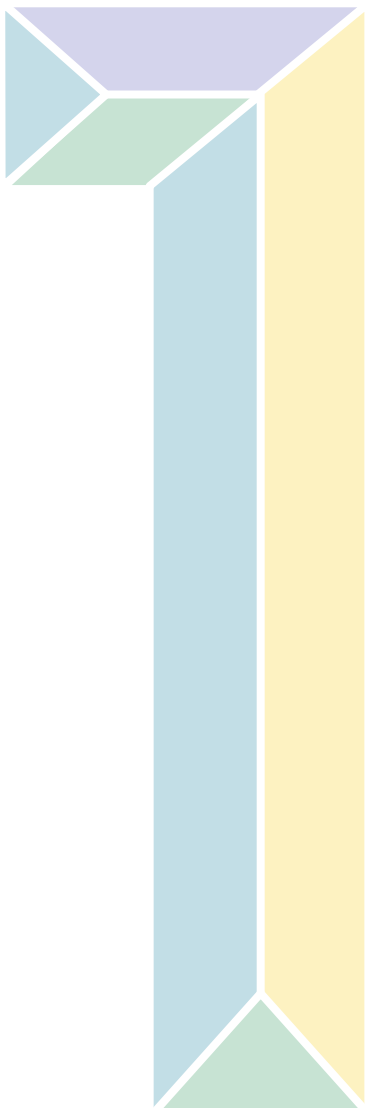


LUX & LOOKS



Fashion

Nike Mall of Qatar

Automotive

Porsche Zentrum Frankfurt

Food

NaturaSi Verona

Department Stores

Falabella Santiago de Chile

What distinguishes us?
That is something you can
experience in numerous stores
in more than 150 countries
throughout the world. What
made us enthusiastic in 2016
you can find in this Best of:
inspiring projects and the
work behind them.

Anyone who deals intensively with lighting solutions for retail – like we do – experiences lots of highlights in the truest sense of the word. Modern store concepts, innovative technology and completely new ways of addressing customers: the retail trade is changing at an incredible pace in order to make the customer enthusiastic about goods that can be experienced, even in the digital age. And we are proud to be allowed to contribute to that with our lighting solutions.

With our own Ansorg branches and an international network of partners and component suppliers we ensure that customers everywhere in the world can benefit from Ansorg quality. For example, our lighting concepts and products are meanwhile to be found in more than 150 countries throughout the world. And every day more are added.



Enthusiasm for lighting
Ground-breaking lighting
concepts and agile solutions
for retail

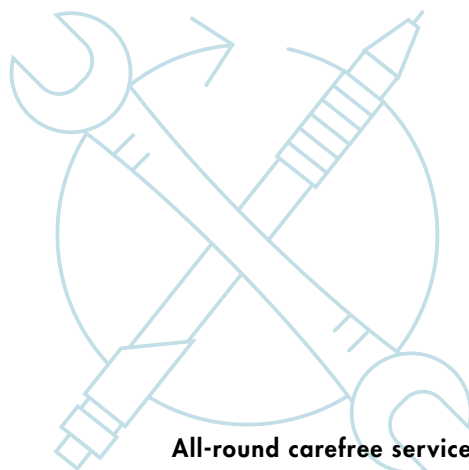


What makes us stand out from the rest of the market.



Quality assurance

With total quality management we provide genuine quality made in Germany – all over the world.



All-round carefree services

Whether lighting design, mounting or repair: we provide holistic services for the lasting value retention of your investment.

