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## Living in the Best Light – Ansorg Guides Casaideas into a New Store Era

The South American home and household goods chain Casaideas has partnered with Ansorg to create a holistic lighting concept for the opening of its first Home Store in the brand's new visual identity. Returning to the iconic Mall Alto Las Condes in Santiago, Chile, Casaideas has reached a milestone: the brand recently opened its first store in the revamped concept, covering 1,033 square meters – a pilot project for the rebranding of its international network of over 95 locations. The German retail lighting specialist Ansorg was responsible for translating the new corporate design into a compelling lighting experience.

### Atmosphere over Illumination

The stated goal was to craft a lighting concept that complements the new interior design, evokes emotions, and seamlessly integrates with the architectural language. The aim was to create a fresh, fluid, yet warm and immersive atmosphere that reflects Casaideas' core values – coziness meets functional aesthetics. "The lighting project seeks to create a delicate balance between orientation, well-being, and emotional impact. Light becomes a subtle, inspiring, and brand-defining guide," explains Ansorg lighting designer Inés Olea.

### Conceptual Lightness

The store design is based on open structures with fluid transitions between areas. To visually reinforce this approach, Ansorg used a mix of suspended track lights, recessed spotlights, linear lighting systems, and discreetly integrated wall washers. The goal was to create a homogeneous yet

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differentiated lighting scheme that accentuates textures, colors, and materials.

A standout feature of the concept is the so-called "Inspiration Points" – central areas within the store designed to evoke emotion and invite lingering. These points are framed with linear lights, used both in the storefront and the interior, creating a cohesive visual framework that ties the shopping experience together and offers clear visual guidance for customers.

## **Design Synergy at Eye Level**

The lighting concept was developed in close collaboration with the Casaideas store planning team in Santiago. This interdisciplinary approach allowed the project to go beyond conventional lighting strategies. New formats, innovative lighting solutions, and a sensitive understanding of brand identity all came together in a balanced execution. "It's a fresh, energetic store concept where the lighting captures attention with its vibrant, bright effect," says Rebeca Salgado, Key Account Manager at Ansorg, reflecting on the collaboration.

## **Sustainability Meets Function**

With an energy consumption of 17 W/m<sup>2</sup>, the lighting system not only meets aesthetic goals but also fulfills ecological requirements. The precise alignment of the fixtures supports efficient resource use – both in terms of energy consumption and maintenance flexibility, making it a future-proof concept that can adapt to up to five seasonal collections each year.

## **A Store as a Blueprint**

The new Casaideas store in Alto Las Condes is more than just another location – it serves as a blueprint for an entire brand universe. It demonstrates how interior design, shopfitting, and lighting can blend into a

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multisensory shopping experience. For decision-makers in brick-and-mortar retail – particularly in the home and decor sectors – this project offers both inspiration and guidance on how light can be used not just to illuminate products but to craft entire brand worlds.

## Projectinformation

Customer:	Casaideas
Location:	Las Condes, Santiago de Chile
Area:	1.033 m <sup>2</sup>
Interiourarchitect:	Store Planning Casaideas, Santiago de Chile
Lighting & Planning:	Ansorg
Energy consumption:	17 Watt/m <sup>2</sup>
Luminaires:	Bit BMT, Punta PSR, Navo NMT and NMR, Lizzy Pendant, Lintra LLT

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