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LeisurUp[®]
by **mapic**

28-30 November 2023

Palais des Festivals

Cannes, France

LeisurUp 2023

Concepts & Solutions

A selection from the exhibitors
(Leisure operators, IP owners, Leisure suppliers...)



Discover the "Leisure concept of the year" finalists

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BANANA PLAYGROUNDS



Company name
Banana by Cabana

Company country
Spain

Launching date
2015

Presented by
Cabana Partners for Architecture

Website
www.bananabycabana.com

Number of openings as of today and where?
Approx. 30 playgrounds (all over the world)

Number of openings planned for the next 2 years
Approx. 20 playgrounds

Number of sqm or m² required
Tailor projects (not minimum required)

Average cost of the concept
(to be implemented in a retail destination)
From 100k to 1M€



We all want to Play.

For this reason Banana designs original, sophisticated, exclusive & innovative playgrounds for shopping centers sparking the imagination of kids and adults alike, focus on artistic quality.

Our Playgrounds going beyond architecture in order to increase the mall experience, footfall, social bond and value of the assets.

We create, develop, assemble and certify our projects adding other dimensions like marketing strategy, wow openings, happenings, actings, RR.SS. viral and augmented reality.

All about to generate a big link with the community and a big draw to the asset.

CENTRE DECORATION



Company name
Justin's Design

Company country
Germany

Launching date
October 2023

Presented by
Centre in germany

Website
www.justins-design.de



The center's directive was to establish a Halloween atmosphere and to craft the entrance area, corridor, and hall by strategically placing eerie and impressive figures. Special creativity was necessary in the selection and arrangement of the figures to achieve an impactful Halloween decoration. Furthermore, we utilized lighting effects and other decorative elements to intensify the desired atmosphere.

CHILDREN MUSEUM - DOHA, QATAR



Company name
Ceeplay

Company country
UK

Launching date
March 2022

Website
www.ceeplay.com

Number of openings as of today and where?
15 Openings (United Kingdom, France, Belgium, Portugal, Spain, Turkey, Qatar, Australia)

Number of openings planned for the next 2 years
6

Number of sqm or m² required
100 to 1000

Average cost of the concept
500-1500 €/m²

ceeplay

Nestled within a captivating children play museum our indoor playground offers a one-of-a-kind play experience. A dynamic addition that takes physical activity to new heights.

The playground is enveloped by spherical walls, which form a delightful labyrinth. This design adds an element of intrigue and discovery, making every visit a new adventure.

Children can navigate the winding paths, discovering hidden surprises along the way.

CLOUDS - LONDON, UNITED KINGDOM



Company name
Ceeplay

Company country
UK

Launching date
March 2022

Website
www.ceeplay.com

Number of openings as of today and where?
15 Openings (United Kingdom, France, Belgium, Portugal, Spain, Turkey, Qatar, Australia)

Number of openings planned for the next 2 years
6

Number of sqm or m² required
100 to 1000

Average cost of the concept
500-1500 €/m²

ceeplay

The true marvel of this playground unfolds above our heads. Gazing skyward, you'll see a mesmerizing labyrinth of clouds, interconnected like a mystical puzzle. These 29 pods suspended in the air are more than just platforms; they are gateways to boundless adventures. Children, like nimble acrobats, traverse this cloudy maze, their imaginations weaving stories with every step.

COOP FRIBOURG-SUD (CH)



