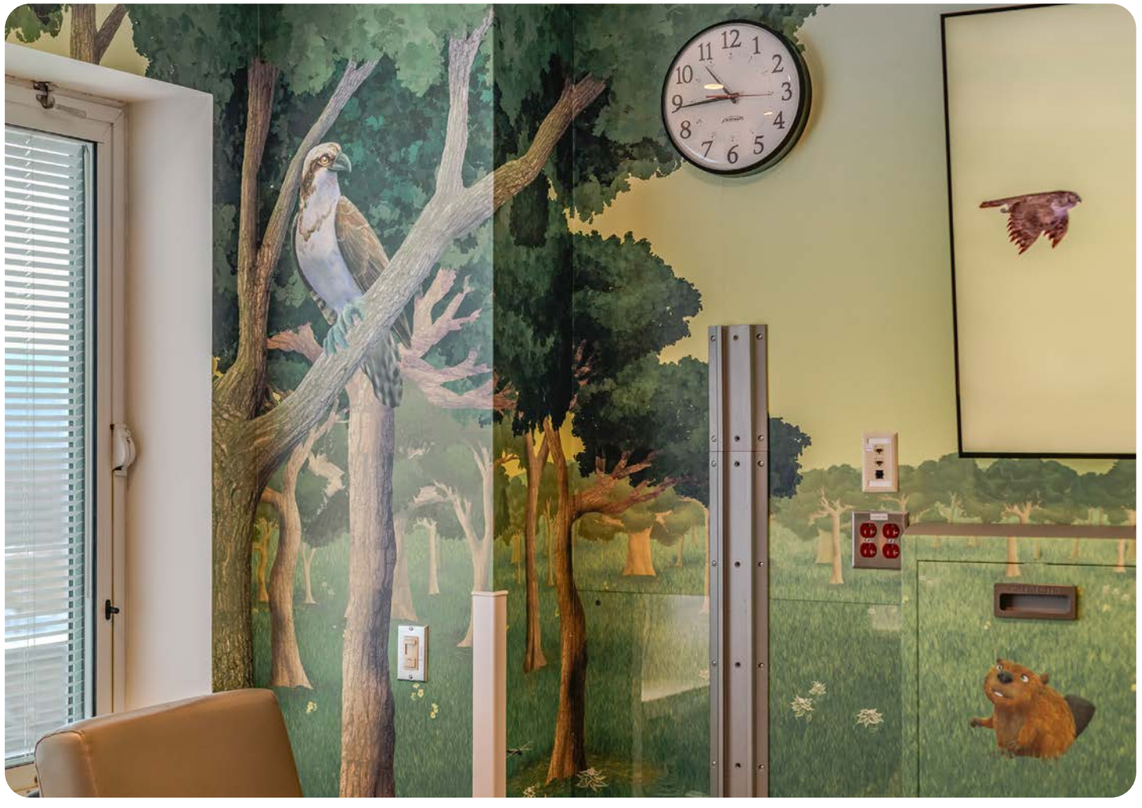


Bone Marrow Transplant Unit: A Comforting Forest Sanctuary

The bone marrow transplant environment maintains UVA Health Children's enchanted forest theme while addressing the unique needs of long-term pediatric patients. Each patient room features immersive woodland murals with detailed wildlife illustrations including owls, squirrels, and native birds, creating a consistent narrative throughout the hospital experience. The design carefully integrates medical functionality with therapeutic aesthetics, incorporating digital display zones for entertainment and education within the natural landscape artwork.

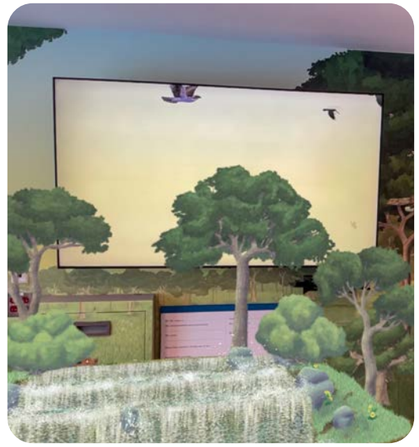
Special consideration was given to the extended stay nature of bone marrow transplant treatment, with rich, layered forest scenes that provide visual interest during lengthy recovery periods. The cohesive color palette of greens, earth tones, and soft sky blues flows seamlessly from the hospital's main wayfinding system into these specialized treatment areas. Interactive elements and varied wildlife creatures offer emotional support and distraction during challenging procedures, while maintaining the hospital's nature theme that transforms medical spaces into healing sanctuaries.











