



mapic[®] AWARDS

mapic[®]
International Retail Leasing Hub

3-4 Nov 2026

Palais des Festivals, Cannes, France

ABOUT MAPIC AWARDS



Created in 1996, the MAPIC Awards reward **excellence, innovation** and **creativity** in the retail real estate industry.

The **MAPIC Awards** will recognize the finest retailers and retail real estate projects during **the MAPIC Awards Ceremony and Welcome Reception** attended by the most influential professionals in the industry.

Seize this invaluable opportunity to **show off your brand/project on an international scale.**

Held in a **prestigious venue** in Cannes, the Awards ceremony and gala dinner offer:

- **Discovering** exclusive **real estate** and **retail project**
- **Networking** with high-profile delegates
- **Maximizing** your **company's visibility**



CATEGORIES IN DETAIL

OPEN FOR SUBMISSIONS AND SELECTED BY THE JURY

These categories are **open** for submissions. The jury will thoughtfully evaluate and select the most inspiring concepts and projects in the industry to highlight as finalists and winners.



NEW STORE CONCEPT

This award celebrates **innovative retail store concepts** that set new standards in customer experience. It recognises brands that have created original, immersive, and engaging in-store environments — combining design, technology, and service to strengthen their connection with customers and stand out in a competitive market.

The Jury will reward concepts that not only showcase creativity but also deliver measurable impact through footfall, engagement, and brand loyalty.

This category is open to retailers from all sectors, architect and designers for initiatives launched between January 2024 and May 2026.



BEST REFURBISHMENT PROJECT

This category **recognises the most outstanding refurbishment or expansion of a retail destination** — including shopping centres, retail parks, outlet centres, or other retail sites. It rewards projects that have significantly improved or repurposed an existing space, creating new economic value and enhancing its use.

The Jury will evaluate the quality of the redevelopment, including its integration into the surrounding environment, its contribution to the local community, appeal to urban shoppers, enriched retail mix, and the collaboration between developers, local authorities, and stakeholders.

This category is open to developers, local authorities and architects with projects opened between January 2024 and May 2026.



LEISURE BRAND OF THE YEAR

This category celebrates outstanding new developments in the retail real estate market — including shopping centres, outlet villages, retail parks, and other retail formats. It highlights projects that stand out through innovation, architectural quality, and a strong commitment to environmental and community impact.

The Jury will evaluate how the project leverages new technologies, enhances the retail mix, and creates a unique customer experience — all contributing to increased footfall, customer satisfaction, and sales performance in a newly established shopping destination.

This category is open to developers, local authorities and architects with projects opened between January 2024 and May 2026.

CATEGORIES IN DETAIL

OPEN FOR SUBMISSIONS AND SELECTED BY THE JURY

These categories are **open** for submissions. The jury will thoughtfully evaluate and select the most inspiring concepts and projects in the industry to highlight as finalists and winners.



BEST URBAN REGENERATION PROJECT

This category recognises the most impactful regeneration of an urban area where retail has played a central role in revitalisation. The award celebrates projects that successfully transform their surroundings while fostering social, economic, and environmental value.

The Jury will assess how well the project integrates into its urban context, supports the local community, attracts city shoppers, enhances the retail offer, and exemplifies strong collaboration between developers, local authorities, and stakeholders.

This category is open to retailers from all sectors, architect and designers for initiatives launched between January 2024 and May 2026.

CATEGORIES IN DETAIL

CURATED AND SELECTED BY THE JURY

These categories are **not open** for submissions. The jury will carefully curate and select the most inspiring brands and leisure concepts in the industry to highlight as finalists.



MOST EXCITING – RETAIL

This award celebrates and amplifies the success of **emerging retail brands** that have demonstrated exceptional performance over the past 12 months.

It recognizes innovative players that are gaining strong market traction and expanding their footprint across borders.

This category is open to retailers from all sectors.



MOST EXCITING – FOOD & BEVERAGE

This award celebrates and amplifies the success of **emerging restaurant chains and food & beverage brands** that have demonstrated exceptional performance over the past 12 months.

It recognizes innovative players that are gaining strong market traction and expanding their footprint across borders.

This category is open to restaurant chains and brands.



MOST EXCITING – LEISURE & ENTERTAINMENT

This award celebrates and amplifies the success of emerging leisure brands & entertainment concepts that have demonstrated exceptional performance over the past 12 months.



It recognizes innovative players that are gaining strong market traction and expanding their footprint across borders.

This category is open to leisure operators and to developers/property managers willing to apply for a leisure concept operated at one of their sites.

WHY ENTER THE MAPIC AWARDS ?



The **MAPIC Awards** are a unique opportunity for finalists and winners to highlight their achievements and gain high-profile exposure through the MAPIC website, publications, press releases, and within the exhibition hall itself.

	AFTER THE JURY MEETING	DURING MAPIC & MAPIC Awards Ceremony	AFTER THE EVENT
 PRINT	<ul style="list-style-type: none"> • Press release announcing the finalists, sent to 1 000 journalists • Press coverage in our industry and global media partners • Dedicated pages in our Preview magazine sent to our MAPIC database 	<ul style="list-style-type: none"> • Official Awards program distributed during the MAPIC Awards Ceremony 	<ul style="list-style-type: none"> • Article and photos of the winners and on MAPIC website • Press release announcing the winners, sent to 1 000 journalists • Press coverage by our industry and global media partners • Certificates for all finalists and winners • Winners' logo of distinction to use on your marketing and promotional tools
 ONLINE	<ul style="list-style-type: none"> • Finalists announced & illustrated on the MAPIC Awards website • Social media: LinkedIn • Newsletter announcing the finalists sent to our entire MAPIC database • Finalist logo of distinction to use on your marketing and promotional tools 	<ul style="list-style-type: none"> • Finalists' pictures on screen during the gala dinner • Trophy for the winners • Winners under the spotlight during the gala dinner, winners' video displayed on screen 	<ul style="list-style-type: none"> • Winners announced and illustrated on the MAPIC Awards website • Social media: LinkedIn • Newsletter announcing the winners sent to our entire MAPIC database • Winners' logo of distinction to use on your marketing and promotional tools

MAPIC AWARDS 2025 WINNERS

BEST NEW STORE CONCEPT



MINISO LAND, Shanghai, China Immersive retail meets entertainment destination.