Company name

Kompan Commercial Systems

Company country

Belgium

Launching date

March 2023

Website

kompan-commercialsystems.com

Number of sqm or m² required

110m²

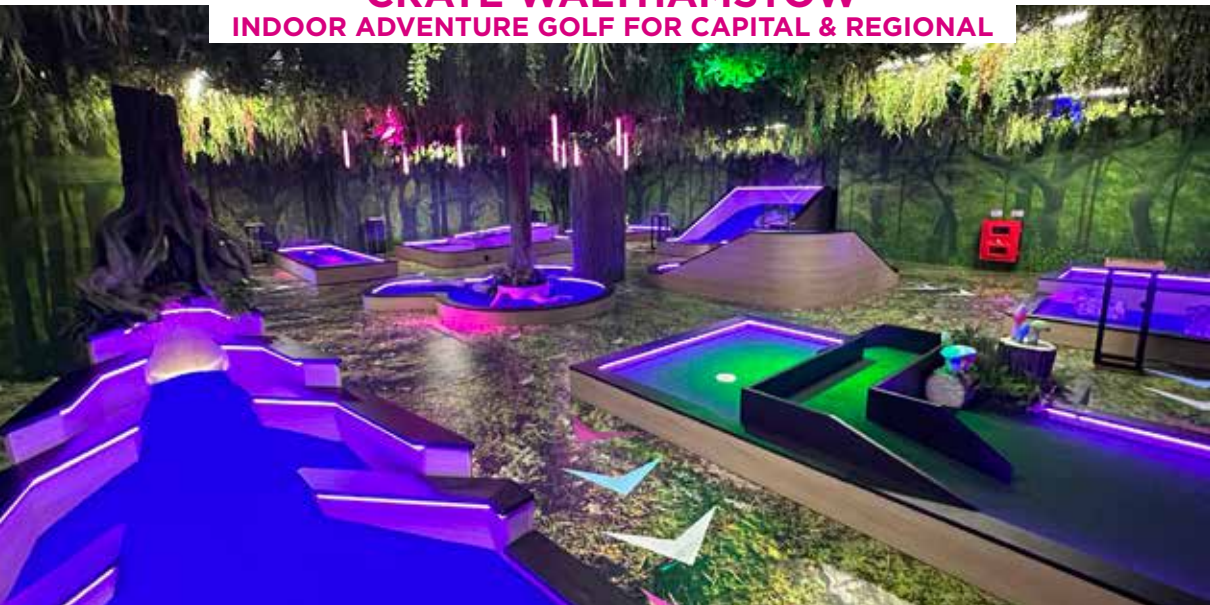


Indoor playground installed in the center of a shopping mall.

The playground is designed according to customer briefing and offers several different experiences to satisfy children of all ages.

The integration of the playground into the mall increases footfall and improves the customer experience.

CRATE WALTHAMSTOW
INDOOR ADVENTURE GOLF FOR CAPITAL & REGIONAL



Company name
Greenspan

Company country
UK

Launching date
September

Presented by
Greenspan Projects Ltd

Website
<https://www.crate17.co.uk/gogogolf>

Number of openings as of today and where?
**Open all week, 9am - 11pm
(10pm Sunday and Monday)**

Number of sqm or m² required
240m²

Average cost of the concept
£300k

Number of visitors expected by year
8,000



Introducing Go Go Golf, a novel 9-hole mini golf course set to launch this Summer at CRATE Walthamstow. This immersive experience draws inspiration from the rich tapestry of natural wonders in the borough, including Walthamstow Wetlands, Epping Forest, Hollow Ponds, and Chingford Plains. While it maintains an element of lightheartedness, it promises to ignite fierce competition among participants, embodying the essence of a truly engaging mini-golf adventure.

CRYSTAL



Company name
Crystal

Company country
France

Website
www.crystal.fr

CRYSTAL

Crystal designs and delivers unique experiences for all kind of destinations worldwide: theme parks, shopping malls, cities...

You are looking for a permanent show to enhance your destination or a temporary installation for a specific celebration, we can design the exceptional moment with you.