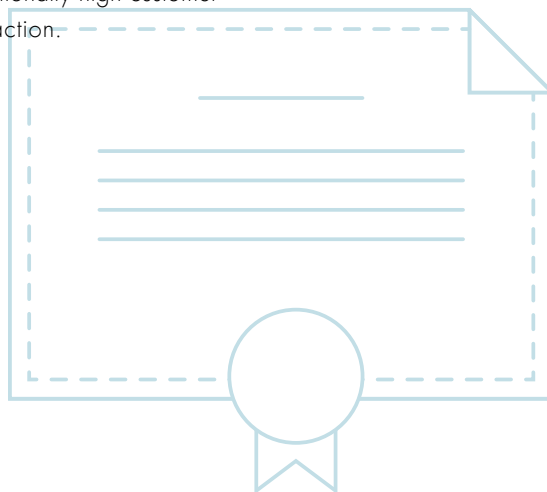
Our own product development

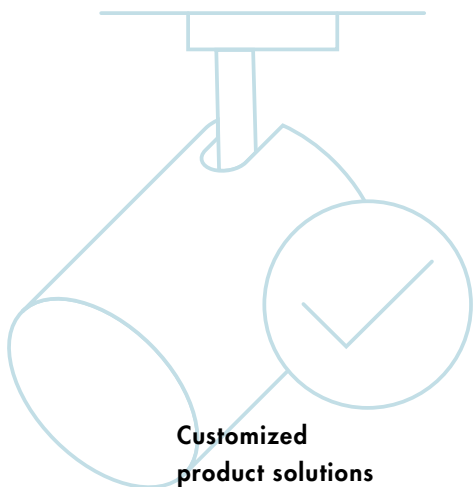
Two teams in our company look after tomorrow's technology that ensures more efficiency and light output in luminaires. They are the Product Design Centre in development and our VDE-Certified Lighting Laboratory in the testing department.



Certified processes

Our processes are nationally as well as internationally certified. And that is reflected in exceptionally high customer satisfaction.



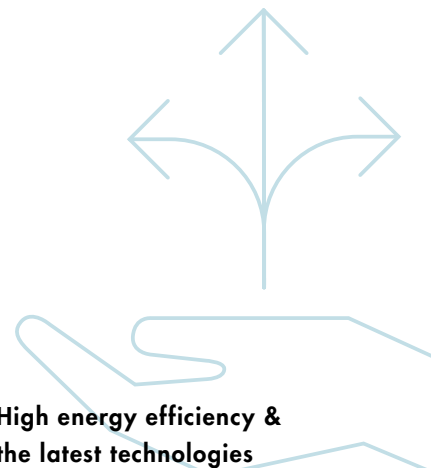
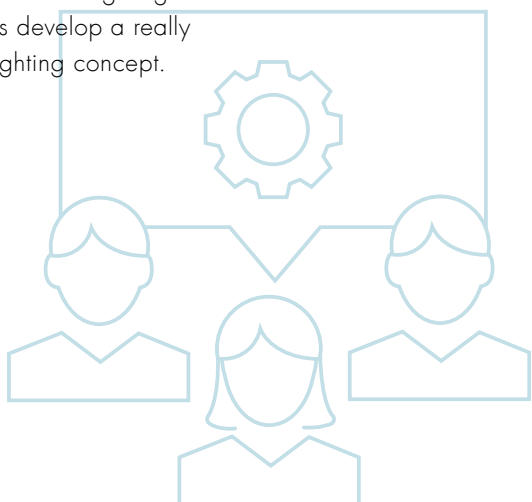


Customized product solutions

We stand for bespoke lighting solutions for retail. On request we produce for you exclusively the luminaire that meets all of your requirements 100%.

Tailor-made lighting concepts

We believe that standard solutions merely produce standard. On your behalf our international lighting designers develop a really unique lighting concept.

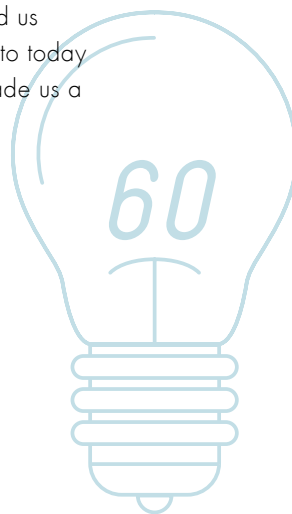


High energy efficiency & the latest technologies

We work jointly with our customers and component suppliers on the further development of the technology. Our customers are the first to benefit from that.

More than 60 years of experience

in sales promotion with lighting, specializing for retail: That has distinguished us since 1955. And up to today this expertise has made us a unique supplier.



Fashion

- 08 **Apropos**
- 10 **Fossil**
- 12 **Nike**
- 16 **Peek & Cloppenburg**
- 20 **Street One**

Automotive

- 22 **Hyundai**
- 24 **Moll**
- 26 **Porsche Zentrum**

Food

- 30 **EDEKA Center**
- 34 **Intermarché**
- 36 **MPREIS**
- 38 **NaturaSi**

Department/Home Stores

- 42 **Dubai Airport**
- 46 **Falabella**
- 50 **Möbel Pfister**

Apropos

*Exclusive men's fashion and
impressive interior
luxury and spirit of the
times in brilliant light*

Hamburg, Germany

The new menswear branch of APROPOS The Concept Store in Hamburg is full of hard work and enthusiasm – modern luxury for men. Friends of good taste can here find everything you need for a confident appearance.

In brilliant light the luxury fashion chain store owner here presents high-end men's fashion from Saint Laurent, Valentino or Gucci. Selected interior and lifestyle products that make life more beautiful round off the customized shopping experience rich in variety.

