THE SOLAL® AWARDS

REWARDING WORLD-CLASS PLACE MARKETING

SOLAL AWARDS WINNERS 2025

17 June 2025
Fabryka Norblina, Warsaw

CENTRE OPENINGS & REFURBISHMENT

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THE FINALISTS:

Puerto Venecia
El Mirador
SPAIN

Posnania *GOLD WINNER*
Food Fyrtel Grand Opening
POLAND

La Vaguada
La Vaguada Refurbishment
SPAIN

Luton Point
Rebranding The Mall to Luton Point
UNITED KINGDOM

Zenia Boulevard *BRONZE WINNER*
Refurbishment Zenia Boulevard
SPAIN

PR CAMPAIGNS + OVERCOMING ADVERSITY

Supported by

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THE FINALISTS:

Arena Center
Guerilla Fashion Show
CROATIA

Focus Park
#Rybniczanie –
Focus Park focuses on brewery!
POLAND

Gateway Theatre of Shopping ***SILVER WINNER***
Gateway Theatre of Shopping –
Kua-Zulu Natal Floods
SOUTH AFRICA

Wijnegem Shopping Center
Wijnegem Musical
BELGIUM

B2B / BRAND & TENANT PARTNERSHIPS

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AL MARKETING

THE FINALISTS:

Bahía Sur
Bahía Sound, the music festival of Bahía Sur
SPAIN

Apsys Polska
Better2gether Program
POLAND

Alegro Montijo
Book Booth
PORTUGAL

CityQuartier FÜNF HÖFE ***SILVER WINNER***
FÜNF HÖFE x Film Festival Munich:
A Real Blockbuster
GERMANY

CityQuartier FÜNF HÖFE
FÜNF HÖFE goes InsideOut
GERMANY

Sandton City
Momo's Magical Adventure ***SILVER WINNER***
SOUTH AFRICA

NEPI ROCKCASTLE
Driving Partnership Engagement -
NEPI Rockcastle's Retailers Day
ROMANIA

B2B / BRAND & TENANT PARTNERSHIPS

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THE FINALISTS:

Scarborough Town Centre *GOLD WINNER*
October's Very Own at
Scarborough Town Centre
CANADA

Rødovre Centrum *GOLD WINNER*
Power of Drama
DENMARK

Vialia Estación de Vigo
Vialia Bingo
SPAIN

Wijnegem Shopping Center
Wijnegem Shopping Center x
The Masked Singer partnership
BELGIUM

Rødovre Centrum
Zoogether
DENMARK

LA VIE Guarda
Be a successful entrepreneur
PORTUGAL

EMERGING TECHNOLOGY

Supported by

urbanOvation

THE FINALISTS:

NEPI Rockcastle
Custom-fit digital signage
BUCHAREST

Sandton City ***SILVER WINNER***
Future Icons by AI
SOUTH AFRICA

Eastgate Shopping Centre ***SILVER WINNER***
See you at Eastgate
SOUTH AFRICA

Parc Central ***GOLD WINNER***
Tarraco Experience
SPAIN

Multi Corporation ***BRONZE WINNER***
Advanced Footfall Intelligence
NETHERLANDS

Rødovre Centrum ***GOLD WINNER***
The Forgotten Women: Engaging Gen Z Through Emerging Technology
DENMARK

Esas Properties
Shopla
TURKIYE

Rødovre Centrum ***GOLD WINNER***
Wish Game
DENMARK

PLACEMAKING

Supported by

HBB CENTERMANAGEMENT

THE FINALISTS:

Galeria Katowicka ***GOLD WINNER***
DogBar in Galeria Katowicka
POLAND

Fosse Park
Vaisakhi & Diwali Festivities
UNITED KINGDOM

Posnania
Food Fyrtel
POLAND

Alegro Alfragide ***BRONZE WINNER***
Christmas Show - The Aladdin On Ice
PORTUGAL

Alegro Montijo
Magical Lift
PORTUGAL

Centrale & Whitgift ***GOLD WINNER***
Costa Del Croydon
UNITED KINGDOM

UBBO Shopping Resort
Shopping Resort
PORTUGAL

I Petali Shopping Gallery
Street Art In Gallery
ITALY

STRATEGIC MARKETING

Supported by

VISA

THE FINALISTS:

FIUMARA my shopping my fun
Origames
ITALY

Manufaktura *SILVER WINNER*
600 Łódź Project
POLAND

Dihlabeng Mall
Your Story is Our Story
SOUTH AFRICA

Arena Centar
Arena Centar Zagreb “Five Senses”
CROATIA

Sandton City *SILVER WINNER*
City of Icons
SOUTH AFRICA

Stern Center Lüdenscheid *SILVER WINNER*
I Like! The Social Studio
GERMANY

Rødovre Centrum *SILVER WINNER*
Ka-ching
DENMARK

STRATEGIC MARKETING

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THE FINALISTS:

Bonarka City Center ***SILVER WINNER***
Shopping Emotions Factory -
Made in Bonarka
POLAND

Diagonal Mar
"Un Mar de Charlas" –
Podcast
SPAIN

Posnania ***SILVER WINNER***
The Icon
POLAND

Rødovre Centrum ***SILVER WINNER***
The Viking Sorceress -
The Forgotten Women
DENMARK

CUSTOMER SERVICE

THE FINALISTS:

Apsys Polska
At Your Service program
POLAND

Promenada
Promenada Digital Art Space
POLAND

Alegro Setúbal ***GOLD WINNER***
Silent Hour
PORTUGAL

Tavira Plaza
Food Waste
PORTUGAL

TACTICAL MARKETING

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THE FINALISTS:

Allee Center
Allee Club – Driving Sales & Footfall Through Digital Innovation
HUNGARY

Fosse Park
Blue Light Card Members Day
UNITED KINGDOM

The Lexicon Bracknell ***SILVER WINNER***
Bracknell Forest Festival – The Giants Return
UNITED KINGDOM

Yorkdale Shopping Centre & Scarborough Town Centre ***SILVER WINNER***
Celebrating the Year of the Dragon
CANADA

NEPI ROCKCASTLE ***BRONZE WINNER***
Esports Kings
ROMANIA & POLAND

TACTICAL MARKETING

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THE FINALISTS:

Gateway, Theatre of Shopping
Gifting Concierge
SOUTH AFRICA

Sandton City
Iconic22 Collection
SOUTH AFRICA

Wijnegem Shopping Center
Lightopia
BELGIUM

Manufaktura *SILVER WINNER*
Manufaktura on a plate
POLAND

Caledonia Park Designer Outlet
Never Grow Up
UNITED KINGDOM

Waasland Shopping
Waasland Shopping PlezierWINwinkelen
BELGIUM

TACTICAL MARKETING

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THE FINALISTS:

Union Square
Santa's Tartan Hoose
UNITED KINGDOM

Posnania ***SILVER WINNER***
Series of Love
POLAND

NEPI ROCKCASTLE ***BRONZE WINNER***
Spot Festival – The Longest Unofficial Festival
ROMANIA

Gateway, Theatre of Shopping ***SILVER WINNER***
The A-MAZE-ING MAZE Experience
SOUTH AFRICA

Los Arcos Shopping Centre,
Bahía Sur Shopping Centre,
El Faro Shopping Centre, Vallsur Shopping Centre, Habaneras Shopping Centre
SILVER WINNER
The Chocolate Factory
SPAIN

CORPORATE SOCIAL RESPONSIBILITY

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THE FINALISTS:

İnegöl Shopping Center ***BRONZE WINNER***
A Recycling Story
TURKEY

Alegro Sintra ***BRONZE WINNER***
A Sock Story
PORTUGAL

Puerto Venecia
Circular Week
SPAIN

Maponya Mall ***SILVER WINNER***
Maponya Mall Community Hub
SOUTH AFRICA

Amsterdamse Poort
Cultural Catwalk
Amsterdam

Janki Centre
Feeling Good in Green
POLAND

CORPORATE SOCIAL RESPONSIBILITY

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THE FINALISTS:

Gran Shopping Mongolfiera
Frog Academy
ITALY

La Vie Caldas da Rainha,
La Vie Guarda, Tavira Plaza *BRONZE WINNER*
Go Green
PORTUGAL

Kenilworth Centre *GOLD WINNER*
Handpicked City Farm
SOUTH AFRICA

Kenilworth Centre, Maponya Mall,
Horizon Centre, Mall of the South,
Centurion Mall
Happiness is our Heritage
SOUTH AFRICA

Rødovre Centrum *BRONZE WINNER*
Hero in me
DENMARK

CORPORATE SOCIAL RESPONSIBILITY

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THE FINALISTS:

Rødovre Centrum
Hey Boob
DENMARK

Mall of The South
#Holler
SOUTH AFRICA

Churchill Square
HuMAN
UNITED KINGDOM

NEPI ROCKCASTLE/Promenada Bucharest
SILVER WINNER
It's Not Goodbye, It's Wear You Later
ROMANIA

Forum Schwanthalerhöhe
Kunst- und Kulturtage Westend
GERMANY

NHOOD SERVICES
"No Es Tan Raro" (It's Not That Unusual)
SPAIN

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THE FINALISTS:

Rødovre Centrum *SILVER WINNER*
On the Road Again
DENMARK

Manufaktura *GOLD WINNER*
Passing the baton across generations.
The first neonatal ambulance container in Poland
POLAND

Svicom SpA Società Benefit
Pit Stop Riders - Bicocca Village
ITALY

Rødovre Centrum *GOLD WINNER*
Power of Science
DENMARK

NEPI ROCKCASTLE
Shakespeare Dimensions
ROMANIA & POLAND

UBBO Shopping Resort *SILVER WINNER*
Shopping Resort
PORTUGAL

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THE FINALISTS:

Churchill Square Shopping Centre
SILVER WINNER
Tackling Food Waste
UNITED KINGDOM

Galeria Katowicka *SILVER WINNER*
The City is going Green
POLAND

Horizon Shopping Centre
Threads-Up Charity Store
SOUTH AFRICA

Liberty Promenade *GOLD WINNER*
Unmasking Strength: Superhero learners support mental health
SOUTH AFRICA

London Designer Outlet *SILVER WINNER*
Walking the Talk: LDO and Solace Women's Aid Commitment to Change
UNITED KINGDOM

Rødovre Centrum *SILVER WINNER*
Wish-mas
DENMARK

THE BEST OF THE BEST

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The highest score
The best score under €10k
The best score for innovation

Want to know more about
why the winners won?
Check out the Solal Awards.com website
and see the upcoming feature in
Across Magazine

ACROSS
THE EUROPEAN PLACEMAKING MAGAZINE

The Solals are now an independent
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SEE YOU AGAIN IN 2026!