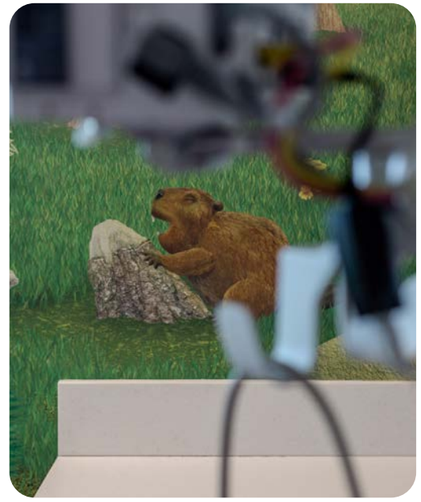








This innovative AR system transforms static forest murals into interactive ecosystems for extended-stay pediatric patients. Using tablets, children discover hidden beaver families in tall grasses and click flying birds to hear authentic nature sounds. The technology seamlessly integrates digital wildlife with physical artwork, creating an immersive woodland experience that reduces boredom and anxiety during lengthy treatment periods. Patients can explore different areas of the forest environment, uncovering animated characters and natural soundscapes that provide therapeutic benefits and maintain engagement over time, making long-term hospital stays more bearable through meaningful digital interaction.

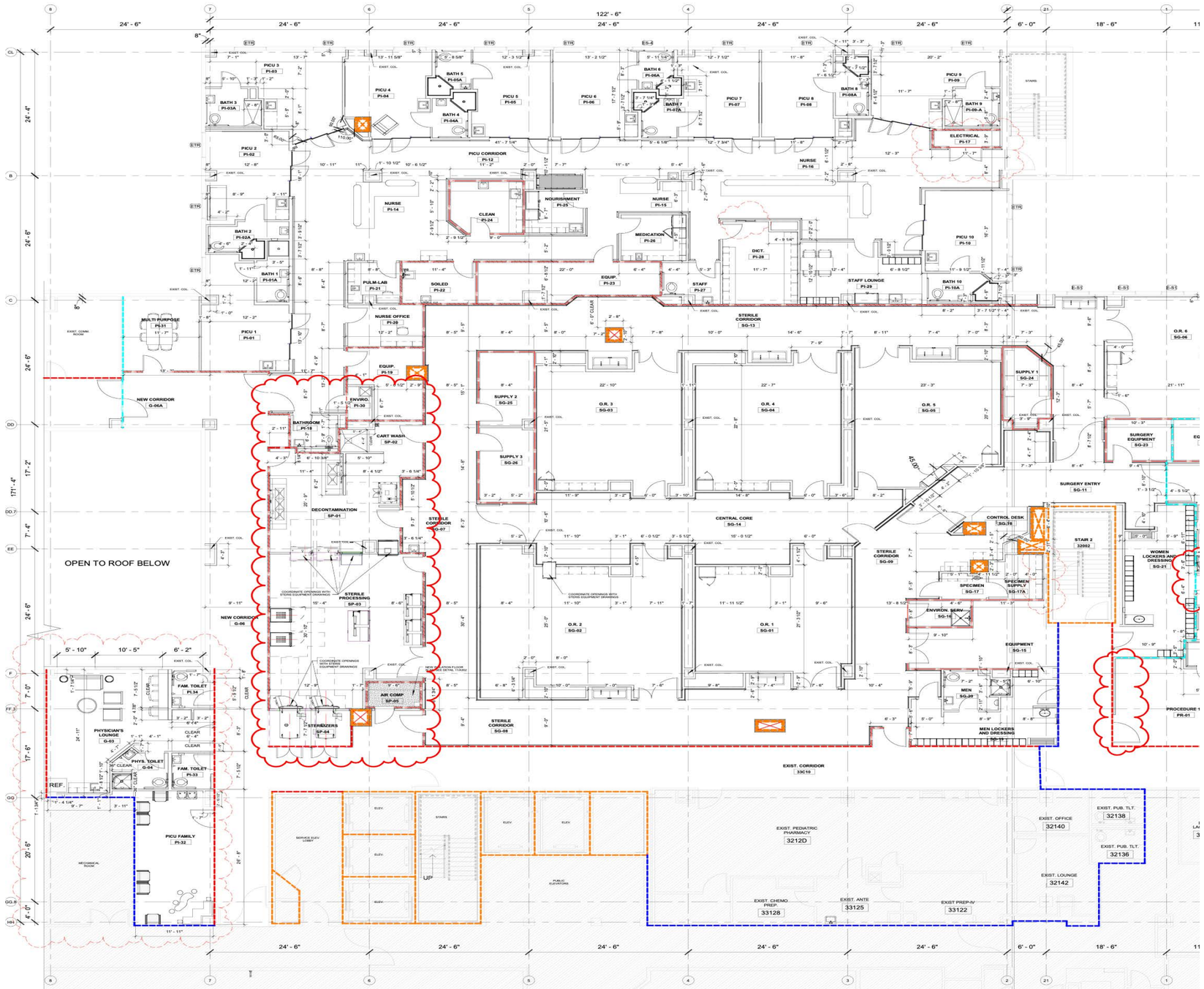


Studer Family Children's Hospital

FREN designed and implemented comprehensive healing environments throughout Studer Family Children's Hospital, transforming clinical spaces into an immersive ocean-themed experience that creates engaging, calming environments to support both patient healing and family comfort.

- Immersive Murals: Hand-painted underwater scenes featuring sea life, coral reefs, and marine environments throughout corridors, patient rooms, and common areas