Everything gleams in brilliant light that is flawlessly coordinated with the store's extraordinary interior design. Rich in nuances, the lighting concept sets the scene for the unique rooms. Light outputs and beam angles are precisely adjusted to the different ceiling heights. The concept puts the main emphasis on the outstanding colour rendition of the exclusive men's fashion and hence creates an atmosphere that is high-class as well as sales-promoting.

Area 153 m²

Luminaires Bit BMT, Bit BMR,
Punta NRL

Consumption ca. 24.7 W/m²

Client Klaus Ritzenhöfer GmbH,
Cologne

Architect Unzen GmbH & Co. KG,
Mönchengladbach



»The high-class Apropos aesthetics are characterized by lots of interior highlights. We have succeeded in emphasizing the interior in an accentuated manner and at the same time additionally putting the focus on the goods.«

Frank Schabram,
Sales Manager Ansorg Germany



Fossil

**Lighting concept completes
the new Fossil brand realms**
*Luxury and the spirit of the
times in brilliant light*

Basel, Switzerland

Just like the multi-faceted accessories from Fossil and Skagen underscore the look of fashionable people, the lighting concept decorates the showrooms of the new European headquarters of the Fossil Group in Basel. The light stylishly plays around the numerous bright brand realms. The exclusive lighting emphasizes the elegance of watches, jewellery and handbags.

In the accessory salons nuances of lux and lumen decide the effect of the goods. The bright rooms demand character-imparting contrasts and sparkling accents with a cultivated, discreet ceiling look. The surface-mounted spotlight Bop BKL developed into a crown jewel. Here it shines out as a unique item completely in white and is, due to the inclusion of various reflectors, provider of accent lighting and ambient lighting at one and the same time.

A further jewel of the lighting concept is the sensitive integration of the self-illumination of panels and showcases. Here the most varied degrees of brightness, light colours and temperatures blend together to form a unity.

Area Fossil 450 m²,
Skagen 180 m²

Luminaires Bop BKL

Consumption 8.5 W/m²

Client Fossil Group, Basel

Architect Steinmann & Schmid
Architekten AG, Basel

Shopfitting Systems Vitra,
Weil am Rhein





» We support our customers' design with our own style and specifically adjusted products. The synthesis leads to the best possible result.«

Thomas Gabriel,
Sales Manager Ansorg Switzerland

Nike

Spotlights set lighting accents
*Nike's gleaming sports arena
in the Mall of Qatar*

Ar-Rayyan, Qatar

Four runners give everything, the crowd roars, over the last few metres before the finishing line the will-power and strength of the best runner decide the victory. Dramatically posing mannequins allow visitors to share in this exciting moment as soon as they enter the new Nike store in the Mall of Qatar. The image becomes plastic and vivid due to a sophisticated lighting concept. The interplay of light and shadow brings the sports disciplines and their athletes, footwear and apparel, into the limelight. In the open ceiling the inserted and seemingly freely hovering dark track-mounted spotlights contribute to the modern urban/ industrial style — although they act unobtrusively in the background.

The individual spotlights on the tracks inserted in a square were perfectly positioned in accordance with the customer's wishes and arranged exactly in such a way that they emphasize individual garments and display areas and pick them out from the abundance of the range.

Visitors to the Nike store are immersed in the glittering atmosphere of a sports arena and are guided over the individual places illuminated by spotlight through the whole Nike portfolio. The key categories such as, for example, running, training, soccer or basketball are clearly recognizable, as the products typical of the respective sport are brightly illuminated. In the running area they are the shoes and in soccer and basketball the outerwear. Contrasting with the spotlights are linear light fittings above the groups of mannequins set to individual poses or the test areas where customers can try out all of the products. This contrast also clearly demarcates rooms, topics and areas.

In the fashion area particularly important realistic colour rendition is achieved by the brilliant white LED modules which are used predominantly for the spotlights in the central sales area as well as for the mannequins. They ensure an authentic and high-contrast lighting atmosphere that the customers find pleasant.



Area 1,246 m²

Luminaires Bit BMT, Maxx MCL

Consumption 14.2 W/m²

*Client Sun & Sand Sports L.L.C.,
Dubai*

Architect Nike Global

Nike





» The store will be our biggest in the Middle East and we see it as a further milestone in this region. We value Ansorg as a reliable and strong partner. The prices are right and the delivery times are always strictly adhered to.«

Klairi Xenofontos,
Retail Project Manager of Nike EMEA



Peek & Cloppenburg

Posen, Poland

When customers enter the new Peek & Cloppenburg store in Poznan the well-known shop fitting provides orientation for them. The light also shines in the usual familiar way, but it feels more pleasant and more modern. Invisible at first sight everything here does appear a little more brilliant. This feeling of renewal, of sub-conscious well-being, is the aim of the concept at Peek & Cloppenburg in Poznan. Here, for the first time in the company's history, the complete fashion range shines below innovative LED lighting. It feels unobtrusively friendly like one's favourite pull-over, and as regards colour and brightness it is as finely coordinated as the company's customer service.