As an international leader in the creation of exceptional moments, CRYSTAL boasts both creative and technical expertise in all its sectors. It is this passion for discovery that underpins CRYSTAL's creative approach, making what seems impossible become reality

EL MANANTIAL BY THELEISUREWAY



Company name
theleisureway SL

Company country
Spain

Launching date
September 2023

Presented by
theleisureway

Website
www.theleisureway.com

Number of openings as of today and where?
1 Opening, Spain

Number of sqm or m² required
1,000 sqm

Number of visitors expected by year
3,000,000 people



Theleisureway's design transformed the intervention area at the Puerto Venecia mall into a remarkable outdoor family destination. Spanning over 1,000 sqm, the innovative approach activated the outdoor customer journey, seamlessly integrating a unique leisure solution. The creation of a green oasis provided comfort, human scale, and freshness year-round.

The project aimed to revitalize a traffic-free area in a key location in the shopping center, turning it into an attractive leisure area for all audiences. It has several zones, an event area with an amphitheater, a lively children's play area, a challenging cave, a shaded forest with colorful steps and ropes and a waterfall tower with exciting slides and lookout balconies. The integration with the existing mall design was seamless, preserving its aesthetics while introducing an attractive, weather-protected space for visitors to enjoy.

GALIMMO CORA ROCOURT (BE)



Company name
Kompan Commercial Systems

Company country
Belgium

Launching date
November 2022

Website
kompan-commercialsystems.com

Number of sqm or m² required
50m² to 100m²



Attractiveness of an empty alley improved by the installation of a children's play area.

A play area designed in collaboration with client, offering several different experiences to satisfy childrens of all ages, with an integration of seating areas for the parents.

The integration of the playground in the mall generates an increase in the number of visitors and an improvement of the customer experience.

GALLERIA VERDE FIORDALISO (IT)



Company name
Kompan Commercial Systems

Company country
Belgium

Launching date
May 2023

Website
kompan-commercialsystems.com

Number of sqm or m² required
90m²



Indoor playground installed in a free premises in the shopping centre. The operator offers a childcare service.

Despite the specificity of the location, we have achieved a nice integration of playground and digital play values for the greatest happiness of our young visitors

Integrating this service into the shopping mall provides a better shopping experience for the parents and an opportunity for mall retailers to improve their sales process.

HILLS - LONDON, UNITED KINGDOM



Company name
Ceeplay

Company country
UK

Launching date
March 2022

Website
www.ceeplay.com

Number of openings as of today and where?
15 Openings (United Kingdom, France, Belgium, Portugal, Spain, Turkey, Qatar, Australia)

Number of openings planned for the next 2 years
6

Number of sqm or m² required
100 to 1000

Average cost of the concept
500-1500 €/m²

ceeplay

Picture rolling hills, lush and inviting, standing tall and separate from the ethereal clouds above.

These hills are not mere hills; they are challenges waiting to be conquered.

With every step, children learn balance, determination, and the joy of reaching new heights. The hills echo with laughter as young adventurers climb, jump, and explore their limits.

LANDAL (NL)



Company name
Kompan Commercial Systems

Company country
Netherlands

Launching date
November 2023

Website
kompan-commercialsystems.com

Number of sqm or m² required
100m² to 150m²



In collaboration with the client, we developed a multi-level playground with an eye-catching slide that runs through the floor deck.

As well as being fun, we used various construction techniques that we master at Kompan, such as wooden construction, metal construction, air netting and colourful wet poured flooring.

The barn, which also includes a café, became a great and safe place for the family to spend the afternoon at the holiday park.

LASSEMAJAS DETECTIVE HOUSE
A FAMILY MYSTERY ADVENTURE



Company name
Lappset Creative

Company country
Finland

Launching date
February 2023

Presented by
LasseMajas Detective House / Lappset Creative

Website
www.lappsetcreative.com

Number of openings as of today and where?
1, Linköping, Sweden

Number of openings planned for the next 2 years
2 – 4 sites

Number of sqm or m² required
from 600 – 1,000 sqm

Average cost of the concept
(to be implemented in a retail destination)
1,400 €/ sqm

Number of visitors expected by year
27,000



LasseMajas Detective House immerses visitors in the world of beloved characters Lasse and Maja, offering interactive adventures and educational mystery experiences. Designed and built by Lappset Creative in close cooperation with the author of the LasseMaja children's book series, it combines entertainment with learning, fostering critical thinking and detective skills. This family-friendly attraction recreates Valleby's charm with immersive environments, making it a perfect destination for all ages, from school groups to tourists seeking a unique and engaging adventure.