- AR-Enhanced Digital Aquariums: Large-scale digital displays showing animated underwater scenes with augmented reality fish identification features
- Therapeutic Spaces: Ocean-themed family lounges and waiting areas with comfortable seating and calming blue lighting
- Educational Integration: AR technology that allows users to discover and learn fish names and information





Studer Family Children's Hospital represents one of FREN's most ambitious and comprehensive healthcare design projects, transforming extensive clinical space into an immersive underwater wonderland.

Massive Scale & Theme Park Approach:
The project spans multiple wings, with FREN's extensive intervention spreading across patient corridors, family areas, treatment rooms, and common spaces. Like a Disney-style theme park, the design creates a seamless narrative journey where children don't simply visit a hospital—they embark on an oceanic adventure.

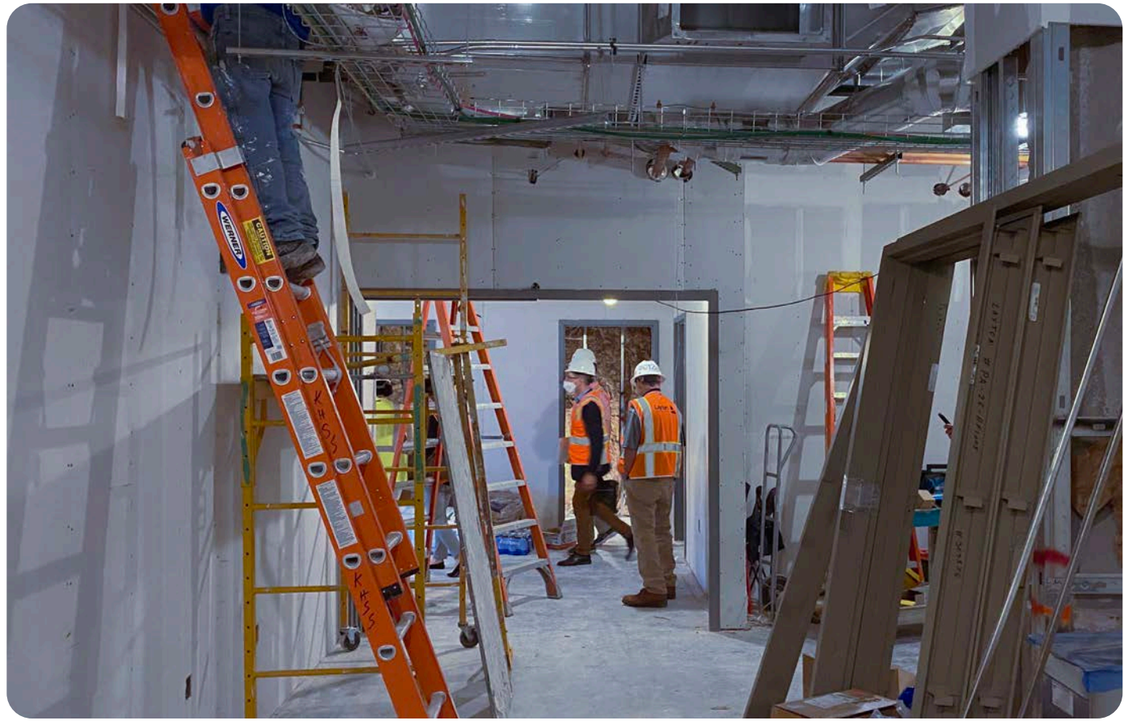
Blurring Hospital-Museum Boundaries:
FREN strategically eliminated the harshness of clinical sterility by creating discovery-driven experiences throughout the facility. This transforms medical corridors into educational galleries and waiting areas into hands-on discovery zones, making medical visits feel like museum expeditions.