The lighting concept from Peek & Cloppenburg is the result of fine adjustments and further developments over decades. With its

bright basic mood and very good accentuation it ensures a pleasant as well as sales-promoting atmosphere for all customer groups. This status quo must also be preserved in the event of the introduction of technological innovations such as LED lighting.

For that purpose the lighting and the luminaires must fit as perfectly as a high-quality men's suit. The colour rendition, light temperature and the illuminances of the new LED light sources must not deviate from the previous high standards. The luminaires themselves have also undergone major changes. With Punta RLP and Linea SRL two new models, precisely fitting as regards design and effect, have been created with which the transition to the LED lighting age can be accomplished in a perfectly harmonious manner.

The more than 2,500 new light sources consume 30 to 40 percent less energy than before. Today, when the customer enters the illuminated realm of experience familiar to him, the new LED lighting is always perfectly matched to the goods presentation. The reason for this is that the exact furnishing-related alignment and seasonal readjustment of the luminaires are a service provided by specialists in Poznan.

*The material
that the future is made of
fashion house Peek & Cloppenburg
starts off into a new lighting age*



Area 4,500 m²

Luminaires Take TKL, Punta RLP,
Linea SRL, Linea TDL, Maxx MCL,
Cardo CBL

Consumption 25 W/m²

Client Peek & Cloppenburg KG,
Vienna

Building contractors Strabag
Sp.z.o.o., Pruszkow

Architect ECE Projektmanage-
ment GmbH, Hamburg

Shopfitting Korda Ladenbau
GmbH, Bad Salzflun

Shopfitting Systems Vitra,
Weil am Rhein

Peek & Cloppenburg





» For the redesign of the concept and luminaires in Poznan we also ensured transferability to all other locations. «

Roman Debinski,
Sales Manager Ansorg Germany



Street One

**Clear the stage for
the art of emotional
scene setting with lighting**
*Clear structures and exciting
accents for Street One in Berlin*

Berlin, Germany

The fashion of the Street One brand stands for an easy-to-wear feeling on 365 days a year. Each of the twelve collections a year claims that it makes its female customers happy with high trend accuracy, outstanding quality and perfect fit. The expectations of the company concerning shop fitting and lighting systems are correspondingly ambitious. The lighting concept intensifies the emotional shop design and sets the scene in an accentuated high-quality manner for the young fashion. This is achieved with a very high density of perfectly aligned surface-mounted spotlights with spot reflectors. In that way a dramatic lighting scenario is obtained that over the entire area does not require any classic ambient lighting. The spotlight ensemble permits exciting scenarios and dramatic highlights.

The concept of the Berlin branch stands as an example of the new international lighting philosophy in all stores. It makes the salesroom the theatre of merchandise.

Area 120 m²

Luminaires Bop BKL, Vecto VDL

Consumption ca. 27.7 W/m²

Client Street One GmbH,
Isernhagen Kirchhorst

Architect Projekt ARC, Essen

Shopfitting Vizona, Weil am Rhein





»The shop window is the stage – the stage is drama – drama is spotlight! Where the eyes do not stop, the feet also keep on walking.«

Markus Hesse,
Expansionsmanager Street One

Hyundai

|
Car brand
in bright brilliance
Lighting sets the scene
for vehicle variety
|

Munich, Germany

Car dealerships are strong brand ambassadors made of steel, stone and glass. Due to their striking architecture the car makers' corporate design shines round the clock into the urban landscape. Together with the open architecture the light and the shimmering gloss of the illuminated car bodies develop their groundbreaking effect. The new Hyundai flagship store in Munich in that way develops the appearance of a crystal illuminated from within.

In the brightly modern ambiance all of the items on display shine out in the homogeneously brilliant light. This is ideal for a flexible arrangement of vehicles across the whole area. In addition, accents provide self-explanatory orientation in the open room.

The concept summarizes the requirements of product scene setting and room structuring in elegant clarity. What develops its appeal with simple elegance in the car dealership, is the result of the high art of engineering and sensitive adjustments.