LIFE



Company name
Tomorrowland Leisure

Company country
The Netherlands

Launching date
Concept

Presented by
Momentum Leisure

Website
<https://momentumleisure.com/>

Number of sqm or m² required
On request

Average cost of the concept
On request

Number of visitors expected by year
Depends on different formulas



TML Leisure is a subsidiary organization that draws inspiration from the enchanting world and profound values of Tomorrowland, 1 of the world's most renowned music festivals. As we embark on our journey, our core ambition is to infuse the spirit of TML into the realm of leisure. We are dedicated to creating unforgettable experiences where joy, wonder, and human connection take centre stage. At the heart of our vision lies the belief that water and attractions can seamlessly blend to form the essence of leisure. Water, with its boundless possibilities, represents the fluidity of life, the ebb, and flow of experiences, and the endless opportunities for transformation and renewal. Attractions, on the other hand, symbolize the power of imagination, innovation, and human creativity to craft extraordinary moments.

MARMARA FORUM



Company name
Ceeplay

Company country
UK

Launching date
March 2020

Website
www.ceeplay.com

Number of openings as of today and where?
15 Openings (United Kingdom, France, Belgium,
Portugal, Spain, Turkey, Qatar, Australia)

Number of openings planned for the next 2 years
6

Number of sqm or m² required
100 to 1000

Average cost of the concept
500-1500 €/m2

ceeplay

Fantastic play cloud structures have arisen in the city of Istanbul. They are the iconic landmarks of a new open-air playground on the roof park of Marmara Forum, a shopping centre in the Bakirköy district. The windows of the clouds magically change colours as daylight changes throughout the day.

MCDONALD'S



Company name
Kompan Commercial Systems

Company country
Belgium

Website
kompan-commercialsystems.com

Number of sqm or m² required
10m² to 100m²

Every year we supply more than 300 playgrounds to McDonald's around the world.

We supply not only their outdoor playgrounds but also their indoor playgrounds.

As space is very important in the QSR business, we have developed a range from 10m² to 100m².

McDonald's creates 'lasting memories' for families in their restaurants and we are happy that our playgrounds contribute to this.

MULLIGANS 18-HOLE ADVENTURE GOLF



Company name
Greenspan

Company country
UK

Launching date
February 2023

Presented by
Greenspan Projects Ltd

Website
<https://mrmulligan.com/norwich>

Number of sqm or m² required
900m²

Average cost of the concept
£800k

Number of visitors expected by year
40,000



Introducing a unique 18-hole indoor adventure golf course at Norwich's Riverside Park, hosted by Mulligans. Greenspan Projects has crafted an immersive experience, seamlessly blending nostalgic themes, pop culture, and arcade fun. From surprising elements like putting into a sink to encountering giant teddy bears and claw machines, this course defies convention.

Featuring dynamic elements like film sets, movable arcade games, and a real Harley-Davidson, playability and enhanced competitiveness is key with strategic prop placement and special effects lighting. Families can enjoy the course during the day, while evenings offer a lively social scene with beverages and digital scoring for seamless tracking. The layout maximizes space, with easy access from the central bar.

Theming and design were meticulously developed, ensuring an immersive journey through imaginative worlds. This project has been a thrilling creative endeavor, in collaboration with Adventure Leisure, promising an unforgettable experience for visitors.

