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by **mapic**

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Running for the MAPIC Awards competition in the category
“BEST NEW LEISURE CONCEPT”



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GRAVITY AT SOUTHSIDE



Company name

Landsec x Invesco Real Estate x Gravity

Company country

United Kingdom

Launching date

August 2021

Website

www.landsec.com - www.gravity-uk.com

Number of openings as of today

1 in the UK

Number of openings planned for the next 2 years

8 in the UK, 2 internationally

Gravity to Southside (80,000 sq ft) was the largest UK leisure lease in 2020. It was a pivotal transaction for the market as it demonstrated the potential that can be unlocked in former department stores. Gravity's leisure hub includes e-karting, virtual reality gaming, bowling, crazy golf and arcade gaming, as well as extensive F&B. Many were a first for Gravity, and were chosen to reflect the needs and character of the Wandsworth catchment. The innovative concepts that Gravity delivers at Southside also highlights how Landsec are redefining the role of our places, supporting brands to create something that guests crave.

HALL U NEED



Company name

HALL U NEED

Company country

France

Launching date

June 2021

Website

www.halluneed.com

Number of openings as of today

1 in France

Number of openings planned for the next 2 years

2 in France

HALL U NEED is a 7000sqm indoor concept dedicated to quality food, beverages and games for all ages. Inspired by the successful model of Dave & Buster's and Main Event in the USA, and adapted to the needs of a European market in search of extra-social and high-quality venues.

HAPIK



HAPIK

Company name

HAPIK

Company country

France

Launching date

2017

Website

www.hapik.fr

Number of openings as of today

US: 3 - France: 15 - UK: 7 - Germany: 2 - Spain: 1

Number of openings planned for the next 2 years

US: 6 - France: 5 - UK: 5 - Germany: 5

HAPIK is a unique indoor FUN CLIMBING arena where adults and kids (ages 4+) can enjoy some healthy, action-packed fun! Our HAPIK centers offer unique climbing with auto belays in a fun and safe environment. Our individual and multi climber wall challenges and rope courses of varying design and difficulty, will test your agility and courage in different ways. Our mission is simple: to create an unforgettable experience for you and your family or friends.

JUNGLE ENTERTAINMENT Florentia Village Luxury Designer Outlet



Company name

Green Spirit srl

Company country

Italy

Launching date

August 2021

Website

www.greenspiritproject.com

Number of openings as of today

At now, five Jungle Entertainment have been built:

Guangzhou 2018, Wuhan 2019, Chengdu 2020, Chongqing and Shanghai 2021

Number of openings planned for the next 2 years

A new Jungle Entertainment is planned to be built in Istanbul in the next two years

Jungle Entertainment represents a successful retailtainment solution, a concept made to give a space for all children and their families to create memories for life introducing the most amazing nature atmospheres. It is an innovative project that mixes the fun entertainment part with a learning educational environment in a very immersive approach. An extremely themed location, characterised by the Jungle scenography and organised in different themed areas, reproduces a real small indoor theme park, where physical play and virtual entertainment create an original mix suitable for all ages.

L'AUTRE USINE



L'AUTRE USINE
SPORTS, USINES & RESTAURANTS

Company name

L'AUTRE USINE

Company country

France

Launching date

2016

Website

www.lautreusine.com

Number of openings as of today

1 in France

Number of openings planned for the next 2 years

2 in France

L'Autre Usine proposes an innovative offer combining sports and leisure on the same indoor site : Bowling of 16 lanes, 400 sqm of electric karting, Laser-game on 2 levels, 3 escape game, billiard tables and a space dedicated to arcade games, 2 karaoke box, bar, restaurant, 4 squash, 2 badminton, 2 padel, basket-ball 3 against 3, 3 soccers, pétanque, Teqball, Corn hall, fitness, conference rooms...L'Autre usine is a place accessible to any generation or handicap in the biggest Family Entertainment and Sport center in France : 16 000 m².