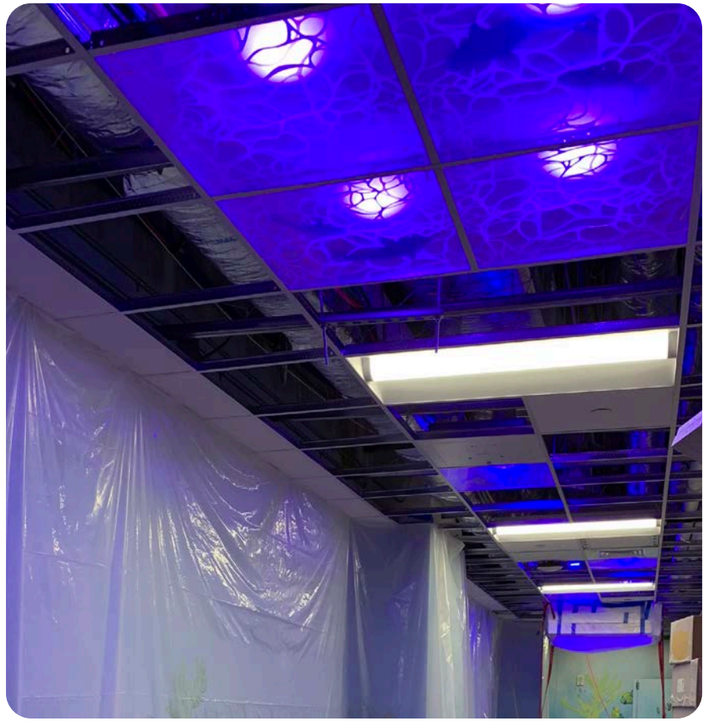
Pensacola-Specific Storytelling:
The design authentically reflects Northwest Florida's Gulf Coast ecosystem, featuring native species from Pensacola Bay, the Emerald Coast, and nearby barrier islands. Murals feature local marine life like red snapper, sea turtles, and dolphins that children might actually encounter at Pensacola Beach. The AR fish identification system showcases regional biodiversity, from shallow seagrass beds to deeper Gulf waters, helping patients learn about the natural beauty surrounding their community.

Due to hospital network security restrictions, FREN deployed Raspberry Pi units configured in Access Point (AP) mode to create isolated wireless networks for the underwater lighting system.

The custom lighting orchestration system controls hundreds of smart bulbs throughout patient areas, programmatically simulating oceanic lighting conditions—from gentle surface ripples to deep-sea ambiance. The Raspberry Pi nodes run real-time lighting algorithms that create dynamic color transitions, mimicking natural underwater light patterns and marine bioluminescence effects.

