

# 2011 ICSC Solal Marketing Awards



## FINALISTS



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# 2011 SOLAL MARKETING AWARDS FINALISTS

The International Council of Shopping Centers announce the 2011 Solal Marketing Awards Finalists. A panel of judges, made up of industry professionals from all over Europe, met in The Hague, The Netherlands to decide on the finalists. After deliberating, they've selected the following campaigns to compete for the Gold and Silver Solal Awards.

The ICSC Solal Marketing Awards bring together the best of retail marketing across Europe and South Africa, recognising best practice and rewarding the most effective campaigns.

Congratulations to all the finalists of the 2011 Solal Marketing Awards!

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Winners will be announced at the European Marketing Conference in Istanbul, Turkey on 7 April 2011 at the Pera Palace Hotel. The Awards Ceremony is complimentary if you are registered for the European Marketing Conference. To attend the Solal Awards Ceremony only, tickets are €60.00 for members and €80.00 for non-members.

*Visit [www.icsc.org/2011EMS](http://www.icsc.org/2011EMS) for more information.*



# 2011 SOLAL MARKETING AWARDS FINALISTS

## CAUSE RELATED MARKETING

*From 5,000 sq. m. to 20,000 sq. m.*

### **Getting Healthy**

Armazéns do Chiado

Lisbon, Portugal

Management Company: Multi Mall Management Portugal

Owner: CRI - Commerz Real Investmentgesellschaft mbH

### **Domoteka Design Days**

Domoteka

Warsaw, Poland

Management Company: Inter IKEA Centre Polska

Owner: Inter IKEA Centre Group

*From 20,001 sq. m. to 40,000 sq. m.*

### **Yummy Mummy!**

Mongolfiera Andria

Andria, Italy

Management Company: Svicom - Sviluppo Commerciale Srl

Owner: Beni Stabili Spa

### **START! DESIGN!**

Renoma Shopping Mall

Wroclaw, Poland

Management Company: Centrum Development and Investments Polska

Owner: DTC Renoma Sp. z o.o.

### **LE FAVOLE DEL VAL DI CHIENTI**

Val di Chienti

Piediripa di Macerata, Italy

Management Company: Cogest Italia

Owner: Various Owners

# 2011 SOLAL MARKETING AWARDS FINALISTS

## **Cuddle to Ajuda de Berço**

Almada Forum  
Almada, Portugal  
Management Company: Multi Mall Management  
Owner: Commerz Real

*More than 40,000 sq. m.*

## **The Learning Shop**

Bluewater  
Greenhithe, United Kingdom  
Management Company: Lend Lease  
Owner: Lend Lease, LLRP and various investors

## **Cavendish Square Flagship CSI Programme**

Cavendish Square Shopping Centre  
Claremont, South Africa  
Management Company: OMIGPI  
Owner: Old Mutual and Pareto

## **CentrO goes Rizzi**

CentrO Oberhausen  
Oberhausen, Germany  
Management Company: CentrO Management GmbH  
Owner: Stadium Ltd., England

## **Dolce Vita Orchestra**

Dolce Vita Tejo  
Amadora, Portugal  
Management Company: Chamartín Imobiliária  
Owner: Chamartín Imobiliária /ING Real Estate Development

## **Second Christmas**

Europark Shopping Center s.r.o.  
Praha, Czech Republic  
Management Company: Europark Shopping Center s.r.o.  
Owner: SES - Spar European Shopping Centers

# 2011 SOLAL MARKETING AWARDS FINALISTS

## **Christmas Magic Night 2009**

MAR Shopping

Matosinhos, Portugal

Owner/Management Company: Inter IKEA Centre Group

## **Give New Life To Plastic - Save The Planet**

MEGA Ekaterinburg

Ekaterinbug, Russia

Owner/Management Company: IKEA Shopping Centres Russia & CIS

## **Norte Green**

NorteShopping

Porto, Portugal

Management Company: Sierra Management Portugal, SA

Owner: Sonae Sierra / TIAA-CREF

## **Fairytale Marathon**

Polus City Center

Bratislava, Slovak Republic

Management Company: EHL Real Estate Slovakia, s.r.o.

