

SOLAL AWARDS 2026

THE SHORTLIST

THE SOLAL[®]

AWARDS

Congratulations to everyone who has made it on to our shortlist of finalists.

All entries were judged multiple times by a range of 20 marketing experts from around the globe.

Please remember that trophies are awarded based on the total scores awarded by the judges - so there can be several bronze, silver and gold winners in each category.

The awards will be announced at the Solal Awards Marketing Conference and Gala event on 13th October 2026 in Budapest.

BEST PLACEMAKING

TITLE	CENTRE	COMPANY	COUNTRY
#SilesiaRoadToAbbey	Silesia City Center	NEPI Investment Management SRL	Poland
Aan Tafel Bij - At the table of...	Amsterdamse Poort	CBRE	Netherlands
All Over The Shop: Redefining Retail Through Creativity, Community and Collaboration	Metquarter	Metquarter	United Kingdom
Be Present for the Fun	Eastgate Shopping Centre	Excellerate Brand Management	South Africa
Candy Cane Lane	Eastgate Shopping Centre	Excellerate Brand Management	South Africa
Christmas in UBBO	UBBO Shopping Resort	CBRE	Portugal
City of Enchantment	Sandton City	EBM Group	South Africa
Cycle House - The Circular Experience	Bulvar Samsun	TTA Gayrimenkul Yatırım Geliştirme ve Yönetim A.Ş	Türkiye
Faces of Eden: Turning Retail Space into Community Identity	Eden High Wycombe	Eden Shopping Centre	United Kingdom
Forum Algarve Xmas Experience — Building a Christmas Destination Brand	Forum Algarve	Multi	Portugal
Fourways Mall Night Market	Fourways Mall	Fourways Mall	South Africa
Free Stage by Kato	Galeria Katowicka	Apsys Polska	Poland
From Tradition to Future	Inegöl Shopping Mall	Fiba Commercial Properties	Türkiye
KortoFest Festival at Warminska	Galeria Warmińska	NEPI Investment Management SRL	Poland
Mall of Fame	I Petali Shopping center	CBRE	Italy
Manufaktura's Halloween takeover	Manufaktura	Apsys Polska	Poland
Meet & Greet - e-Gaming Influencers x Movies	Joint Centre Campaign	NEPI Investment Management SRL	Romania
Morning Disco	Aupark Košice, Aupark Žilina, Mlyny Nitra	NEPI Investment Management SRL	Slovakia
Posnania Apres Sale	Posnania	Apsys Polska / Posnania	Poland
Scarborough Proud	Scarborough Town Centre	Oxford Properties Group	Canada
The Champions Burger	Puerto Veneci	CBRE	Spain
The Wonder Wall: Creating a Supernova Spectacle at St David's Cardiff	St David's Cardiff	Umpf	United Kingdom

BRAND & TENANT PARTNERSHIPS

TITLE	CENTRE	COMPANY	COUNTRY
Alegro Setúbal - Half Marathon	Alegro Setúbal	Nhood	Portugal
ANI-K MANIA – First Romania convention in a mall in Romania	Mega Mall	Nepi Rockcastle	Romania
HAIR-ITAGE Pop-Up Experience	Mall of Africa	EBM Group	South Africa
Lego Biggest Build Ever at Gateway	Gateway Theatre of Shopping	Excellerate Brand Management	South Africa
Posnania x Victoria's Secret	Posnania	Apsys Polska / Posnania	Poland
The Calendar of Joy	Centrul Comercial Auchan Titan	Nhood Services Romania	Romania
The Table That Sold Without Selling	Rødovre Centrum	Rødovre Centrum	Denmark
UBBO Fashion Days	UBBO Shopping Resort	CBRE	Portugal
Victoria Leeds Fashion Week	Victoria Leeds	Victoria Leeds	United Kingdom
When partnerships become experience	Wijnegem Shopping Center	Ceusters for Wijnegem Shopping Center	Belgium

BUSINESS TO BUSINESS

TITLE	CENTRE	COMPANY	COUNTRY
Alexa, Alexanderplatz Berlin, Where else!	ALEXA	Twenty One Media GmbH	Germany
Converting Hotel “Check-ins” to Retail “Checkouts” at Square One	Square One Shopping Centre	Oxford Properties Group	Canada
New Stars for Europa-Galerie	Europa-Galerie Saarbrücken	Twenty One Media GmbH	Germany