Area 500 m²

Luminaires Take TKL, Cardo CTL

Consumption 9.2 W/m²

Client Autoarena München GmbH,
Munich

Architect AVAG Holding SE,
Hannover

Shopfitting Vizona, Weil am Rhein





» What we expect from the lighting concept is, besides the product scene setting, also structural. We would like to have a wide, open room in which all of the functional areas are clearly recognizable for the customers without any major signposting.«

Zoran Dreznjak,
Managing Director of the Hyundai Autoarena, Munich

Moll

*Lamborghini to go
car shopping in the
city centre*

Dusseldorf, Germany

In Dusseldorf, quite close to the famous Königsallee, the car dealership Moll presents lifestyle and enthusiasm for the luxury automotive segment. On a relatively small area, but on the other hand in a best inner city location: not far from Prada, Gucci and Louis Vuitton people will in future buy Lamborghini, Aston Martin or McLaren.

The lighting concept underlines the simple elegance and the clear design language of the cool metal surfaces. The modular luminaire Lightstripe is integrated harmoniously into the ceiling as an endless system and equipped with the gimbal-mounted recessed module Cardo. This provides the desired flexibility. A boutique with apparel and accessories of premium brands brilliantly illuminated by spotlights rounds off the exclusive backdrop.

The focus of the lighting is on the impressive scene setting for the stars on the floor space. The luminous ceilings create a feeling of being in the open air so that the customer would like to drive off at once.

Area 350 m²

Luminaires Lightstripe LLS, Lightstripe LCL, Floatline, Cardo CBL

Consumption 15.4 W/m²

Client Moll Gruppe, Dusseldorf

Architect Schwitzke & Partner, Dusseldorf

Shopfitting Systems Vitra, Weil am Rhein





» With the lighting concept for the car dealership Moll we are, in a ground-breaking way, following the trend towards urbanization by which tomorrow's car dealerships reinvent themselves.«

Frank Schabram,
Sales Manager Ansorg Germany

Porsche Zentrum

|
*Light, performance,
passion and aesthetic
exclusiveness*
*Sports cars brilliantly
highlighted*
|

Frankfurt, Germany

Serpentine roads in the Maritime Alps – the road invites you to a leisurely ride in your car. The view of the Mediterranean is breath-taking – the car, too. The Porsche legend combines functionality and design like no other vehicle to make unique driving enjoyment. Dynamically the sports car glides through the bends. These are the kinds of sensuous associations the customer is meant to get when he enters the Porsche Centre in Frankfurt. In order to make the fascination something to be even more directly experienced, the showroom in Frankfurt was dressed in a new light. Seeing, being fascinated, wanting to drive off – that is the harmonious triad that the lighting must generate.

In order to achieve this, the car dealer was convinced with competent services beforehand. Together with the lighting concept the economic efficiency of the business operation was precisely stated. The complete package decided the race for the pole position in Frankfurt.

As regards high quality and dynamism the lighting and the vehicle must form a masterly unit. For that the specifications demand very good colour rendition, high illuminances and exactly defined colour temperatures. With the surface-mounted spotlight Tecno TML that was equipped with 5000 lumens specifically for this project the requirements were met. Proprietary 3D faceted reflectors supply the light to the entire room in a balanced and homogeneous manner. The brilliant light powerfully remodels the shapes of the vehicles.

Huge pictures, distributed throughout the showroom, underline the agility and style of the make. They were provided with its own lighting accents and hence extended the room upwards. In that way the exclusive sports cars get sufficient space to develop their full appeal.

The concept worthy of the Grand Prix doubles the illuminances in Frankfurt's Porsche Centre. With an energy consumption of only 8.4 W/m², the lighting-related pit stop was more than worthwhile for the Frankfurt car dealer.



Area 955 m²

Luminaires Tecno TML, Brick BML

Consumption 8.4 W/m²

*Client Otto Glöckler Sportwagen
GmbH, Frankfurt*



Porsche Zentrum





» The display windows at Porsche are three metres high, but the ceiling is seven metres high. It was important for us to open up the interior holistically with light in order to achieve a better spatial effect for the stars as such.«

Thomas Bock,
Sales Manager Ansorg Germany



EDEKA Center

Braunschweig, Germany

Whether cooking or baking, star chef or hobby cook, whether in an exclusive restaurant or in the kitchen at home – enjoyment with all the senses already starts with exciting selection in the food stores. Only the right ingredients make taste buds glow, eyes dream and fill noses with pleasantly fragrant odours. The food retailers would like to make this seduction something that can already be experienced in their supermarkets. Especially for this reason the EDEKA Minden/Hannover regional company has implemented a new store concept in its innovation supermarket in Braunschweig. There people stroll through ideally illuminated aisles and revel at fresh food counters. Modern video walls are just as much a part of the concept as are walk-in beverage refrigerators and much more.

