

## Shared Spaces 2020

### Ansorg leads retail lighting into a bright future

Light can do more than simply showcase store settings and highlight products to boost sales. It also influences human perceptions and creates an atmosphere. At EuroShop 2020, from 16 to 20 February, Ansorg will be putting the spotlight on both people and products in the holistic Shared Spaces exhibition area. The lighting solutions on display there are designed to meet people's needs and perceptions, and they are Ansorg's answers to the challenges facing the retail sector.

The Shared Spaces exhibition area merges product worlds from different sectors to create a brand new shopping experience. Ansorg is showcasing visions for the sectors of fashion, food, beauty and mobility that impressively highlight the role, impact and effect of lighting within the Shared Space concept. Visitors will encounter innovative products and novel concepts that illustrate the options available to inspire customers with experience worlds.

### Putting the focus on people

Advice and service play a key role in the retail sector and valuable customer relationships are forged out of sales consultations. The sales personnel are increasingly taking on the role of brand ambassador and becoming a distinctive USP for high street retailers. Ansorg developed the new counter light concept to sympathetically yet discreetly emphasise the significance of sales personnel without detracting from the product displays.

### Flattering the customer's natural appearance

The Youzon fitting room has the same flattering effect on customers as the counter light on sales personnel. In the fashion retail sector the fitting room is the consumer's personal catwalk. The new Lightshower ceiling module,

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Page: 2 of 3

which has now been integrated in the compact Youzon model, immerses the entire fitting room in flattering and uncompromisingly clear basic light. It provides even and dazzle-free illumination with a bright and natural-looking atmosphere that makes the fitting room user feel relaxed and confident. A convenient light scenario control panel allows the customer to adapt the lighting experience.

## **Mobile mindfulness**

In the beauty store Ansorg's Detox Light caters to the trend of relaxation and comfort zones. The 'breathing' light installation has a regenerative and beneficial effect on customer well-being and health outside the busy shopping areas. The in-and-out breath takes over ten seconds to complete, which has a calming effect on the body and mind, similar to the yoga practice of pranayama. After spending time in the detox room the customer feels refreshed and energised for the rest of the shopping outing. Detox rooms are relaxation zones that allow visitors to practice 'mobile mindfulness'.

## **Light solutions for unconditional flexibility and unlimited freedom**

Maximum flexibility is essential as retail lighting requirements become increasingly complex. The infinitely adjustable lens system in the new Iqona luminaires offers just that. Flexibility is further enhanced by the user-friendly INspire lighting control system. The app offers a choice between freely configurable or changing scenes, enabling retailers to produce their very own light scenarios. Store lighting can easily be adapted to changing merchandising concepts or various space situations.

On the other hand, the fashion segment also needs compact universal lighting systems. Ansorg designed Lightfall with store window displays in mind. It effectively illuminates the products on display in every conceivable position. The low-maintenance, modular system and its adjustment-free

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Page: 3 of 3

light are perfect for the illumination of fast-changing collection and assortments.

ROL, which stands for Return of Light, was developed by Ansorg so that continuous progress in retail lighting could be measured and compared. It precisely measures the light available to the customer to perceive the products on display. The most important aspect of any light planning project is the impression that the lighting concept has in the eye of the beholder. For nine years now Ansorg has been using 3D facet reflectors that it developed to achieve optimum distribution of light within the room. This technology not only enhances the quality of lighting, it also facilitates the efficient use of the luminaires used.

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