CORPORATE SOCIAL RESPONSIBILITY

TITLE	CENTRE	COMPANY	COUNTRY
A Beacon of Hope	Sandton City	EBM Group	South Africa
An Unforgettable Dance	Parc Central	CBRE	Spain
Big Auction with Ikea	Puerto Venecia	CBRE	Spain
Bring it to light - CBRE	Joint Centre Campaign	CBRE	Spain
From Tradition to Future	İnegöl Shopping Mall	Fiba Commercial Properties	Türkiye
From Waste to Wonder: Turning Circularity into Action	Wijnegem Shopping Center	Ceusters for Wijnegem Shopping Center	Belgium
Good Things	Joint Centre Campaign	NEPI Investment Management SRL	Romania
Imaging Going Blank	Joint Centre Campaign	CBRE	Spain
La Casa Delle Emozioni	Joint Centre Campaign	CBRE	Italy
Munich Science Days with Forscha	FORUM Schwanthalerhöhe	HBB Centermanagement GmbH & Co. KG	Germany
Punto Viola	Joint Centre Campaign	CBRE	Italy
Re-Play	Joint Centre Campaign	CBRE	Italy
Reach for a Dream at Gateway	Gateway Theatre of Shopping	Excellerate Brand Management	South Africa
Remembering. The Memory Exhibition	Galeria Handlowa Turzyn	Balmain Group	Poland
Shelter	Nikolsky	Budhouse Group	Ukraine
Silver Series: Turning Retail Space into Social Impact	Eden Shopping Centre	Eden Shopping Centre	United Kingdom
Smart Fashion Movement	L'Aljub	CBRE	Spain
Somos de Todos Los Colores (We are all colors)	Zenia Boulevard	Nhood	Spain

CORPORATE SOCIAL RESPONSIBILITY

TITLE	CENTRE	COMPANY	COUNTRY
SPOT Riviera	Centrum Riviera	Apsys Polska SA	Poland
The Christmas Wishing Tree	Rødovre Centrum	Rødovre Centrum	Denmark
The Silent Taboo Affecting 30 million Women — We need to talk about it	Rødovre Centrum	Rødovre Centrum	Denmark
This bag has many lives and you live them all	L'Aljub	CBRE	Spain
Trafford Centre Emergency Services Day - May 2025	Trafford Centre	Trafford Centre	United Kingdom
Vergeet de Kinderen Niet	Waasland shopping	Waasland shopping	Belgium
We See You – Reaching Girls with a Xmas Mental Health Campaign	Rødovre Centrum	Rødovre Centrum	Denmark
Words that Heal	Sandton City	EBM Group	South Africa
Youth at the Center	Joint Centre Campaign	NEPI Investment Management SRL	Romania
Zero Screens Zone	Joint Centre Campaign	Castellana Properties	Spain

CUSTOMER SERVICE

TITLE	CENTRE	COMPANY	COUNTRY
Forum Montijo - Christmas for All	Forum Montijo	Nhood	Portugal
From dog-friendly to dog-oriented	Posnania	Apsys Polska / Posnania	Poland
From Space to Place - Space for Business	Centrum Janki	Star Capital Finance / Apsys Polska	Poland
Kids Camp Bertone	Centro Commerciale Roma Casal Bertone	CBRE	Italy
Ticketless Parking	Bedford	Excellerate Brand Management	South Africa

EMERGING TECHNOLOGY

TITLE	CENTRE	COMPANY	COUNTRY
60 Years, Reborn Through AI	Rødovre Centrum	Rødovre Centrum	Denmark
AI Today. Inspiration Tomorrow	Rødovre Centrum	Rødovre Centrum	Denmark
HackTheMall Hackathon	Westend Shopping Center	Westend Shopping Center	Hungary
Kartex - Immersion in Motion	Puerto Venecia	CBRE	Spain
NICO – AI Shopping Assistant	Gran Shopping Mongolfiera - Molfetta	CBRE	Italy
Sounds like Westfield	Westfield London	OnBrand Group	United Kingdom

GRAND OPENING / EXPANSION / REFURBISHMENT

TITLE	CENTRE	COMPANY	COUNTRY
Alegro Alfragide - Refurbishment	Alegro Alfragide	Nhood	Portugal
FOODstreet – A Low-Cost Refurbishment Delivering High-Impact Results	Galeria Echo	EPP sp. z o.o.	Portugal
Forum Montijo – A back to the roots rebranding	Forum Montijo	Nhood	Portugal
Reintroducing an icon to the city	L'illa Diagonal	Comunidad de Propietarios Centro Comercial L'illa Diagonal	Spain