*Turning customers into guests
the lighting concept makes food
shopping with feel-good factor
a sensuous experience*

The versatile new shopping opportunities must be presented to the guests in the supermarket in a clearly structured manner. This is supported by Ansorg's lighting concept. It makes the creative guidance system clear and makes signs talk: "Our apples show their colours" – that is something that customers cannot only read, but can also see. The slogans and photos of the new in-store communication system develop their full effect in the right light. With large, clearly visible letters, product categories such as cheese, wine and sausage provide orientation over a wide area.

A special highlight in the innovation supermarket is the fruit and vegetable department. Over the huge area of 500 m², EDEKA underscores its freshness standard directly at the entrance. The light of a Mediterranean summer morning invites you to linger in front of goods baskets containing appetizingly fresh fruit and vegetables. Thanks to finely balanced light levels and a juicily tasty colour rendition, apples, tomatoes, herbs etc. look good enough to eat already before they are purchased. That is likely to spark additional purchases by quite a few culinarians beyond the menu originally planned.



Area 6,400 m²

Luminaires Piazza PRL, Navo NSK, Navo NSG, Take TKL, Cardo CTL, Lightstripe LCL, Lightstripe LWL, Maxx MBL

Consumption 10.3 W/m²

Client EDEKA-Markt Minden-Hannover GmbH, Minden

Architect Linde Ladenbau, Hannover

Shopfitting Linde Ladenbau, Hannover



EDEKA Center



»Light for us is a central design element for enhancing the well-being of our guests. Ansorg provides a very good mix of precision and economic efficiency.«

Olaf Beyer,
EDEKA Sales Coordinator for Supermarket
Planning and Equipment



Intermarché

*At home all over the world
bright lighting concept for
Intermarché in Cannes*

Cannes la Bocca, France

Whether, Venice or Cannes – international film festivals are magnets for cinema fans, bons vivants and fashionable society. This variety also characterizes the clientele of the new Intermarché supermarket in the popular city quarter of La Bocca in Cannes. The cultural and typical national characteristics on the spot always provide an opportunity for creating an item that is unique worldwide. A lighting concept was produced that responds in detail to the customer's identity.

In order to come to terms with the mixing of sunlight and artificial light in the Mediterranean region, a finely adapted and powerful concept was necessary. The light temperatures were as far as possible to resemble daylight; it is necessary to avoid the casting of shadows completely. The combination of recessed spotlights with strip lighting systems meets these requirements with bright homogeneity over the whole area. The spotlight Navo, developed specially for shelf goods also illuminates the articles in narrow aisles in a sunny and shadow-free manner.



Area 2,500 m²

Luminaires Take TKL, Navo NSK,
Vecto VDL, Piazza PRL, CordLine,
Mona MIL

Consumption 10 W/m²

Client BOCCAZUR SA, Cannes



» A very bright and homogeneous lighting atmosphere, aisles free of shadows – in Cannes we implemented everything that the French market loves and that Intermarché would like to provide its customers with.«

Dominique Leclère,
Sales Manager Ansorg France



MPREIS

High-contrast challenge
Lighting concept makes for
modern cosiness at MPREIS
in the Ötz valley

Ötz valley, Austria

Anyone who, after a sunny day of skiing or a mountain hike in the Ötz valley, would like to just quickly do a bit of shopping goes to the new innovative MPREIS supermarket where urbanity and regionality in the architecture and the product range are actively lived.

A panelled wooden facade, red floor, grey concrete walls, dark furniture and large mural paintings – food retail can hardly be richer in variety. The demands made on the lighting are correspondingly high. In a purposeful manner the lighting concept combines the diversities of the room and creates an inspiring shopping atmosphere. At the same time the lighting in the bistro area invites you to linger.

The light from double directional spotlights makes the goods shine consistently and dynamically over the whole area of the shelves. In six stringent lines the luminaires extend, in a 90 degree alignment to their power tracks, across the ceiling. By means of this arrangement a very flexible response to new goods presentations is possible.

As regards food, MPPREIS attaches great importance to regionality. Where the lighting is concerned the market leader from Tyrol relies on lighting expertise from Germany.

Area 745 m²

Luminaires Navo NSK, Take TKL, Tecno TBL, Mona MIL

Consumption 8.9 W/m²

Client Mille GmbH, Linz





» It was very important for us that the scene is set for the goods and fresh products in an accentuated and sales-promoting manner. This was successfully achieved in an ideal way at the serving counters with the help of the suspended luminaire Mona.«

Jana Knoblich,
Lighting Design Center Ansorg Germany

NaturaSì

*In harmony with nature
natural light for organic food*

Verona, Italia

For the first impression there is no second chance. This also applies to food from ecological agriculture which in the customers' eyes is to be perceived as being tasty. You are intended to smell, taste and feel the honest quality of the delicacies produced in harmony with nature. In the new supermarket of the specialist organic food retailer NaturaSì in Verona, Italy, for that purpose the scene was set in a sophisticated way with tasteful lighting for the variety of healthy foods. The implementation of the ambitious concept was a great challenge due to the architectural pre-conditions. A lighting atmosphere was created there that blazed the trail for lighting that, in a friendly manner, promotes sales of organically produced foods.

