



19th June 2025

SOLAL AWARDS 2025 WINNERS ANNOUNCED AT AN INNOVATIVE GALA EVENT IN WARSAW

The winners of the 2025 Solal Marketing Awards were announced this week at a spectacular awards gala at fashionable leisure venue Fabryka Norblina in Warsaw.

The live event was the first celebration of the most effective and innovative marketing campaigns in the shopping centre industry since the pandemic. A record-number of entries in eleven distinct categories were received, with finalists joining the event from countries right across Europe, Canada and South Africa.

Thirteen gold awards were announced. Major winners included Apsys Polska with an impressive haul of bronze, silver and gold awards across centres including Manufaktura, Posnania and Galeria Katowicka.

South African malls proved to be at the top of their game with eight awards, with Gateway, Theatre of Shopping and Sandton gaining multiple trophies.

Rødovre Centrum in Copenhagen, with a record number of entries, managed to convert the majority into prize winning accolades.

The 'Best of the Best' winner – with the top score across 20 global judges – was awarded to a small-scale project in Portugal – 'Silent Hour' at Alegro Setubal where the entire centre was transformed to cater for SEND customers. This also scooped the award for Innovation, and best use of a small budget.

Probably the most emotional moment was the announcement of a special "Inspiration" Award for Nikolsky – Budhouse's new development in Kharkiv, Ukraine, which launched on the eve of the Russian invasion only to be hit in a targeted missile attack. Solal Ambassador Chris Igwe highlighted how one of the most moving moments in the earlier Solal Marketing Conference was when Marketing Director, Dmytro Bushmakin's video presentation was met with shock and stunned silence by the industry audience. *"Without a doubt this was the most moving and powerful moment of the successful Solal Awards Marketing Conference in Warsaw,"* he said.

The marketing conference and gala marks the first live event for the newly-relaunched Solal Awards.

Agnieszka Tomczak-Tuzińska, Marketing Director at Apsys Polska said: *"The Solal Awards and the conference are not just about recognizing great work – they're an incredible opportunity to exchange*

experiences, understand the specifics of different markets, and take inspiration from outstanding practices across the world. But just as importantly, it's about real-life connection – meeting face-to-face, building new relationships and expanding our horizons beyond our daily work. That mix of knowledge-sharing and genuine human connection is what makes Solal Awards truly special.”

Anita Stampfl, of AniSta & Partners and also part of the Solal planning team, added: *“For over half a decade we haven't had the opportunity to share and celebrate the best of our industry. The combination of an educational event culminating in a high-energy gala celebration was such an uplifting moment for us. Marketing teams were finally able to get together, network and learn what's new and great in retail marketing.”*

The enthusiasm among marketing and centre management teams to participate in the awards was picked up by industry sponsors who lined up to support the event. Companies such as VISA and Multidekor led a diverse range of blue-chip partners, with HBB Centermanagement, MK Illumination, Emplate, GroupM and ESPT adding their backing.

HBB Centermanagement MD Andre Stromeyer added: *“We were delighted to play a part in the awards – the gala totally re-invented the traditional way an awards evening runs – much more in line with the Gen-Z audiences we are all chasing. I'm not surprised it was totally sold-out”.*

As a final note, Solal Chair and MD Of AL Marketing Alan Thornton added, *“After last night's success we want to keep up the momentum so our attention is now turning to the 2026 award and how we can make the Solals even bigger and better.”*

For anyone wanting to be inspired by the winning entries, full details can be found on www.solalawards.com. The winning awards are highlighted in the attached brochure.

Enc: Summary of all the shortlisted finalists and highlighted winners.





Editor's Notes:

The Solal Awards recognise global excellence in marketing within the retail, leisure and destination sectors. Judged by leading experts, a Solal Award is the gold-standard accolade within the industry.

The Solals are run as an independent 'not-for-profit' organisation working collaboratively with other forward-thinking industry professionals, business and organisations. They are run by a team of volunteers dedicated to sharing marketing knowledge, rewarding excellence and inspiring a new generation of marketers.

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