PUBLIC RELATIONS

TITLE	CENTRE	COMPANY	COUNTRY
Astro Picnik	Manufaktura	Apsys Polska SA	Poland
City of Enchantment	Sandton City	EBM Group	South Africa
DestinationFourways Media Day	Fourways Mall	Fourways Mall	South Africa
Eastern Garden - Trafford Centre	Trafford Centre	Trafford Centre	United Kingdom
Rebuilding Trust: The Bonaire Recovery Story	Bonaire Shopping Center	Castellana Properties	Spain
Woman of The Right Age	UBBO Shopping Resort	CBRE	Portugal
Words that Heal	Sandton City	EBM Group	South Africa

SOCIAL MEDIA

TITLE	CENTRE	COMPANY	COUNTRY
Brands for you	Alexa	Twenty One Media GmbH	Germany
From Nay to Slay: Reinventing Social Media Communication for Gen Z	Manufaktura	Apsys Polska S.A.	Poland
intu Xanadú UGC Experience: Powered by Local Micro-Creators	intu Xanadú	CBRE	Spain
It's a Match	Posnania	Apsys Polska / Posnania	Poland
K-Pop Random Dance	Nikolsky	Budhouse Group	Ukraine
Lights, Camera, Feelings?	Galeria Twierdza Zamość	EPP	Poland
The Like Shop - Where likes became currency	Wijnegem Shopping Center	Ceusters for Wijnegem Shopping Center	Belgium
This or That - Tik Tok Campaign	Galeria Pomorska	Balmain Group	Poland
We didn't wait for the silver wave - we rode it	Galeria Solna	EPP sp. z o.o.	Poland

STRATEGIC MARKETING

TITLE	CENTRE	COMPANY	COUNTRY
20 Years: Galactic Journey	Le Befane	CBRE	Italy
ARTopia: Sustainable Strokes	Liberty Midlands Mall	EBM Group	South Africa
Eat Out at Eastgate	Eastgate Shopping Centre	Excellerate Brand Management	South Africa
Eco Elegance	East Rand Mall	Redefine Properties and Vukile Property Fund	South Africa
From characters to commercial impact	Wijnegem Shopping Center	Ceusters for Wijnegem Shopping Center	Belgium
From Stadium to Shopping Centre	Pasaż Grunwaldzki	EPP Sp. z o.o.	Poland
INFLUCENTER - Key element of Bonarka Gen Z oriented Playground strategy	Bonarka	NEPI Investment Management SRL	Poland
Inspired by Africa	Mall of Africa	EBM Group	South Africa
Puerto Venecia – “We Celebrate Uniqueness”	Puerto Venecia	CBRE	Spain
Santa Land: Jingle Bell Academy	Fourways Mall	Fourways Mall	South Africa
Trafford Centre - Beautopia	Trafford Centre	Trafford Centre	United Kingdom
Wear Your Passion	Mongolfiera Lecce	CBRE	Italy
Westend Sneaker Days	Westend Shopping Center	Westend Shopping Center	Hungary

TACTICAL ACTIVATION

TITLE	CENTRE	COMPANY	COUNTRY
VIPs Are on the Streets"	intu Xanadú	CBRE	Spain
¡WoW! plan: From Digital Loyalty to Real life sales	Bahía Sur	Bahía Sur Shopping Center	Spain
Alegro Sintra - Chocolate Village	Alegro Sintra	Nhood	Portugal
Anatolium Ankara Mall & Schafer Mother's Day Presentation	Anatolium Ankara	Mallexpert-RRE	Türkiye
Battle of the Choirs	Joint Centre Campaign	Redefine Properties	South Africa
Big Brother's Glass House @ UBBO	UBBO Shopping Resort	CBRE	Portugal
Bluey Meet & Greet	Gateway Theatre of Shopping	Excellerate Brand Management	South Africa
Christmas with Soul	Parc Central	CBRE	Spain
Dog Event, an event with flair !	Stockel Square	CEUSTERS	Belgium
Riviera Stage	Centrum Handlowe Riviera	Apsys Polska S.A.	Poland
Romford Rodeo	The Brewery, Romford	Schroders	United Kingdom
Sea Spectacular	Union Square	Bewonder*	United Kingdom
Taste the Trend Campaign	Cavendish Square	EBM Group	South Africa
The Christmas Tangle	Centrum Janki	Star Capital Finance / Apsys Polska	Poland
The Great Summer gift- Low Season Innovation	Rødovre Centrum	Rødovre Centrum	Denmark
The Magical Labyrinth of Lights	Posnania	Apsys Polska / Posnania	Poland
The Scoop Shop Easter Activation	Eastgate Shopping Centre	Excellerate Brand Management	South Africa
Wow! Silesia Party	Silesia City Center	NEPI Investment Management SRL	Poland