In Verona the Navo luminaire, the specialist for efficient aisle area lighting is used. Its light shines very homogeneously over the entire assortment thanks to the innovative reflector technology applied. With a distance between luminaires of three metres a small number of Navo luminaires already consistently ensure a brilliant lighting experience. At NaturaSì, Navo exudes light with a natural, brilliant appearance and very good colour rendition. In order to spread it evenly into all of the sales areas the planners levelled the ceiling heights from 2.6 to 4.5 metres with the help of light. At the same time the ceiling appearance harmonizes with the reticently bright friendliness of the shop fitting.

The wide and at the same time dynamic radiance of the Navo luminaires ensure a friendly and relaxed basic ambiance at NaturaSì. Sales-promoting accents are placed by the surface-mounted spotlight Bop wherever freshness or colour requires. The result for the organic food is a friendly and intimate family shopping atmosphere which does justice both to the value of the products and to the claim to a perfect lighting concept.



Area 935 m²

*Luminaires Navo NSK, Navo NSG,
Bop BKL, Fastline*

Consumption 11 W/m²

Client Shopsì srl, Verona

NaturaSì



» We have received a lighting concept that fully meets our standard and is in keeping with our products. Ansorg has, with the help of light, retold the meaning of our name "NaturaSì" and everything we associate with it and made it something to be experienced.«

Luca Furlan,
Marketing NaturaSì





Dubai International Airport Concourse D Duty-Free

*Where Light welcomes, guides and
delights international travellers
Ansorg illuminates Dubai
Duty Free in Concourse D, Dubai
International Airport*

Dubai, United Arab Emirates

The check-in has been completed, everyday life is left behind on the other side of the security gates and refreshing light fills the way to a new adventure. Where expectant wanderlust and bustling activity combine within the Dubai Duty Free sales areas located along a 400 metre long section of Dubai International Airport's Concourse D. This concourse alone caters for more than 100 different airlines — it is hence all the more important to provide the many travellers before and between their flights with a place of relaxation while at the same time to provide inviting retail experiences. The interplay of natural daylight and only three different product types from Ansorg provide a pleasing ambience for travellers shopping in the 14 sales areas. A perfume for your sweetheart, the last souvenir for back home or the promised toys for the little ones — through the clear structure and the precisely placed lighting accents, every passenger finds his or her personal highlight.

One of the unique features of the Dubai Duty Free areas is the store architecture. In particular the ceiling design where differences in ceiling heights, contrasting textures and colours are used to differentiate and connect the many sales areas while also rendering a distinct, dynamic and inviting ambience. The lighting concept both supports the need to differentiate between retail areas while also connecting them with a consistent light quality.

The lighting products were intended to be as neutral as possible while at the same time illuminating all merchandise in an optimum way to promote sales and ensure ease of orientation and comfort for customers. This project demanded comprehensive service and professional support. Besides uncomplicated delivery and simple installation as well as the easy operation of the light modules, the customer was convinced particularly by the precise alignment of the individual light fittings. The result was retail lighting of consistently outstanding quality.



Area 7,000 m²

Luminaires Brick BML, Cardo CRL,
Lightstripe LCL

Consumption 13 W/m²

Client Dubai Duty Free

Architect Retail Concepts Design,
Dubai

Shopfitting Cloisall Company
L.L.C., Dubai

Shopfitting Systems Vitra,
Weil am Rhein

Dubai International Airport Concourse D Duty-Free



» The highlight in this project is the constant lighting quality that spreads out over all 14 sales areas. We value Ansorg for its high level of expertise and professional support over the entire duration of the project.«

Stewart Caddick,
Managing Director, Retail Concepts Design, Dubai





Falabella

|
*Feeling good,
showing the way, focusing
flexible lighting concept enlivens
international retail trade*
|

Santiago de Chile, Chile

Lighting is architecture – it shapes rooms, sets accents and provides orientation. It supplements architecture and furnishings and is a means of designing spaces and functions. How well intelligently controlled lighting points the way and supports purchasing decisions is shown by the newly illuminated Falabella department store in Santiago de Chile, South America.

