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Casaideas®



CASAIDEAS ALTO LAS CONDES

Chile



Casaideas Alto Las Condes

The South American home and household goods chain Casaideas has partnered with TRILUX to create a holistic lighting concept for the opening of its first Home Store in the brand's new visual identity.

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.



Address

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Architect

Store Planning Casaideas









The store design is based on open structures with fluid transitions between areas. To visually reinforce this approach, TRILUX 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 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.











»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.«

Inés Olea
Lighting Designer



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, reflecting on the collaboration.

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