SEVEN SQUARES



Company name

Garcin France

Company country

France

Launching date

June 2021

Website

www.sevensquares.fr

Number of openings as of today

France: 1 park is opened in Saint Etienne

Number of openings planned for the next 2 years

France: 4 parks are currently under design and construction in large metropolitan areas, and will open in 2023/2024. 6 additional parks are currently under negotiation for 2024-2025

Seven Squares is a unique concept of large Indoor Family Entertainment Center located in large shopping malls, including various leisure activities within one location. The concept focuses on offering a high end experience for its customers thanks to a very important theming effort, a very large choice of activities for all age groups and a great F&B offering with traditional french restaurants, snacks, bars or roof-top terraces.

SURF HOUSE HELSINKI



FLOWRIDER

Company name

Surf House x FlowRider

Company country

United States

Launching date

October 2019

Website

www.flowrider.com

Number of openings as of today

Thailand: 2 - Finland: 1 - Hong Kong: 1

Number of openings planned for the next 2 years

Europe: 3 - Asia: 3

Everybody knows the feeling of the warm summer sun on their skin and finally arriving at the beach after a long winter. Surf House lets patrons slip into summer whenever they need it, regardless of season or weather. The heat, palm trees, surf, and full-service beach club offer the perfect getaway from the everyday.

Located in shopping malls around the world, Surf House is an entertainment venue that pioneers the fusion between flowboarding, food, beverage, retail, and events. It is a multi-faceted, revenue-generating destination that epitomizes fun in any local flavor.

CAMPING PARADIS VACATIONS



Company name

TF1 Licensing

Company country

France

Launching date

2020

Website

<https://www.linkedin.com/company/9286761/admin/>

Number of openings as of today

71 in France 1 in Spain

Number of openings planned for the next 2 years

30 in France

From fiction to reality : for the first time ever in France, creation of a camping grounds network directly inspired from a TV show. Promise: A unique experience in places where people can live and feel the mood of the Camping Paradis TV show, with a high quality of service, a friendly spirit, a lot of fun, and the not to be missed "Star Tour"!

Launched in 2020 75 camping grounds in 2022, over 700K visitors in 2 years

250 activity leaders trained in the Camping Paradis Academy, job creator Elected Camping Favorite Brand in France in 2022

CITY WAVES



Company name

Action team Veranstaltungs GmbH

Company country

Germany

Launching date

May 2022

Website

www.citywave.de

Number of openings as of today

14 ventures in 9 countries so far, Tokyo, Moscow, Zurich, Tel Aviv, Madrid and Berlin

Number of openings planned for the next 2 years

**5 new citywaves are under construction worldwide.
Many more are being expected in the upcoming year.**

In cooperation with the Donau-Mall, citywave has brought the ultimate summer experience to Regensburg.

An unprecedented attraction: urban surfing on the standing wave with adjustable conditions for beginners, advanced surfers and pros.

The lifestyle platform offers urban surf culture, cool drinks and a beach lounge to relax, enjoy and watch. In addition, the supporting program guarantees that there is something in the mix for everyone: live music, surf yoga, kids camps, movie nights, workshops and professional competitions of the world's top surf league. Citywave beach is a vacation oasis for everyone and leaves nothing to be desired!

EMOTION HALL ARENA



Company name

Ingka Centres

Company country

Italy

Launching date

February 2022

Website

www.tiareshopping.it

EmotionHall is located in the context of Tiare Shopping, a “Meeting Place” in the North-East of Italy. A unique and engaging place. The first permanent immersive arena in Italy, modular and interactive, dedicated to art, culture and entertainment with spaces that can be set up for exhibitions, musical events, different courses and stages, tasting events. 2.000 sqm, in which the visitor finds contents and experiences in constant motion, where the space can assume multiple forms thanks to the modularity of the sliding walls. EmotionHall is equipped with the most advanced audio-video technologies and able to offer highly engaging.

FALABELLA FLAGSHIP



Company name
TRISON NECSUM

Company country
Spain

Launching date
December 2021

Website
necsum.com

Number of openings as of today
First digital experience

The plaza is the great heart of Falabella's new flagship store in the heart of Santiago de Chile, where a central totem over 16 meters high stands as the main visual attraction.

The dimension, professional sound and stunning digital art content create in the visitor a total immersion effect and WOW effect hard to forget.

