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Retail Highlight in Guatemala – Ansorg Stages Siman Miraflores with Customized Retail Lighting

With the reopening of Siman Miraflores in the heart of Guatemala, the department store is setting new standards in modern product presentation. The complete renovation of the store in the Miraflores Shopping Center impressively combines technology, design, and lighting. A key element is the lighting solution by Ansorg, which creates atmosphere, spotlights brands with precision, and enhances the exceptional shopping experience. The clear objective of the lighting concept was to highlight key moments along the customer journey using specific light colors and optics.

Custom Lighting Concept for a Multifaceted Shopping Experience

The architectural concept of the new Siman Miraflores posed a unique challenge: three spacious floors, each covering over 3,000 square meters, needed to appear cohesive while still giving each area its own distinct character. To meet this challenge, Ansorg developed a tailored lighting concept that uses targeted accent lighting to highlight selected product groups. At the same time, soft transitions between the different retail zones create a harmonious overall impression.

“By striking the perfect balance between uniform ambient brightness and the accentuation of key focal points, the lighting concept reveals its full impact across the entire retail space. The result is an inviting and visually stimulating shopping environment,” explains Inés Olea, Lighting Designer at Ansorg.

Clean Design Through Carefully Selected Technology

Only a few precisely chosen retail luminaire families from Ansorg were used for the lighting concept. The diverse ceiling structures — ranging from

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staggered, free-floating ceiling modules and partially recessed light wells to semi-open wood and steel constructions and fully open ceilings — were seamlessly translated into a cohesive lighting design by Ansorg's lighting experts.

Using a mix of surface- and recessed-mounted luminaires, downlights, wallwashers, and pendant lights, an atmosphere was created that presents fashion, shoes, and accessories with the same visual impact as technology, furniture, and home goods.

Although the goal was to create a unified and coherent look throughout the store, the lighting experts also succeeded in highlighting the unique identity of each brand.

"The care and dedication with which each brand was illuminated using the ideal color temperature makes all the difference. The sales areas feel light, playful, and distinctive." adds Inés Olea.

A Store with Iconic Radiance

A standout feature of the lighting solution is the central atrium of the department store. Here, natural daylight is combined with artificial lighting to create a bright, open atmosphere that intuitively guides customers through the expansive retail spaces. The gentle lighting design enhances the shine of high-quality products and heightens the visual perception of individual product categories.

The modernization of Siman Miraflores goes far beyond a visual upgrade, it is part of a strategic repositioning that reimagines the shopping experience. With interactive displays, wide aisles, and innovative shop-in-shop concepts, the department store offers its customers a modern, immersive retail environment. The light reflecting off predominantly glossy white flooring adds a sophisticated, luxurious touch to the space. Ansorg's lighting design plays

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a vital role in positioning Siman Miraflores as a premium department store in Central America.

Perfectly Tuned: Lighting for Retail at the Highest Level

With the lighting design for Siman Miraflores, Ansorg once again demonstrates its expertise in the retail sector. The blend of functional lighting and emotional ambiance not only increases customer dwell time but also drives sales. The lighting guides, directs, inspires and transforms shopping at Siman Miraflores into a true experience.

“The department store was looking for a lighting concept that was bright and attractive, yet also atmospheric and welcoming. With our approach, we created a unique lighting design that supports both the architectural framework and the identity of each brand,” summarizes project lead Rebeca Salgado.

Ansorg’s new lighting concept positions Siman Miraflores as a beacon of modern retail in Central America — a perfect symbiosis of aesthetics, functionality, and brand storytelling.

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Projektinformation

Customer:	Almacenes Simán
City:	Milton Martínez
Size:	9.455 m ²
Interior Design:	Instore S.A., Santiago de Chile
Lighting & Design:	Ansorg
Energy consumption:	15 Watt/m ²
Luminaires:	Bit BMT, Punta PMR, Navo NMT, Lizzy LMP

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