



**TRI LUX**  
SIMPLIFY YOUR LIGHT.

# SIMAN MIRAFLORES

Guatemala

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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, 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.



## Address

21 Avenida 4-32, Zona 11  
Ciudad de Guatemala,  
Guatemala



## Architect

Instore S.a.











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, we 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«

Inés Olea

Lighting Designer



## PERFECTLY TUNED

### Lighting for Retail at the Highest Level

With the lighting design for Siman Miraflores, TRILUX 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.



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



## MORE PICTURES

