

mapic

LeisureUp
by mapic

**THE
HAPPETITE**
FORUM
by mapic

29 Nov. – 1 Dec. 2022
Palais des Festivals
Cannes, France

MAPIC AWARDS 2022

Entrant guide
Gala Dinner





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 **a prestigious gala dinner** 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**

MAPIC Awards 2022: it's your turn to shine!

Get a chance to step into the spotlight with a MAPIC Award in hand!

12 Categories in competition



Best New Retail Concept



Best New Leisure Concept



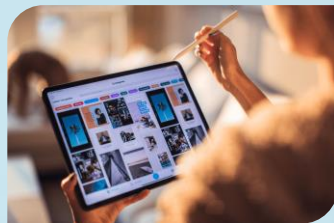
Best New Food & Beverage Concept



Best Sustainable Retail Initiative



Best Retail Omnichannel Strategy



Best Retail Innovation Solution



Best Urban Regeneration Project



Best Performing Shopping Centre



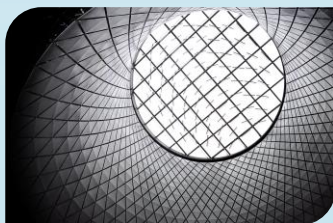
Best Performing Outlet Centre



Best Performing Retail Park



Best New Development Project



Best Store Design by French Designers *in partnership with Institut Français du Design**

*Selection of projects done by the partner

Categories in detail

Best New Retail Concept

This award boosts and recognises retail companies, launched within the past 3 years, for the originality of their concept (product, marketing campaign, innovation, shop fit-out, etc.), their achievements, entrepreneurial spirit and long-term development plans.

Projects launched within the past 3 years.

This category is open to retailers from all sectors.

Best New F&B concept

This category rewards the Food & Beverage retailer with the most original concept, which has shown **during the past 3 years** an originality through the singularity of the product, innovative positioning, and integration of new technologies, interior design and architecture (shop fit-out), advertising campaign. The concept must be viable, expandable and profitable.

Projects launched within the past 3 years

This category is open to retailers from F&B sector.

Best New Leisure Concept

Retailers and developers desperately look for innovative ways to attract new customers to their stores and shopping centres. Retail and leisure concepts are new ways to drive traffic by adding leisure to the retail mix. This category recognises the most successful entertainment concept and its integration in a point of sale in order to offer a unique and fun shopping experience and generate sustainable long-term profits.

Projects launched within the past 3 years.

This category is open to retailers, developers and leisure operators.

Categories in detail

Best Sustainable Retail Initiative

This category looks at the ways retailers are working towards a more sustainable future – including cutting carbon emissions, recycling, upcycling, responsible manufacturing – and how effective these initiatives really are.

This category will reward 2 projects, for both retail and property initiatives.

This category is open to retailers from all sectors and property players.

Best Retail Omnichannel Strategy

Reimagining the role of physical stores in an omnichannel distribution network: this category celebrates the most inspirational retailers having adapted their store strategy to support the omnichannel distribution network. Judges will be looking for online-to-offline services, general store layout and integration of new technologies to offer a unique experience to the shopper.

Project opened between March 2020 and January 2022.

This category is open to retailers from all sectors.

Best Retail Innovation Solution

Today, innovation is impacting the retail industry in many ways. As shopping goes more connected and digital impacts the customer journey, brands and shopping centres must rethink every part of the retail experience. This new category is about celebrating the greatest innovations in retail technology. Judges will be looking at those solutions that will enhance the shopping experience and reinforce the efficiency of the retailer or shopping centre in terms of sales, footfall, customer loyalty and growth opportunities.

Project launched within the past three years.

This category is open to start-ups, service providers retailers and developers.

Categories in detail

Best Performing Retail Park

This category celebrates the growing attractiveness of retail parks during the past years. Jury will be looking at how the retail park is integrated in its environment, overall architecture, green areas , traffic lane but also at how retail park adapt their space to support the evolutions of retail through services like click-and-collect , last mile logistic.

This category is open to all retail parks (no limit of opening date).

Best performing Shopping Center

This category honours the best performing shopping centre showing innovation through new technologies, customer loyalty programmes, retail mix and architectural features that all together aim to increase footfall, customer satisfaction, average spending and offer a unique experience in a new shopping destination.

This category is open to all shopping centers (n limit of opening date).

Best Performing Outlet Centre

This category celebrates the growing popularity of outlet centers with developers, retailers and consumers. The outlet mall must demonstrate qualities such as a diversified tenant mix, accessible location, pleasant architecture and good value.

This category is open to all outlets (no limit of opening date)

Categories in detail

Best Urban Regeneration Project

This category rewards the most successful regeneration of an area within which retail development has played a significant role. Judges will look at the integration of the project in its environment, its contribution to the local community, its attractiveness for city shoppers, its retail mix and the cooperation between the local authority, the developer and the community.

Projects opened between January 2019 and April 2022.

This category is open to developers, local authorities and architects.