Owner: Immofinanz Immobilien Anlagen AG

## **1860 München at Riem Arcaden by mfi**

Riem Arcaden

Munich, Germany

Management Company: mfi AG

Owner: UIR

## **Winter Dance Academy**

Silesia City Center

Katowice, Poland

Management Company: EHL Real Estate Poland LLC

Owner: Nowe Centrum LLC

## **Positively Inspired Shopping**

Southgate Shopping Centre

Johannesburg, South Africa

Management Company: Broll Property Management (Pty) Ltd

Owner: Pareto Limited, Fountainhead Property Trust & Syc

# 2011 SOLAL MARKETING AWARDS FINALISTS

## **Be Part of Someone's Memories**

St. Enoch Centre  
Glasgow, Scotland

Owner/Management Company: Ivanhoe Cambridge

## **Senior Citizens Parking**

The Boulders Shopping Centre  
Midrand, South Africa

Management Company: Broll Property Group (Pty) Ltd

Owner: Fountainhead Property Trust

## **CThe Smiling Child (Hamogelo tou pediou)**

The Mall Athens  
Athens, Greece

Management Company: ECE - LAMDA

Owner: LAMDA Development S.A.

## *Joint Centre Campaign/Company*

## **Ruhrgebiet meets Istanbul 2010**

Mercator Center, Duisberg, Germany  
M1 Meydan Ümraniye, Istanbul, Turkey

Management Company: METRO Group Asset Management GmbH & Co. KG

## **Cooking Crown 2010 - Center Cooking Event**

Beetzsee Center Brandenburg, Bethanien Center Neubrandenburg, City Center Eisenhüttenstadt,  
Elisen Park Greifswald, Förde Park Flensburg, Halle Center Peißen, Ostsee Park Rostock, Park Cen-  
ter Treptow, Saarbasar Saarbrücken, Sieben Seen Center Schwerin, Südring Center Rangsdorf,  
Thüringer Einkaufscenter Erfurt, Weserpark Bremen

All centres in Germany

Management Company: METRO Group Asset Management GmbH & Co. KG

# 2011 SOLAL MARKETING AWARDS FINALISTS

## PUBLIC RELATIONS

*From 5,000 sq. m. to 20,000 sq. m.*

### **Hitting the Headlines**

White Lion Walk  
Guildford, United Kingdom  
Management Company: Capita Symonds  
Owner: Axa Sun Life Plc

*From 20,001 sq. m. to 40,000 sq. m.*

### **Akmerkez FashiOnAir Pop-Up Project**

Akmerkez  
Istanbul, Turkey  
Management Company: Ucgen Bakim ve Yonetim Hizmetleri A.S.  
Owner: Akmerkez REIT

### **Las Vegas Wedding Chapel**

Galleries St Lambert  
Liège, Belgium  
Management Company: SCMS - Shopping Center Management Services NV  
Owner: Credit Suisse Asset Management

### **"Talk of the Town" Virgin Radio Kanyon**

Kanyon  
Istanbul, Turkey  
Management Company: Kanyon Yonetim Isletim ve Pazarlama Ltd. Sti.  
Owner: Eczacibasi and Is Real Estate Investment Trust

### **Africa Bike Week 2010**

Shelly Centre  
Shelly Beach, South Africa  
Management Company: JHI  
Owner: Sanlam Life Insurance Ltd

# 2011 SOLAL MARKETING AWARDS FINALISTS

*More than 40,000 sq. m.*

## **Men's Playground**

Baneasa Shopping City  
Bucharest, Romania

Owner/Management Company: Baneasa Developments S.R.L.

## **There's No Stopping Bluewater**

Bluewater  
Greenhithe, United Kingdom  
Management Company: Lend Lease

Owner: Lend Lease, LLRP, and other investors

## **Football, Fashion, Fine Art Winter Campaign**

Cavendish Square Shopping Centre  
Claremont, South Africa

Management Company: OMIGPI  
Owner: Old Mutual and Pareto

## **A Sweet Guinness World Record Easter For Haiti**

Centro Commerciale Carosello  
Carugate, Italy

Management Company: Larry Smith SRL  
Owner: Europeancommercialproperties Italia SRL

## **CTC days in MEGA Nizhny Novgorod**

Family Shopping Center MEGA Nizhny Novgorod  
Kstovsky District, Russia

Owner/Management Company: IKEA Shopping Centers Russia & CIS

## **Guinness World Records Live!**

Forum Istanbul  
Istanbul, Turkey

Owner/Management Company: Multi Development



# 2011 SOLAL MARKETING AWARDS FINALISTS

## **Polish-Czech Slam Poetry**

Galeria SFERA

Bielsko-Biala, Poland

Owner/Management Company: Bielsko Business Center 3 Sp. z o.o.

## **Istanbul Cevahir 5th Year Activity**

Istanbul Cevahir Shopping And Entertainment Centre

Istanbul, Turkey

Management Company: Jones Lang Lasalle

Owner: St. Martins

## **The Best Job In The City**

Manufaktura

Lodz, Poland

Management Company: Apsys Management

Owner: Manufaktura Ltd.

