



THE SOLAL[®] AWARDS

REWARDING WORLD-CLASS PLACE MARKETING



SOLAL AWARDS WINNERS 2025

17 June 2025
Fabryka Norblina, Warsaw

CENTRE OPENINGS & REFURBISHMENT

Supported by



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



THE FINALISTS:

Arena Center

Guerilla Fashion Show
CROATIA

Focus Park

#Rybniczenie –
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

Supported by



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



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

Supported by



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

CORPORATE SOCIAL RESPONSIBILITY

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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

CORPORATE SOCIAL RESPONSIBILITY

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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
'not-for-profit' organisation working
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rewarding excellence and to inspiring a
new generation of marketers.

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ACROSS
THE EUROPEAN PLACEMAKING MAGAZINE

SEE YOU AGAIN IN 2026!