HEROES ACADEMY



Company name

TEAM BREAK SAS

Company country

France

Launching date

July 2021

Website

team-break.fr

Number of openings as of today

One in France

Number of openings planned for the next 2 years

4 in France

HEROES ACADEMY, a 100% action game where players are trained to become true superheroes! In this 70-minute action game in an area of 400 m2, players will have to surpass themselves and prove that they are ready for anything!

Between balance tests, speed challenge, coordination mission, or even precision challenge... the candidates will be put to the test through 7 physical and sporting test rooms and must get as many points as possible to convince the academy!

IMMERSIVE GAMEBOX



IMMERSIVE GAMEBOX

Company name

Immersive Gamebox

Company country

United Kingdom

Launching date

March 2019

Website

immersivgamebox.com

Number of openings as of today

UK: 3 - US: 9

Number of openings planned for the next 2 years

UK: 11 - US: 86

Immersive Gamebox is a leading immersive gaming experience in the UK and US that focuses on shared gameplay and socialising.

The 'Gameboxes' use a unique range of technologies including projection mapping, touch screens, motion tracking and surround sound to deliver a hyper-immersive experience for up to six players.

A new genre of group entertainment, players tackle a series of immersive games and challenges through teamwork and collaboration. Immersive Gamebox boasts a portfolio of 15, 30 and 60 minute games created in-house including 3rd party IPs such as Aardman's Shaun the Sheep and Rovio's Angry Birds and Netflix's Squid Game.

KINDER JOY OF MOVING PARK

A unique park for kids in Vicolungo The Style Outlets



Company name

NEINVER

Company country

Spain

Launching date

October 2019

Website

www.neinver.com

Number of openings as of today

Only one opening in Italy. It is currently unique

Kinder Joy of moving Park is a 1,700 m² leisure and educational park for children, unique in Italy, developed in Vicolungo The Style Outlets.

Designed by the Industrial Engineering department of the Federico II University of Naples, it offers 8 play areas that promote an active lifestyle and stimulate children's life skills in a fun and didactic way.

This innovative and one-of-a-kind park in an outlet centre results from a successful public-private partnership between Kinder, Vicolungo The Style Outlets (managed by NEINVER) and the Vicolungo Municipality, united by shared values in a social responsibility project focused on children and families.

LEGEND OF PENGU



Company name

ECA2

Company country

France

Launching date

September 2019

Gansu Xirong Cultural Tourism Co., Ltd and French showmakers ECA2 have joined forces to create the first multimedia spectacular in Lanzhou “The Legend of Pangu”.

It's immersive, it's inspired, it's putting Lanzhou back at the centre of the world stage! In this dazzling experience of spectacular combined effects, both indoor and outdoor, cutting-edge architecture and custom technology meet China's ancient storytelling tradition.

This show is the flagship attraction of the «Hekou Ancient Town», a mixed-use area developed by the Chinese central government which was developed to generate social and economic improvements while enriching the local cultural panorama.

ORBIS AVENTURES



Company name

Orbis

Company country

France

Launching date

November 2021

Website

www.orbisaventures.com

Number of openings as of today

1 opening Liège (Belgium). 2 places under construction: Lille (France), opening: 29 Oct. 2022. Bordeaux (France), opening: 15 Jan. 2023

Number of openings planned for the next 2 years

Evry, FR : 08/23 Messancy (BE) : 11/23 Brussels (BE) : 02/24 Avignon (FR) : 08/2024

Orbis is an immersive adventure park including escape games, a restaurant and a board games bar. A true explorers club, comfortable and welcoming, set in an impressive ancient ruins scenery.

Orbis offers a variety of immersive adventures: new generation escape games, quick challenges, virtual reality exploration missions... The Orbis restaurant and games bar welcome you to debrief between two missions, to enjoy a nice dinner with friends. The restaurant draws on our explorer chefs' travels around the world to offer you a gourmet menu made with fresh and varied products. Become the explorer of tomorrow, join us !

PLAY LAND McArthurGlen Designer Outlet Serravalle



Company name

McArthurGlen Group

Company country

United Kingdom

Launching date

June 2021

Website

www.mcarthurglen.com

Play Land, the new 6,000 sqm leisure concept at McArthurGlen Designer Outlet Serravalle, is a cutting-edge facility dedicated to family entertainment.