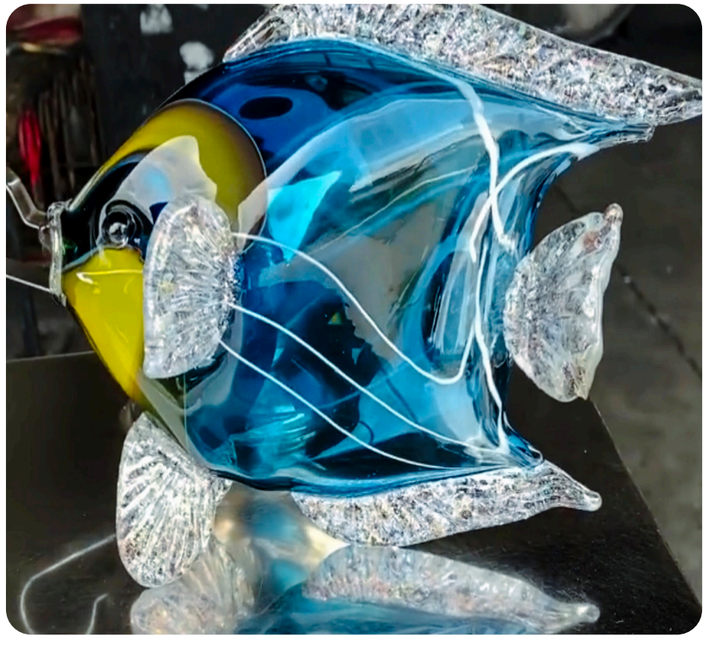
This network-isolated approach ensures compliance with hospital cybersecurity protocols while maintaining full functionality of the immersive lighting environment. The system operates independently, providing seamless underwater ambiance that responds to different times of day and patient activities, creating therapeutic lighting experiences that support healing through biophilic design principles.











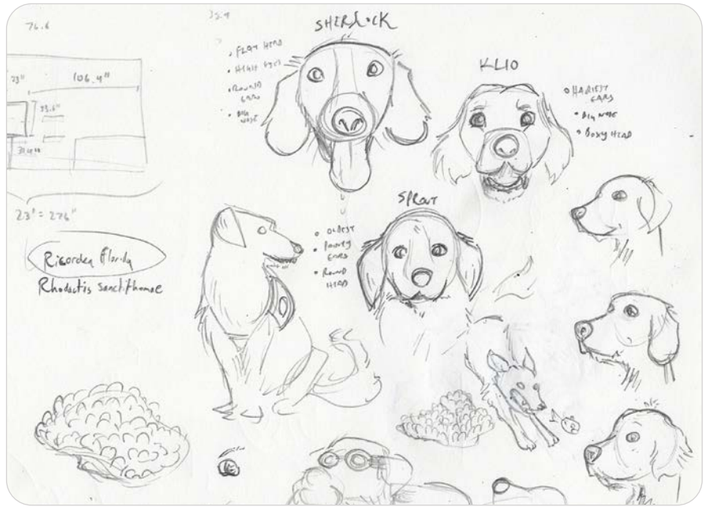


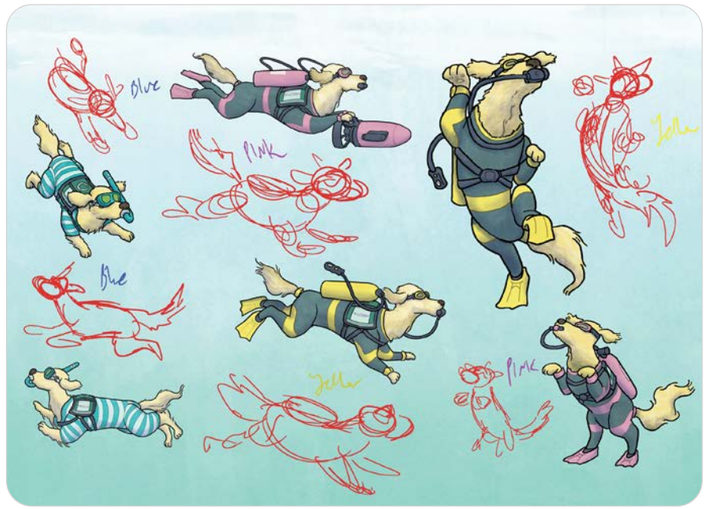




For pediatric distraction therapy, LED displays were strategically positioned throughout the space to create digital aquariums. These aquariums feature swimming fish animations that enhance spatial depth perception and redirect children's attention from medical procedures. Working in harmony with the smart lighting system, the stylized illustrations create an immersive underwater experience that calms anxiety and promotes healing through engaging visual storytelling.







The detailed character sketches reveal our commitment to authentic storytelling. The hospital's real-life therapy dogs were transformed into scuba diving mascots, creating familiar characters that children already knew and loved. Each expression and gesture was carefully crafted to convey comfort, playfulness, and empathy, ensuring the digital mascot could respond appropriately to children's emotional needs during medical procedures.