NEO GAME OASIS CHIP MONG FIRST SPACEKART CONCEPT



Company name
Ensol 360 Karting

Company country
Slovenia

Launching date
July 2023

Presented by
360 Karting

Website
www.360karting.com

Number of openings as of today and where?
Numerous projects in preparation
(Paris France, London United Kingdom,
Liverpool United Kingdom, Poreč Croatia, Izola Slovenia)

Number of openings planned for the next 2 years
60 – 100 Spacekart projects
on premium locations all over the world

Number of sqm or m² required
940 sqm

Average cost of the concept
(to be implemented in a retail destination)
From 600,000 € on

Number of visitors expected by year
1,300,000 visitors per year min,
Strong differentiation factor that increased
footfall in shopping mall by 30%



Neo Game Oasis is the first indoor karting track in the Southeast Asian region, offering an exciting new karting attraction that will drive traffic to the mall. Our challenge was to provide the best driving experience for a premium retail developer in Asia and optimise the space like never before.

“Based on our vision to become a leading retail developer and build the most prestigious shopping destinations in Asia, we chose an attraction that will draw crowds. Our goal was to place it in the heart of the mall, where visitors often queue for hours to experience this amazing track,” said Ly Sok Chheng, general manager of Chip Mong Retail.

PARK DECORATION - LIPPED PARK



Company name
Justin's Design

Company country
Germany

Launching date
July 2022

Presented by
Park Lipped - Singen

Website
www.justins-design.de



Lipped Park in Singen focused on the creation of a unique pirate world. The focal point was the imaginative design of spaces and the recreation area, aiming to immerse visitors in a captivating atmosphere. A crucial aspect of this endeavor was the careful selection of figures that aligned with the pirate theme, contributing to the creation of an authentic and appealing environment.

THINK BIG - THINK BRIGHT - THINK BEAUTIFUL.

PHOTO BOOTH & FAMILY ENTERTAINMENT CENTERS



Company name

Dedem S.p.A.

Company country

Italy

Launching date

DEDEM: 1962 / LGI: 2012

Presented by

Dedem Group

Website

www.dedem.it

Number of openings as of today and where?

**DEDEM: 3600 photo booths throughout Italy
LGI: 17 FECs; 800 Fun Areas; 25 Fun Automated
Game Areas; 7,000 Equipment installed**

Number of openings planned for the next 2 years

**DEDEM: +500 photo booths
LGI: +15 FECs & Fun Automated Game Areas;
+50 Fun Areas**

Number of sqm or m² required

100 to 1,000 sqm

Average cost of the concept
(to be implemented in a retail destination)

500,000 to 1,500,000 €

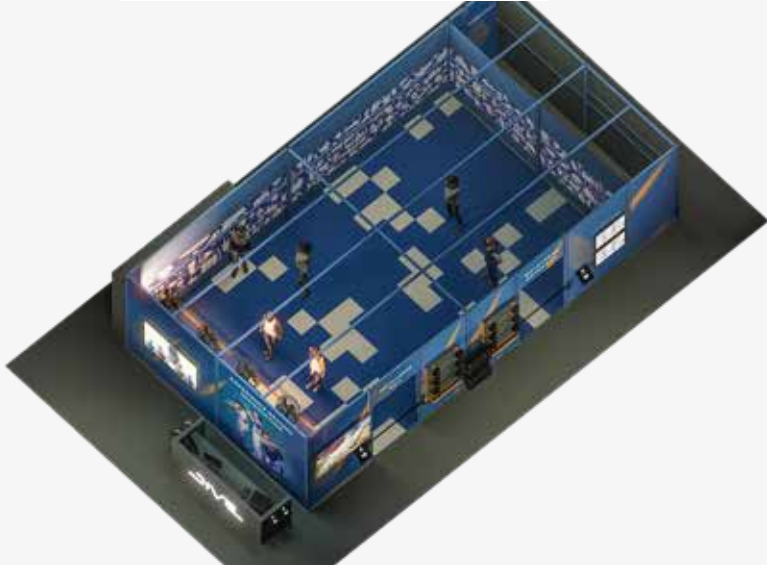


The Dedem Group with its products and services, proudly Made in Italy, is constantly striving to anticipate technology.