A brand-new concept for McArthurGlen, the complex is comprised of a bespoke aqua park, a children's playground, a state-of-the-art crèche service, and a welcoming picnic area where families can enjoy a meal from one of the centre's excellent mix of F&B operators.

The €7 million attraction has introduced a new experiential element that complements the centre's sought-after luxury and premium brand offering, further enhancing the shopping experience and ensuring that guests of all ages enjoy an extraordinary day out.

POP GOLF



Company name

Pop Golf Ltd

Company country

United Kingdom

Launching date

May 2021

Website

www.popgolf.com

Number of openings as of today

One at present; Pop Golf - BOXPARK, Wembley Park

Number of openings planned for the next 2 years

Four total openings are predicted at present, 2023 will see a new opening in Kingston and three further venues are being planned for 2024.

Pop Golf fuses crazy golf with spectacular Pop Video-themed holes, serving the hottest hits and delicious drinks, with a sound system that will blow your mind, not your ears. Harnessing the zeitgeist of Pop music to create a new experience that is always interesting.

REDUTA - THE URBAN JUNGLE



Company name

theleisureway SL

Company country

Spain

Launching date

2019-2021

Website

www.theleisureway.com

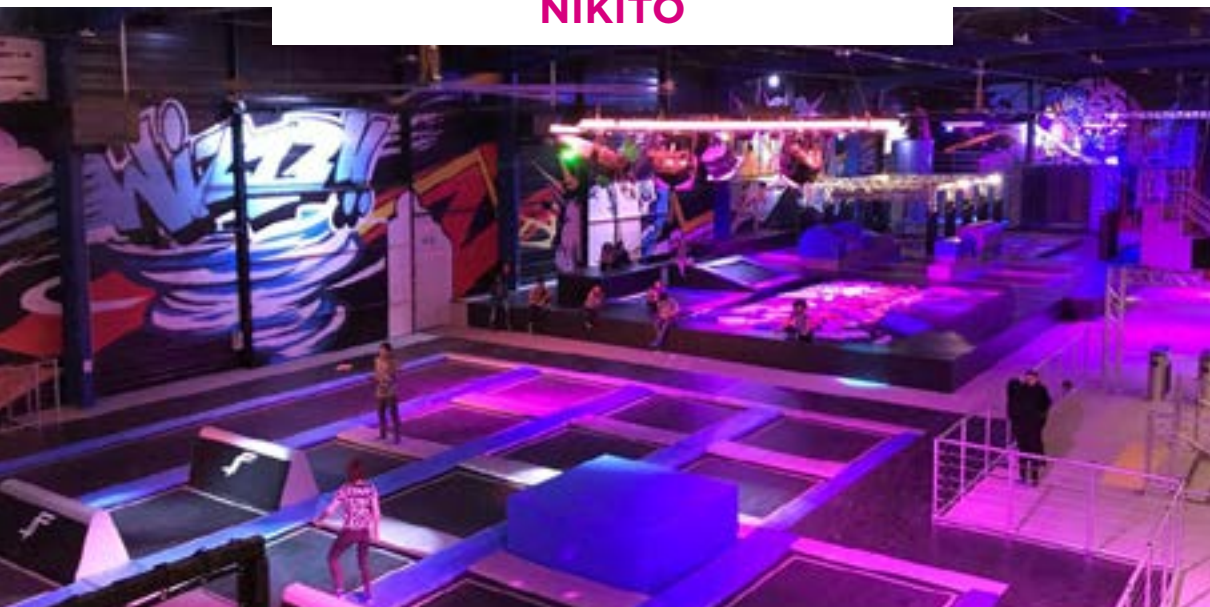
Number of openings as of today

One per country, Poland

Surrounded by a lot of competition, theleisureway created a unique storyline for Atrium Reduta that attracts families and kids by providing a strong differential factor, the WOW factor.

The ultimate goal was to provide a unique leisure ecosystem that brings energy and fun to the center, and become a pioneering leisure and shopping destination for the whole family in Warsaw, Poland. We achieved that by revamping different areas (foodcourt, atriums) and transforming it into an urban jungle where users are always engulfed in an abundance of lights, colors and greenery, inspired by Warsaw's "neonization" era.