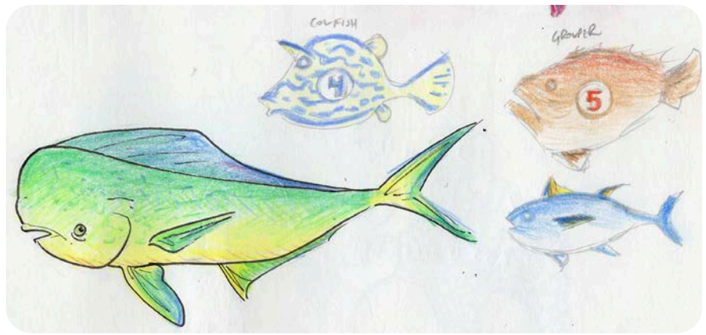
This character driven approach creates psychological anchoring points throughout the hospital journey. As children move from waiting areas to treatment rooms, they encounter their familiar canine friend on ceiling displays, wall monitors, and interactive screens, providing continuity and emotional stability in an otherwise unfamiliar environment. The mascot's presence transforms sterile medical equipment into friendly, approachable elements.

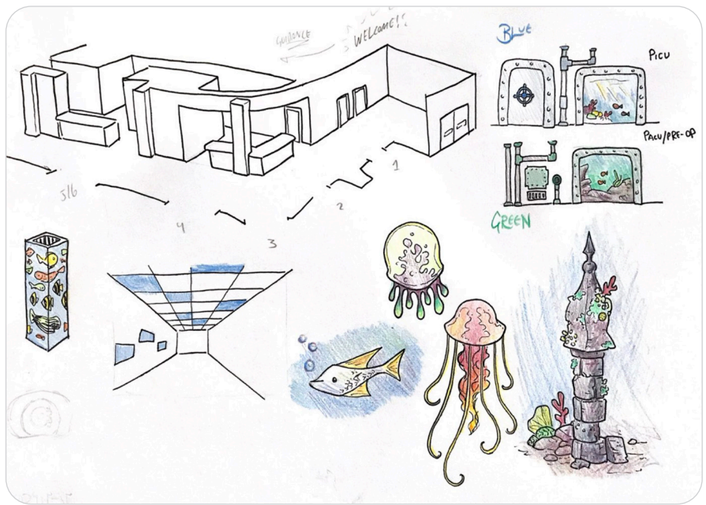
The strategic integration of this beloved character across multiple digital touchpoints demonstrates how purposeful content creation goes beyond aesthetics—it becomes a therapeutic tool that reduces anxiety, encourages positive associations with medical care, and helps children develop coping mechanisms.

This comprehensive storytelling approach exemplifies how innovative healthcare design can transform medical experiences from frightening ordeals into supported adventures, proving that meaningful content creation is essential for effective healing environments.