BEST REFURBISHMENT PROJECT



EL BOULEVARD DE VITORIA-GASTEIZ SHOPPING CENTRE, CBRE, Spain, Sustainable retail transformation driving community engagement.

BEST NEW DEVELOPMENT PROJECT



LIVAT SHANGHAI, Ingka Centres, China, Mega mixed-use retail and lifestyle destination.

BEST URBAN REGENERATION PROJECT



WESTFIELD Hamburg-Überseequartier, URW, Germany, Mixed-use waterfront district redefining urban living.

MOST WANTED – RETAIL



ZARA, Fast-fashion leader delivering trend-driven global retail.

MOST WANTED – FOOD & BEVERAGE



MCDONALD'S, Global fast-food chain serving burgers and breakfast.

MOST WANTED – LEISURE & ENTERTAINMENT



LEGOLAND, LEGO-themed resorts with interactive family attractions.

MOST EXCITING – RETAIL



ON, Swiss sportswear brand redefining performance running innovation.

MAPIC AWARDS 2025 WINNERS

MOST EXCITING – FOOD & BEVERAGE



BIG MAMMA, Italian-inspired restaurant group with stylish trattoria dining.

MOST EXCITING – LEISURE & ENTERTAINMENT



F1 ARCADE, Immersive racing simulators combining gaming and social entertainment.

HOW TO ENTER THE COMPETITION ?

The entry process is quick, easy and free*:

- Read the criteria very carefully to ensure you are eligible.
- The Awards team will contact you shortly after receipt of your pre-entry, confirming your eligibility and informing you of the next steps of the competition.
- Please consider the criteria carefully also so you understand exactly what our judges are looking for.
- Complete your entry by answering concisely the brief questions on the entry form, **in English**.
- The judging by our industry experts will be held mid-October 2026.

The best entries will reach the MAPIC Awards shortlist: **several finalists in each category** and will be officially announced then.

*Applicants must be registered for MAPIC. In order to register to MAPIC, see [here](#).

If you need help with your entry or require any clarification, please contact the Awards team at mapic.awards@rxglobal.com.

Step 1: Pre-entry form

Pick your category and fill out the pre-entry form **in English**. It is free of charge and takes a minute only to complete.

You can enter as many projects as you wish, and one entry can be in more than one category as long as it meets all the eligibility requirements and separate entries are sent. You will receive an email confirming the eligibility of your pre-entry.

Pre-entry deadline: September 22, 2026

Step 2: Final entry form

If you are pre-selected, you will be asked to fill out the final entry form **in English** and submit the required supporting materials (videos, photos, maps,...).

You will need to combine all your images into a unique PDF file and upload it (last step of the submission process).

Final entry deadline: September 30, 2026

HOW TO ENTER THE COMPETITION ?

Step 3: Jury meeting

The jury comprised of high-profile real estate experts will meet in Paris **in October 2026** to shortlist the finalists in each category.

If the jury thinks a project is not in the right category, it has the right to move the entry to a more appropriate category and judge it in the new category.

The MAPIC Awards finalists will be announced shortly after the Jury meeting.

Step 4: Voting process, and results

The Jury's vote will represent 100% of the final results.

Step 5: Awards Ceremony

The winners will be revealed at the prestigious MAPIC Awards Ceremony to be held on **Tuesday 3 November 2026 in Cannes**.

If your project is part of the finalists, your presence will be required at the Gala Dinner.

AND THE WINNERS ARE...

MAPIC CELEBRATES IN STYLE — JOIN US ON NOVEMBER 3RD!

To mark this special anniversary, MAPIC is transforming its iconic evening into a unique, open-to-all* celebration!

Awards Ceremony 🕒 19:00 📍 Le Grand Auditorium, Palais des Festivals
Celebrate the industry's top achievements and discover this year's most innovative projects and leaders.

Welcome Party 🕒 20:30 📍 Majestic Hotel
Keep the momentum going with a cocktail-style dinner — the perfect setting to congratulate the winners, meet the finalists, and network with the global retail and real estate community in a festive and relaxed atmosphere.

[*Access to the Awards Ceremony and Welcome Reception is reserved for registered MAPIC participants.](#)

WHAT TO EXPECT THIS YEAR

A live experience where stories, innovation and recognition come together on stage.
Led by our Master of Ceremony [Jonathan Doughty](#), Managing Director of Viklari Consulting Ltd, the MAPIC Awards are completely reimaged — turning a traditional ceremony into a powerful live show.

Expect a dynamic presentation of the finalists, exclusive insights into the jury's selection process, and the chance to hear directly from the winners about their visionary projects. The jury will also reveal the stories and considerations behind their choices, offering a rare glimpse into the making of the Awards.

This new format is designed to deliver meaningful discussions, valuable feedback, and a true celebration of innovation and excellence across the industry.





Contact us
mapic.awards@rxglobal.com



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