## **Meadowhall Exposed**

Meadowhall Centre

Sheffield, United Kingdom

Management Company: Smith Young Partnership Ltd

Owner: British Land / London & Stamford

## **Summer Activities for Children**

Port Lodz

Lodz, Poland

Owner/Management Company: Inter IKEA Centre Poland

## **Searching for "The Authentic Santa Claus"**

Puerto Venecia

Zaragoza, Spain

Management Company: CBRE

Owner: Eurofund Investments Zaragoza

# 2011 SOLAL MARKETING AWARDS FINALISTS

## **Art in a Material World**

Silesia City Center  
Katowice, Poland

Management Company: EHL Real Estate Poland LLC  
Owner: Nowe Centrum LLC

## **The Liberty Fashion Design Competition**

The Liberty  
Essex, United Kingdom  
Management Company: DTZ  
Owner: Cosgrave Property Group

## *Joint Centre Campaign/Company*

## **Multi Mall Management By Invitation Only**

Almada Forum, Forum Algarve, Forum Aveiro, Forum Montijo, Armazens do Chiado, Forum Coimbra  
All centres in Portugal  
Management Company: Multi Mall Management Portugal

## **Happiness Project**

MaxCenter, ValleReal, Plaza Eboli, Dos Mare, Monica Pinto Coelho  
All centres in Spain  
Management Company: Sonae Sierra

## **STREET ART 3D**

3Stawy, Janki, Ster, Korona  
All centres in Poland  
Management Company: Apsys Management Sp Zoo

## **"DM i SMS 2010" - with Guinness World Records**

Bryggen, Bruun's Galleri, VestSjællandsCentret, Bryggen, Kolding Storcenter, Randers Storcenter,  
City2, Field's, Finale Lyngby Storcenter  
All centres in Denmark  
Management Company: Steen & Strøm

# 2011 SOLAL MARKETING AWARDS FINALISTS

## CONSUMER AND TRADE ADVERTISING

*From 5,000 sq. m. to 20,000 sq. m.*

### **Club Le Cupole**

Le Cupole

San Giuliano Milanese, Italy

Management Company: CBRE - Espansione Commerciale

Owner: Credit Suisse

*From 20,001 sq. m. to 40,000 sq. m.*

### **Rebel Fashion Weeks**

Bruun s Galleri

Århus, Denmark

Owner/Management Company: Steen & Strøm Denmark A/S

### **Bryggen Breaks Away!**

Bryggen

Vejle, Denmark

Owner/Management Company: Steen & Strøm Denmark A/S

### **Food Market Campaign**

City Vest

Brabrand, Denmark

Management Company: Steen & Strøm

Owner: Danica

### **Incontri (POCO) Scontati**

Gran Shopping Mongolfiera

Molfetta, Italy

Management Company: Svicom - Sviluppo Commerciale Srl

Owner: Forum Apulia Srl

# 2011 SOLAL MARKETING AWARDS FINALISTS

## **Christmas at Maremagnum - Small Things Get Bigger**

Maremagnum

Barcelona, Spain

Owner/Management Company: Corio Real Estate España S. L

## **MAXXISCUPTURES**

Mongolfiera Lecce

Surbo, Italy

Management Company: Svicom - Sviluppo Commerciale Srl

Owner: Schroder Property Investment Management Italy Srl

*More than 40,000 sq. m.*

## **North Pole Of Gifts**

Baneasa Shopping City

Bucharest, Romania

Owner/Management Company: Baneasa Developments S.R.L.

Owner: Baneasa Developmenst S.R.L.

## **Rediscover Cavendish Square**

Cavendish Square Shopping Centre

Claremont, South Africa

Management Company: OMIGPI

Owner: Old Mutual and Pareto

## **Shoes & The City2**

City2

Høje Taastrup, Denmark

Management Company: Steen & Strøm Denmark

Owner: Danica

## **Hi Street / Fashion Lovers**

Field's Copenhagen

Copenhagen, Denmark

Owner/Management Company: Steen & Strøm Denmark A/S

# 2011 SOLAL MARKETING AWARDS FINALISTS

## **World Cup Campaign**

Gateway Theatre of shopping  
Durban, South Africa

Management Company: Primedia Lifestyle

Owner: Old Mutual Investment Group Property Investments

## **First National Siesta Contest**

Islazul Shopping Centre  
Madrid, Spain

Management Company: Gentalia

Owner: Ivanhoe Cambridge, Grupo Lar, Cesosa Hipermercados

## **Everything and More (Tudo e mais alguma coisa)**

MAR Shopping  
Matosinhos, Portugal

Owner/Management Company: Inter IKEA Centre Group

## **Express Yourself - A World Of Inspiration**

Silesia City Center  
Katowice, Poland

Management Company: EHL Real Estate Poland LLC

Owner: Nowe Centrum LLC

## *Joint Centre Campaign/Company*

## **Multi Mall Management Football Dream Factory**

Almada Forum, Forum Montijo, Forum Coimbra, Forum Algarve, Espai Girones, Espacio Torrelodones,

