



mapic[®]
AWARDS

Winners
2025



BEST NEW STORE CONCEPT

MINISO LAND, Shanghai



ABOUT THE IN-STORE EXPERIENCE

As MINISO's global flagship and first-ever scenario-based IP store, the 1637m² Shanghai MINISO LAND redefines immersive retail with its "super IP + super store" model. Located on Nanjing Road, it features 70+ iconic IP zones (e.g., Harry Potter, Disney), where 70-80% of products are IP collaborations. The three-story space blends retail with entertainment—from futuristic blind box displays to interactive pet and fragrance zones—achieving record-breaking sales of 12M RMB/month and 10,000+ daily visitors. Strategic activations like the Loopy tram and stamp-collection hunts enhance engagement. This innovative concept pioneers interest-driven consumption, merging shopping with play to create a dynamic, social-media-friendly destination.

BEST REFURBISHMENT PROJECT

**EL BOULEVARD DE VITORIA-GASTEIZ SHOPPING CENTRE,
CBRE**



ABOUT THE PROJECT

El Boulevard de Vitoria-Gasteiz has completed a €21.6M architectural transformation, strengthening its position of leadership. Completely redesigned spaces with a human, sustainable and innovative focus: an internationally award-winning giant 3D screen, 300 m2 of playgrounds, new restoration area, technological rest areas or a work hub. This has driven up visitors (+6%) and sales (+4%). As part of a European Green Capital, it prioritises efficiency (eco-friendly materials, smart LED lighting, rainwater collection, electric lifts and a photovoltaic plant) and diversity (accessible toilets for ostomates or inclusive signage). Has become an iconic space in its community that melds architecture, sustainability and experience.

BEST NEW DEVELOPMENT PROJECT

LIVAT SHANGHAI, SHANGHAI INGKA SHOPPING CENTER



ABOUT THE PROJECT

With a total investment of 957M(€) and a construction area of 430,000 m² GBA, Livat Shanghai Mixed-Use project is the single largest investment project within Ingka Group. The project has 300+ international and domestic brands with 210,000 m² GLA. Nearly 100+ brands presenting flagship or concept stores. Over 2,960 parking spaces and 360+ new energy vehicle charging spaces. Offers digital touchpoints and applications: member program, smart parking, digital navigation and services. The first year (9/26/2024–8/31/2025) achieved: 18.6M visits, 403M turnover(€), 353M media reach, 770K loyalty members.

BEST URBAN REGENERATION PROJECT

WESTFIELD HAMBURG-ÜBERSEEUARTIER, UNIBAIL-RODAMCO-WESTFIELD



ABOUT THE PROJECT

Westfield Hamburg-Überseequartier has been designed as an integrated district and central part of the HafenCity in Hamburg, one of the most ambitious urban regeneration projects in Europe. It connects places to live and work with stunning cultural offers and entertainment facilities as well as innovative retail concepts, restaurants, bars and cafés, a medical centre as well as a state-of-the-art cruise terminal.

With this mixed-use development directly on the river Elbe, URW showcases its vision to play an active part in the sustainable transformation of cities, connecting future-oriented models for urban living with the historically developed Hamburg identity.

MOST WANTED – RETAIL

ZARA



What they do

Zara, Inditex's flagship brand, is a global fashion retailer offering clothing, accessories, beauty products, and fragrances; known for quickly bringing trends to stores

MOST EXCITING – RETAIL

ON



What they do

Swiss performance sportswear brand known for CloudTec® running shoes; also offers high-performance apparel and accessories for running, outdoor, training, and tennis

MOST WANTED – FOOD & BEVERAGE

MCDONALD'S

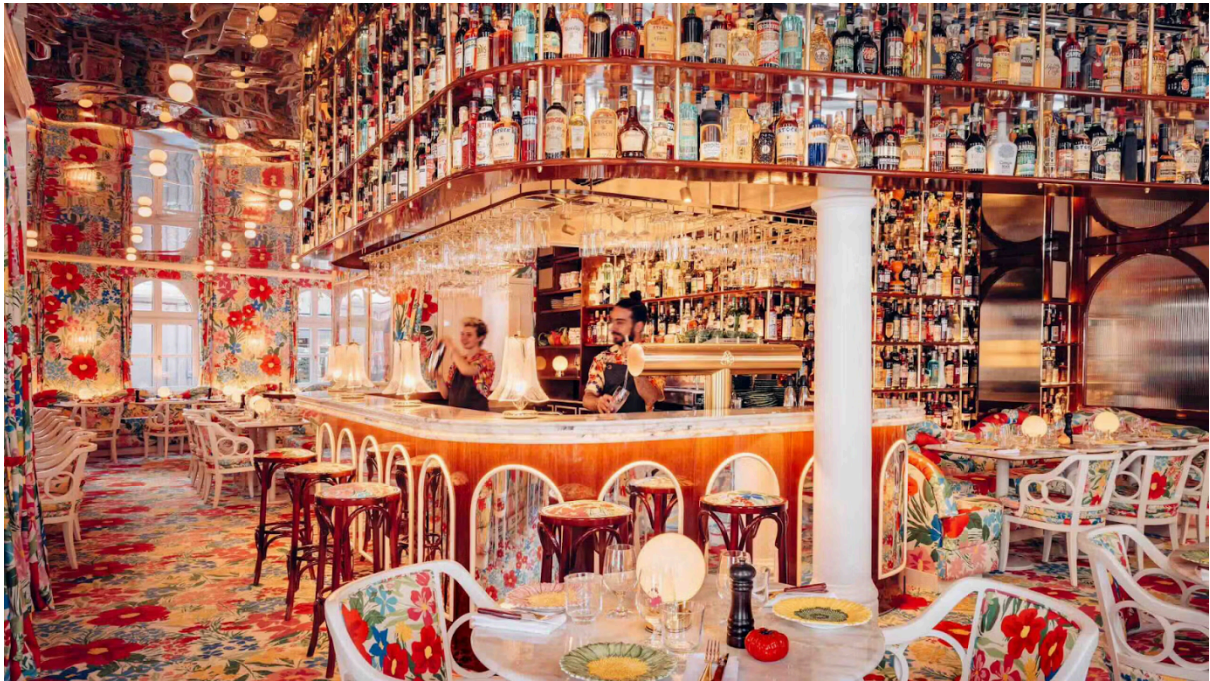


What they do

Global fast-food chain known for burgers, fries, and breakfast items; operates company-owned and franchised restaurants