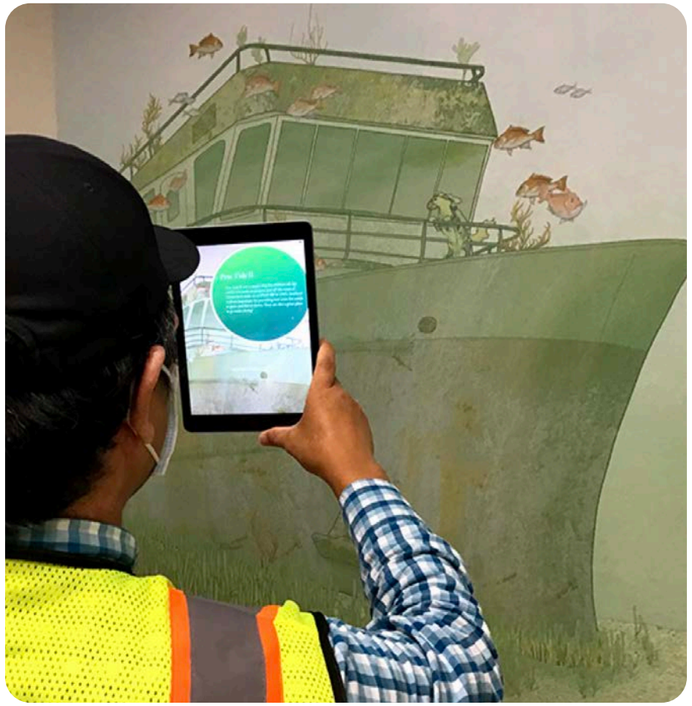

EXIT




COWFISH
GROUPER
4
5


WELCOME!
BLUE
PICU
PACU/PRE-OP
GREEN





Discovering Pensacola's Hidden Underwater World Through AR Magic

Within the walls of Studer Family Children's Hospital, young explorers embark on extraordinary underwater expeditions without leaving their beds. Through cutting edge augmented reality technology, patients can point their tablets at seemingly ordinary murals and watch as Pensacola's native marine life springs to life before their eyes. Majestic sea turtles glide gracefully across hospital walls, while colorful reef fish dart between coral formations that exist in the real Gulf waters just miles away. The Pete Tide II supply vessel materializes through AR, allowing children to virtually board this shipwreck which was turned into an artificial reef and discover the authentic marine ecosystem thriving off Pensacola's coast. Through these immersive experiences, patients become marine biologists, identifying species they might encounter at Pensacola Beach or the Gulf Islands National Seashore, transforming medical stays into educational adventures that connect them with their local coastal environment.







We developed a comprehensive wayfinding ecosystem by meticulously mapping Gulf Coast bathymetric zones, translating oceanic depth variations into a sophisticated spatial navigation system. Each hospital department corresponds to specific underwater strata—from shallow coastal waters to deep gulf environments—creating an intuitive hierarchy that guides families through complex medical facilities.

The PICU utilizes bright shallow-water aesthetics with lighter blue palettes and vibrant reef environments for uplifting intensive care. The PACU employs deeper green-tinted waters representing pre-surgical contemplation, using darker aquatic environments that acknowledge operative gravity while maintaining tranquility. This depth progression creates an intuitive emotional journey from contemplative preparation to optimistic recovery.



This stratified design methodology ensures each clinical zone maintains distinct visual identity while contributing to a cohesive environmental narrative. Marine life selections were strategically curated—from open-water creatures in critical care areas to vibrant reef inhabitants in recovery spaces—creating subconscious psychological cues that support both navigation and emotional well-being.

The resulting system transcends mere decoration, functioning as architectural wayfinding infrastructure where color temperature, species selection, and depth-based environments work symbiotically to reduce cognitive load on stressed families while maintaining clinical functionality and therapeutic benefits throughout the patient journey.


enMotion
CAUTION
EXIT

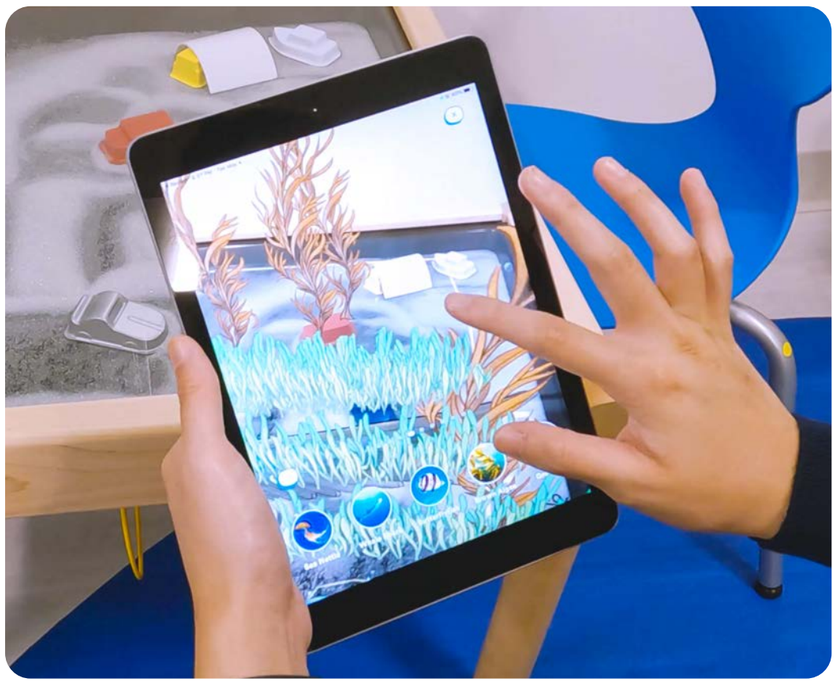


The Hematology & Oncology Unit features a Gulf Coast shoreline theme, with seagulls and pelicans bringing uplifting coastal scenes to life. The design uses bright, sunny colors inspired by Pensacola's beaches and blue skies to create an optimistic atmosphere. Wall murals of coastal landscapes serve a dual purpose: they provide educational content through AR technology while offering psychological comfort to patients and families.