NIKITO



NIKITO

Company name

NIKITO

Company country

France

Launching date

July 2021

Website

nikito.com

Number of openings as of today

1 in France

Number of openings planned for the next 2 years

3 to 5

NIKITO is a 3300m² high end indoor active entertainment park with more than 15 different attractions (trampoline, trapeze, giant slides, Parkour, Ninja Warrior, sofplay...). Our attractions are suitable for adults and children of all ages but we target mostly families and young adults.

TFOU PARC



Company name

INDOOR PARK ENTERTAINMENT

Company country

France

Launching date

September 2022

Website

indoorparkentertainment.com

Number of openings as of today

First opening in Evry (Paris Great Area) - 09/21.

2nd opening in Tourcoing (Lille Great Area) - 12/22

Number of openings planned for the next 2 years

Third opening: France (2023) The strategy is to open one new park per year in french speaking countries (in Europe) Ideally to reach 15 parks in 2030/2032

A license based indoor Theme Park inspired by “TFOU”, the TF1 youth cartoon program. TF1 Licences for young adults is the number one TV program in France and french speaking countries in Europe based on french yearly audience share results.

Our concept is composed by more than 25 Hoofs activities & attractions divided into 5 “Themed” areas, shows, animations and more. Our attractions are a mix of interactivity, educational, sporty, traditional and classical games. Our goal is to create leisure parks in shopping malls and bring together all generations in the same place. A park to celebrate all family events.

THE AEROBAR: LIFTOFF LAS VEGAS



Le leader mondial
du ballon captif

Company name

AEROPHILE SA

Company country

France

Launching date

February 2022

Website

www.aerophile.com/aerobar

Number of openings as of today

The 1st Aerobar was launched in 2013 in the Futuroscope park. Since then, a dozen other Aerobars have been sold, notably in France, but also in Morocco in Casablanca (2015), in South Korea in Icheon (2017), in Dubai on Jumeihra Beach (2018), in Tulum in Mexico (2018), in the Parkland shopping area in Dalian in China, in the Gamuda Cove shopping center in Malaysia (2019) and finally the Aerobar "Liftoff" in the USA in "Area 15", shopping and entertainment area of Las Vegas.

Number of openings planned for the next 2 years

4 planned for the moment: 3 in USA, 1 in France

As part of the experiential retail and entertainment complex AREA 15, in Las Vegas Nevada, the new "Liftoff" Aerobar by French manufacturer Aerophile has opened in february 2022. It's the first attraction of this kind in the USA.

A total of 16 persons can be transported into a height of almost 40 metres (130 feet) during one ride, whilst guest are able to enjoy the 360 degree view over the shiny gambling city with fresh drinks. During evening hours, the Liftoff helix construction is colorfully illuminated.

TOCA SOCIAL



Gensler

Company name

Gensler

Company country

United Kingdom

Launching date

August 2021

Website

www.gensler.com

Number of openings as of today

One in the UK

Number of openings planned for the next 2 years

One opening in Dallas, US, in 2023

Gensler partnered with TOCA Social to create a new and exciting leisure and hospitality offering centred around the globally adored phenomenon: football. TOCA Social had the vision to create a new entertainment concept that would transform the way we come together to socialise and play.

The accessible and interactive football-based games provide players of all ages and abilities with the chance to 'kick it' with their friends. Gensler previously collaborated with TOCA Social to establish a Concept Blueprint for a 'first-of-its-kind' football-based entertainment offering. Components of the prototype were applied to their new space located in London's iconic O2 Arena.

YAS MALL EXPERIENCE



Company name

TRISON NECSUM

Company country

Spain

Launching date

December 2021

Website

necsum.com

Number of openings as of today

First 3D interactive experiential entertainment concept

A new Digital Art experience amaze visitors of Yas Mall Shopping Center, located in Abu Dhabi (UAE) and owned by Aldar Properties. A digital totem, 170 sqm with more than 25 million pixels of image quality, projects incredible images that completely change the experience of visiting the Shopping Center that Trison Necsum has digitalized.

One of the main attractions of the mall are the WOW 3D contents, which don't go unnoticed and viralize Yas Mall in social networks. The Central Plaza, full of sensors, allows visitors, old and young, to play and have fun interactively.



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by **mapic**

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