MOST EXCITING – FOOD & BEVERAGE

BIG MAMMA



What they do

French restaurant group serving authentic Italian cuisine in vibrant, artfully designed trattorias; dishes made from fresh Italian ingredients

MOST WANTED – LEISURE & ENTERTAINMENT

LEGOLAND



What they do

Theme parks and resorts based on LEGO; rides, shows, and attractions featuring LEGO-built landmarks and creations

MOST EXCITING – LEISURE & ENTERTAINMENT

F1 ARCADE



What they do

Premium venues with 60+ full-motion racing simulators, large screens, and vibrant atmosphere; blends gaming and hospitality for racing enthusiasts and social gatherings

MOST INFLUENTIAL RETAIL BRAND OF THE PAST 30 YEARS

ZARA



What they do

Zara, Inditex's flagship brand, is a global fashion retailer offering clothing, accessories, beauty products, and fragrances; known for quickly bringing trends to stores

MOST INFLUENTIAL RETAIL PROPERTY PROJECT OF THE PAST 30 YEARS

WESTFIELD LONDON, UK





MOST INFLUENTIAL RETAIL PROPERTY PROJECT OF THE PAST 30

YEARS

Westfield London is a large shopping center in London offering a wide range of international and local retail brands, dining options, and entertainment experiences. It serves as a one-stop destination for shopping, leisure, and lifestyle activities.

PIONEERS OF PLACES AWARDS

Maurice Bansay — Chairman & Founder, APSYS





PIONEER OF PLACES

AWARDS

After a decade with Groupe Trema, where he developed landmark retail destinations across France, Spain, and Italy, he founded Apsys in 1996 with one clear ambition: to bring places to life.

Since then, Apsys has created 25 outstanding assets and has become an absolute benchmark in retail real estate in both France and Poland. Among its most iconic projects: Beaugrenelle in Paris — a model for sustainable urban redevelopment, and Manufaktura in Poland — one of the largest post-industrial revitalizations in Europe.

Today, under his leadership, Apsys continues to shape cities through major regeneration projects, including Neypric (that just opened in Grenoble and will be among the candidates for the best urban regeneration project this year) or the extraordinary Bordeaux Saint-Jean project, which will redefine the face of Bordeaux in the years to come.

Chadatip Chutrakul — CEO, Siam Piwa



She joined Siam Piwat in 1986, gaining deep insight into every facet of the retail industry. In 1996, she became Managing Director, and in 2009, CEO.

Under her visionary leadership, Siam Piwat launched landmark destinations such as Siam Paragon — “The Pride of Bangkok” — and the spectacular ICONSIAM on the River of Kings: a 750,000 sqm retail, cultural, residential, and leisure masterpiece that has redefined what a modern mixed-use destination can be.

Her work has not only elevated Bangkok as a global retail hub, but has also set new benchmarks for design, innovation, and customer experience.

She is the first Thai inductee into the World Retail Hall of Fame of the World Retail Congress.

Philippe Journo — Founder & CEO, Compagnie de Phalsbourg



In 1989, he founded Compagnie de Phalsbourg — a major player in French real estate, committed to projects with exceptional architectural and environmental standards.

He is behind amazing places such as L'Atoll in Angers, Waves in Metz, Ma Petite Madelaine in Tours, The Village — the world's first “phygital” outlet — Mon Grand Plaisir or Iconic in Nice

A visionary developer, he has diversified the activity of his company into mixed-use urban regeneration projects, including housing, hotels, leisure, and logistics.

Beyond business, he is a major patron of the arts — President of the *Fondation de l'Opéra de Paris* — and supports countless cultural, social, and heritage initiatives.

Alexander Otto — CEO, ECE Group



Since 2000, as CEO of ECE group, he has led the company to become Europe's market leader, a powerhouse managing today over 200 centers, 7 million sqm of space and a portfolio of €30 billion.

Leading a family-owned business, he has always stood for independence, long-term vision, sustainability and reliable partnerships with retailers and investors.

He is also the founder of already three foundations, dedicated to revitalizing European city centers and promoting sports, people with disabilities, science, medicine and culture.

Alain Taravella — Chairman & Founder, ALTAREA



He founded Altarea in 1994 after a decade as General Manager at Pierre & Vacances. In 1999, in the midst of the economic downturn, he created Bercy Village in Paris — transforming historic wine warehouses into a vibrant retail village. The company went public in 2004 and acquired Cogedim (a major French residential and office developer) in 2007.

Today, Altarea operates in three countries, with 2,000 employees and more than 40 retail assets under management. Altarea has expanded its activity into retail, residential, office markets, and more recently in data centers and renewable energy.

He has been a trailblazer in developing new retail formats — from Shopping malls to retail parks (with the concept of Family Village), from travel retail (with Train and Metro stations in Paris and now in Italy) to urban neighborhood regeneration through the Cœur de Ville concept, reshaping entire city