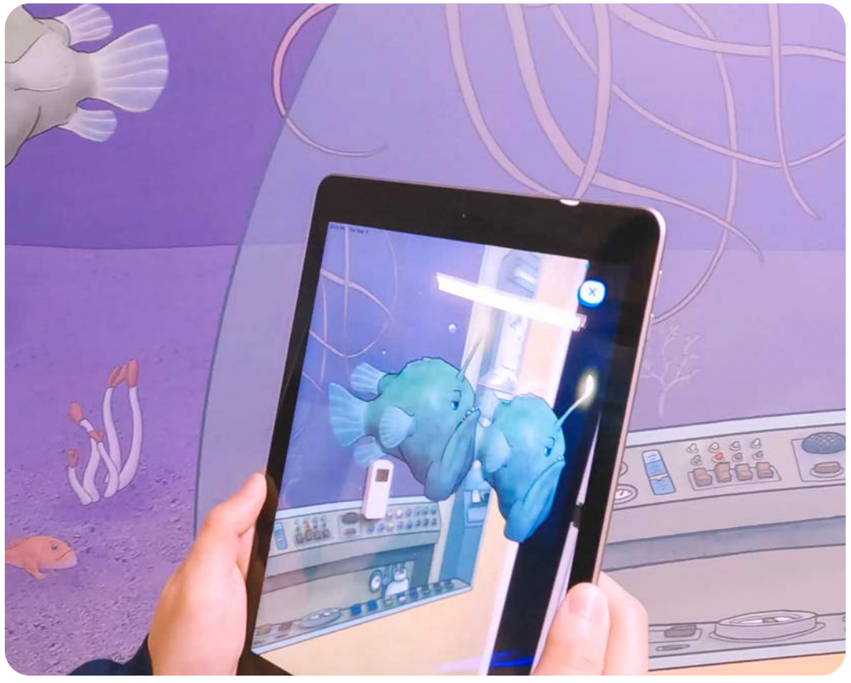








The Movie Room transports patients to a submarine expedition vessel, immersing them in abyssal environments populated by deep-sea creatures. Here, cinematic entertainment can be enjoyed as the submarine travels along the ocean floor, passing by unusual bioluminescent species that dwell in the depths. Designed through expert collaboration, the submarine excursion was intentionally crafted to mirror the 45-minute chemotherapy infusions young patients undergo—offering a calming, imaginative journey that transforms treatment time into a moment of wonder and escape.









Technology That Disappears

While others adapt existing solutions, we create entirely original experiences tailored to your unique mission. Our integrated approach combines custom artwork, cutting edge technology, and evidence based design principles to deliver environments that serve both wonder and workflow.

Our AR integrations and interactive systems feel natural and intuitive, putting the focus on learning and healing rather than the technology itself.






Common Octopus



The FREN Difference

Many companies build digital installations and then add content. We start with the story that needs to be told, then craft every pixel, every interaction, every moment of discovery around that narrative. The technology disappears and the experience becomes pure magic.

Inwon Jong

Co-founder, FREN Inc.

Inwon Jong, Chief Design Officer & Co-Founder at FREN Inc., creates immersive and interactive experiences that merge physical spaces with digital media, bringing concepts to life in museums, playgrounds, and public installations. Working with a small but tightly knit team, he builds each project from start to finish in close collaboration with his colleagues.

Over three decades in the field have shaped Inwon's uniquely multidisciplinary practice. He began his career in Korea designing interactive games and multimedia, later spending a decade at Samsung Electronics creating interfaces for mobile, wearable, and experimental devices. After earning his MFA in Interactive Design and Game Development from SCAD, he expanded his craft to include visual scripting, sound visualization, shader-driven landscape design, video production and editing, and photography. This integration of disciplines enables him to produce experiences that are both technically precise and artistically resonant.

His design philosophy draws from his deep admiration for Gödel, Escher, Bach, a book by Douglas Hofstadter, reflecting his belief that distinct elements such as the visual, sonic, and spatial should come together into a complete and harmonious system. For him, successful design goes beyond functionality, revealing the hidden connections between art, science, and human experience.

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