All centres in Portugal

Management Company: Multi Mall Management Portugal

# 2011 SOLAL MARKETING AWARDS FINALISTS

## SALES PROMOTION AND EVENTS

*From 5,000 sq. m. to 20,000 sq. m.*

### **Fashion-Models**

ZIMBAPARK Betriebsgesellschaft mbH  
Bürs, Austria

Management Company: ZIMBAPARK Betriebsgesellschaft mbH  
Owner: SES Spar European Shopping Centers

*From 20,001 sq. m. to 40,000 sq. m.*

### **VIP Day at Kanyon**

Kanyon

Istanbul, Turkey

Management Company: Kanyon Yonetim Isletim ve Pazarlama Ltd. Sti.  
Owner: Eczacibasi and Is Real Estate Investment Trust

### **Vertical Catwalk**

SILLPARK Projektierung- und Verwaltungs GmbH  
Innsbruck, Austria

Management Company: SES Spar European Shopping Centers GmbH  
Owner: SPAR Austria AG

### **World Cup Red Carpet Campaign**

Umlazi Mega City

Durban, South Africa

Management Company: Old Mutual Investment Group Property Investment  
Owner: SA Corporate

*More than 40,000 sq. m.*

### **Delicious Alexandrium**

Alexandrium Shopping Center  
Rotterdam, Netherlands

Owner/Management Company: Corio

# 2011 SOLAL MARKETING AWARDS FINALISTS

## **Cavendish Square New Faces Search**

Cavendish Square Shopping Centre  
Cape Town, South Africa  
Management Company: OMIGPI  
Owner: Old Mutual and Pareto

## **Hitched!**

Menlyn Park Shopping Centre  
Pretoria, South Africa  
Management Company: Old Mutual Investment Group: Property Investments  
Owner: OMLACSA Ltd and Pareto Ltd

## **Soccer at the Best Centre in South Africa**

Menlyn Park Shopping Centre  
Pretoria, South Africa  
Management Company: Old Mutual Investment Group: Property Investments  
Owner: OMLACSA Ltd and Pareto

## **Contest - Win 12 Fiat and 24 Vespa**

Oriocenter  
Orio al Serio, Italy  
Management Company: CBRE - Espansione Commerciale  
Owner: Commerz Real Investmentgesellschaft

## *Joint Centre Campaign/Company*

## **WAGS Campaign**

Cavendish Square, Gateway Theatre of Shopping, Menlyn Park, The Zone @ Rosebank, Rvierside  
Mall, Vincent Park  
All centres in South Africa  
Management Company: OMIGPI

# 2011 SOLAL MARKETING AWARDS FINALISTS

## GRAND OPENING, ANNIVERSARY, REFURBISHMENT OR EXTENSION

*From 5,000 sq. m. to 20,000 sq. m.*

### **Grand Opening**

Friis Aalborg Citycenter

Aalborg, Denmark

Management Company: Steen & Strøm Denmark A/S

Owner: Danica

*From 20,001 sq. m. to 40,000 sq. m.*

### **Corvin Shopping Centre Budapest Opening 2010**

Corvin Shopping Centre Budapest

Budapest, Hungary

Management Company: Ségécé Hungary Ltd.

Owner: Klépierre

### **2 Years - HAPPY BIRTHDAY**

Golden Hall

Athens, Greece

Management Company: ECE - LAMDA Hellas

Owner: LAMDA Development S.A.