The retailer attaches great importance to a high-quality shopping result. The furniture and fittings and above all the lighting must permit accurate presentation of the exclusive brands. Over four floors with a total of 12,000 m² the lighting concept structures the sales areas and creates highlights. The customer is guided and accompanied. The routes to the individual brand realms are just as clearly identifiable as the important functional areas cash of the desks or fitting rooms. This simplifies orientation and hence increases the feel-good factor.

Falabella provides its customers with a great variety of products and brands. Added to this are novelties and seasonal goods on numerous special floor areas. The trading house demanded high flexibility of the lighting concept in order to be able to accentuate the current offers in the best possible way and to react quickly to changes in the range. Hence the control of the lighting is carried out in the highlight spaces via a self-designed app for tablets or smartphones. It makes it possible to play with contrasts by means of changing lighting sequences. In that way the sales floor is deliberately broken up and structured in a way rich in variety. The changes in brightness activate the customers and direct their attention to selected assortments of goods.

In order to also meet the demand for sustainability, only energy-efficient LED equipment was used. This is a novelty on the sub-continent.

The project has a model character for the over one hundred stores of the leading department store operator in South America.



Area 12,000 m²

Luminares Bop BKL, Bop BEL,
Vecto VDL, Vecto VML, Vecto VRL,
Vecto special solution, Navo NSG

Consumption ca. 15.2 W/m²

Client Falabella Retail S.A.,
Santiago de Chile

Architect Space Planning
International, Instore, HFR
Arquitectos

Shopfitting Systems Vitra,
Weil am Rhein

Falabella



» In Ansorg we have found a strong partner with which we can jointly create the realms that we would like to provide our customers with.«

Gonzalo de Pablo,
Store Planning Manager Falabella





Möbel Pfister

Making attitudes to life visible
*brilliant lighting and
comprehensive service pamper*
Möbel Pfister

Contone, Switzerland

Feeling good at home. Whether a romantic, cuddling mood or a cheerful gathering with the family and friends – your own four walls provide a feeling of security and are the nicest place for harmonious hours together. The furnishings at the same time reflect the occupants' attitude to life. And the lighting creates the right atmosphere. Designed with variety and flexibility, nothing supports the desired mood as well as the correct lighting. Lighting with more atmosphere and better accentuation was what was also involved in the case of the furniture company Möbelhaus Pfister in Contone in the canton of Ticino. Its roughly 8,000 m² large display areas presents furniture in keeping with the times in cosy furnishing scenarios. In order to enhance their effect the Swiss market leader in the furniture and furnishing retail trade wanted to fundamentally renew its light concept. At the same time Pfister converted its building. And on the large construction

site the customer traffic always took priority. That considerably enlarged the challenge of on-schedule planning, mounting and alignment of the new luminaires. Due to very good coordination all of those involved in the project were able to jointly meet the ambitious time schedule.

After that the employees of Möbel Pfister were given training in the correct handling of the new lighting. By means of this special further training offer Ansorg increased the benefit of its new lighting concept enormously. This is an invaluable advantage in the highly competitive world of furniture sales.

The whole display today shine in homogeneously brilliant light with excellent colour rendition and very well accentuated luminous intensities. The ambient light in the aisles exercises a little restraint. In that way the examples of home interiors in the showroom shine out even more splendidly and realistically. The new LED technology considerably reduces the energy costs. The lighting concept, with extremely exemplary 8.5 W/m² even meets the strict Minergie requirements which apply in Switzerland for energy-efficient construction and operation of buildings.



Area 8,200 m²

Luminaires Bop BKL, Cardo CBL,
Piazza PRL

Consumption 8.5 W/m²

Client Möbel Pfister AG, Suhr

Architectur LignaPlan AG,
Baden-Dättwil

Shopfitting Vizona, Weil am Rhein

Möbel Pfister



»The central success factor of the project was surely the good cooperation among all those involved. We were helped very much by the pinpoint accuracy of the just-in-time logistics and the strong commitment of our employees! «

Thomas Gabriel,
Sales Manager Ansorg Switzerland



Imprint

Concept and design

vistapark GmbH

Production

Jung Produktion GmbH

Printing

Druckpartner

Druck- und Medienhaus GmbH

Photographers

Apropos

Klaus Ritzenhöfer GmbH, Cologne

Fossil

Möbel Pfister

Peter Schönenberger, Winterthur

Nike

Sandra Zarneshan Photography, Dubai

Peek & Cloppenburg

Tobias Trapp, Oldenburg

Street One

Edeka Center

MPreis

Boris Golz, Arnsberg

Hyundai

Guido Erbring, Cologne

Moll

Schwitzke, Dusseldorf

Porsche Zentrum

Michael Wolff, Frankfurt am Main

Intermarché

Alain Caste, Paris

NaturaSi

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