Best New Development Project

This category is celebrating all new projects arriving in retail real estate market, including assets such as shopping centers, outlets, retail parks. Jury will take a closer look to projects showing innovation through new technologies, customer loyalty programmes, retail mix and architectural features that all together aim to increase footfall, customer satisfaction, average spending and offer a unique experience in a new shopping destination.

Projects opened between January 2019 and April 2022.

This category is open to developers, local authorities and architects

Best Store Design by French Designers

Selection of projects done by the partner

This category is partnership with Institut Français du Design

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.

Print

After the Jury meeting

- 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

During MAPIC and the MAPIC Awards Gala Dinner

- Official Awards programme distributed during the gala dinner

After the event

- 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

- Finalists announced & illustrated on the MAPIC Awards website
- Social media: Facebook, Twitter
- Newsletter announcing the finalists sent to our entire MAPIC database
- Finalist logo of distinction to use on your marketing and promotional tools

- 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

- Winners announced and illustrated on the MAPIC Awards website
- Social media: Facebook, Twitter
- Newsletter announcing the winners sent to our entire MAPIC database
- Winners logo of distinction to use on your marketing and promotional tools

Chantal Zimmer
Déléguée Générale
Fédération Française de la Franchise

MAPIC Awards 2019 winners

Best Outlet Center

Torino Outlet Village
Turin, Italy
Architect: Claudio Silvestrin
Developer: Arcus Real Estate

Best Store Design

Microsoft
United Kingdom
Submitted by: Gensler

Best Retail City Centre Regeneration

City Plaza
Wuppertal, Germany
Architect: Chapman Taylor
Developer: Signature Capital

Special Jury Awards

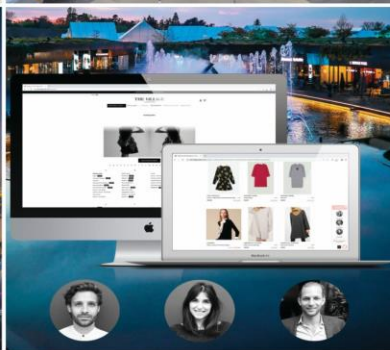
Jewel Changi Airport
Architect: Safdie Architects
Developer: Jewel Changi Airport
Trustee Pte Ltd, a joint venture by
Changi Airport Group &
CapitaLand

Best Leisure Concept

Arkose
France

Best Futura Shopping Centre

Val Saint Lambert Free Time Park
Seraing, Belgium
Architect: Christian Sauvage (retail),
Minale Design Strategy (Design),
Chapman Taylor (leisure), Altiplan
(offices)
Developer: Immobilière du Val Saint
Lambert



Best Shopping Centre

ICONSIAM
Bangkok, Thailand
Architect: Benoy & Urban
Architect
Developer: Siam Piwat

Best Retail Innovation

Wishibam For Business
France

Best Food & Beverage Concept

Boxpark Wembley
United Kingdom

Best Retail Global Expansion

Niu Flagship Italia
Italy

Retailer of the Year

Tommy Hilfiger
The Netherlands

Best Retail Concept

Nous épicerie anti-gaspi
France

How to enter the competition ?

1. Are you registered for MAPIC?

In order to enter the competition, your company must be registered for MAPIC (one delegate registered as visitor at least). If you are not registered yet, please click [here](#).

2. Select your category

You may submit as many entries as you like as long as they meet all eligibility requirements.

Each entry needs to be submitted separately. The same entry may be submitted in two categories as long as it is eligible in both categories.

3. Pre-entry form

Fill out the online pre-entry form relevant to your category, in English. It is **free of charge** and takes a few minutes only to complete! You will receive an automatic confirmation email. The Awards team will contact you shortly after to confirm the eligibility of your pre-entry and guide you for next step of the competition.

Pre-entry form deadline: 30th June 2022

4. Final entry form

The final step is to fill out the final entry form in English, and submit the required supporting materials (plans, photos, videos, etc.).

Final entry form deadline: 1st September 2022

5. Jury meeting

A jury panel comprising top retail real estate experts will meet in October in Paris to review all entries and score them based on different criteria. At the end of the day, the jury will shortlist several finalists in each category.

If you are shortlisted as finalist, at least one project representative must book a seat at the MAPIC Awards Gala Dinner.

6. Voting process, and results

The jury's vote will represent 100% of the final results. The winner to each category will be announced during the Gala dinner in Cannes

And the winners are...

Awards Gala Dinner

The winners will be revealed during a prestigious gala dinner to be held on Wednesday 30 November in Cannes.

Invite your clients, colleagues and friends to share your success and spend an unforgettable evening!

- ✓ Single seat : €300
- ✓ Sponsored table of 10 : €2600

Celebration

Open to all MAPIC participants, the traditional MAPIC Party is a must-attend event to celebrate the Award winners, relax, mingle and network with key real estate professionals and retailers. Enjoy a vibrant social atmosphere featuring cocktails, music and a variety of entertainment.



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