### **Jason Brooks Stars on Varena**

VARENA Betriebsgesellschaft m.b.H

Vöcklabruck, Austria

Management Company: SES Spar European Shopping Centers GmbH

Owner: SPAR AG

*More than 40,000 sq. m.*

### **Anatolium Grand Opening**

Anatolium Bursa

Bursa, Turkey

Owner/Management Company: Corio Turkey



# 2011 SOLAL MARKETING AWARDS FINALISTS

## **Istanbul Cevahir Shopping Centre 5th Anniversary**

Istanbul Cevahir Shopping Centre  
Istanbul, Turkey  
Management Company: Jones Lang Lasalle  
Owner: St. Martins

## **Norteland**

NorteShopping  
Porto, Portugal  
Management Company: Sierra Management Portugal, SA  
Owner: Sonae Sierra / TIAA-CREF

## **Opening Campaign of Port Lodz**

Port Lodz  
Lodz, Poland  
Owner/Management Company: Inter IKEA Centre Polska

## **BUSINESS TO BUSINESS (B2B)**

*More than 40,000 sq. m.*

## **Hollywood Fashion Weeks**

Allee Shopping Centre  
Budapest, Hungary  
Management Company: SES/SCM Shopping Center Management Kft.  
Owner: ING Real Estate Development/Allianz Lebensversiche

## *Company*

## **New Perspectives On The Future**

Cogesti Italia  
Milano, Italy

# 2011 SOLAL MARKETING AWARDS FINALISTS

## ALTERNATIVE REVENUE

*From 20,001 sq. m. to 40,000 sq. m.*

### **BEST OF BEST**

ADA Shopping Center

Adapazari, Turkey

Owner/Management Company: Corio Turkey

Owner: Corio Turkey

### **Ibiza Party Clubbing**

CITYPARK

Graz, Austria

Management Company: SES

Owner: Bauvermietungsgesellschaft und Co KG

*More than 40,000 sq. m.*

### **Advertising**

Baneasa Shopping City

Bucharest, Romania

Owner/Management Company: Baneasa Developments S.R.L.

### **Media Project: Cosmote**

The Mall Athens

Athens, Greece

Management Company: ECE - LAMDA

Owner: LAMDA Development S.A.

# 2011 SOLAL MARKETING AWARDS FINALISTS

## DIGITAL MEDIA

*From 5,000 sq. m. to 20,000 sq. m.*

### **Digital Involvement**

Friis Aalborg Citycenter  
Aalborg, Denmark

Management Company: Steen & Strøm Denmark A/S  
Owner: Danica

### **Xmas Issue**

Markedet  
Haugesund, Norway

Management Company: Steen & Strøm Norge  
Owner: Steen & Strøm ASA

### **From Sexta Avenida to 6th Avenue**

Sexta Avenida  
Madrid, Spain

Owner/Management Company: Corio Real Estate España SL

*From 20,001 sq. m. to 40,000 sq. m.*

### **In Your Dreams**

Ada Shopping Center  
Adapazari, Turkey

Owner/Management Company: Corio Turkey  
Owner: Corio Turkey

### **Kanyon Fit**

Kanyon  
Istanbul, Turkey

Management Company: Kanyon Yonetim Isletim Pazarlama ve Ltd. Sti.  
Owner: Eczacibasi Ilac San. and Is Real Estate Investment

# 2011 SOLAL MARKETING AWARDS FINALISTS

## **MobiKanyon: A First for Turkey's Shopping Centers**

Kanyon

Istanbul, Turkey

Management Company: Kanyon Yonetim Isletim ve Pazarlama Ltd. Sti.

Owner: Eczacibasi and Is Real Estate Investment Trust

## **New Arcaden Media Project**

Köln Arcaden

Köln, Germany

Management Company: mfi Immobilien AG

Owner: UIR Grundstücksgesellschaft mbH & Co. KG

*More than 40,000 sq. m.*

## **CentrO Goes Viral**

CentrO

Oberhausen, Germany

Management Company: CentrO Management GmbH

Owner: Stadium Ltd., England

## **Augmented Reality Of Diagonal Mar**

Diagonal Mar

Barcelona, Spain

Management Company: CBRE

Owner: Quinlan

## **GOMO - The future of POS communication**

Europark Salzburg

Salzburg, Austria

Owner/Management Company: SES Spar European Shopping Centers

## **CLICK FOR SUCCESS**

Forum Gliwice Shopping Center

Gliwice, Poland

Management Company: Avestus Real Estate

Owner: DEKA Immobilien

# 2011 SOLAL MARKETING AWARDS FINALISTS

## **Gateway World Website Revamp**

Gateway Theatre of Shopping  
Umhlanga, South Africa  
Management Company: Primedia Lifestyle  
Owner: Primedia Umlimited

## *Joint Centre Campaign/Company*

### **MMM Gift Card – Online**

Almada Forum and Forum Algarve  
Both centres in Portugal  
Management Company: Multi Mall Management Portugal

### **Dolce Vita Band Casting 2010**

Dolce Vita Tejo, Dolce Vita Porto, Dolce Vita Coimbra, Dolce Vita Douro, Dolce Vita Funchal  
All centres in Portugal  
Management Company: Chamartín Imobiliária