A diversified offer that ranges from photo booths to Family Entertainment Centers with a layout inspired by street art, to fun platforms in shopping centres, also a guarantee of success thanks to the branding of the best-loved cartoons.

The Dedem Group includes Memopark, a company that produces kiddie rides; TTS, a company dedicated to ICT; Selltek, reseller of the best 3D printers; Prototek, 3D printing service; the Spanish Simfor, leader in the production of driving simulators; Aqua, self-service washing machines.

POP-UP VR ARENA



Company name
Divr Labs

Company country
Czechia

Launching date
November 2023

Presented by
Ondrej Bach

Website
www.divrlabs.com

Number of openings as of today and where?
0

Number of openings planned for the next 2 years
50

Number of sqm or m² required
110

Average cost of the concept
(to be implemented in a retail destination)
250,000 €

Number of visitors expected by year
30,000



A self-supported enclosure is ideal for temporary installations or to be built inside existing entertainment centers. It is designed to fit into any indoor space of 110 sq. m.

A free-roam play area equipped with 4D effects can accommodate up to 24 players per hour. The lightweight enclosure can be installed in one day week - no construction or electrical works needed.

QUBICAAMF



Company name

QubicaAMF

Company country

Italy (Headquarters)

Presented by

Guillaume Chêne

Website

www.qubicaamf.com

Number of openings as of today and where?

30 per year in France

Number of openings planned for the next 2 years

60

Number of sqm or m² required

from 500 sqm onwards

QUBICAAMF

The Largest and Most Innovative Bowling Equipment Provider in the World!

QubicaAMF is the market leader in the Bowling Industry. We offer the best line of high-quality, innovative products for new and existing bowling and entertainment centers. With over a century of experience we have an installed base in over 10,000 centers in 90 countries and employ the largest R&D team in the industry.

What really sets us apart? Not only the quality and innovative power of our products, but belief in our customer's long-term success.

It is our philosophy, to Make Bowling Amazing. What does this mean? To us, bowling is not just a sport, but rather it provides a chance to connect people through entertainment, socialization, relaxation, and fun. It brings people together. Our commitment to our customers and the guest experience they deliver truly sets us apart.

SPARKX HASSELT



Company name
Sparkx Sportainment Group nv

Company country
Belgium

Launching date
May 17th 2023

Presented by
Eldad Givon

Website
www.sparkx.com

The story of Sparkx? It starts with a spark. A spark of inspiration. How beautiful would it be if young and old, friends and family, experienced and inexperienced athletes, came together under one roof? That's what we ask ourselves. Us: that's five young Belgian entrepreneurs. We are joining forces. The spark? It is immediately there. And Sparkx sees the light of day.

At Sparkx, sports is fun. Regardless of your level. The advantage of technology?

You adjust the difficulty of a lot of rides in a-two-three. Depending on who is competing.

THOIRY ZOO (FR)



Company name
Kompan Commercial Systems

Company country
Belgium

Launching date
March 2023

Website
kompan-commercialsystems.com

Number of sqm or m² required
400m²



Nice combination of enclosed playgrounds and physical experiences integrated into the "Lemurian Island" of the Thoiry zoo.

Providing a high-quality play experience for the zoo visitors increases the overall satisfaction.

TOPHANE PARK



Company name
Ceeplay

Company country
UK

Launching date
March 2021

Website
www.ceeplay.com

Number of openings as of today and where?
15 Openings (United Kingdom, France, Belgium, Portugal, Spain, Turkey, Qatar, Australia)

Number of openings planned for the next 2 years
6

Number of sqm or m² required
100 to 1000

Average cost of the concept
500-1500 €/m²

ceeplay

Nestled within a new shopping mall and serving as a port for cruise ships, this playground is a gateway to adventure for locals and tourists alike. As you step into this playground,

You'll find a world of play possibilities that extend beyond the ordinary. Families gather here to enjoy quality time together, creating cherished memories.

It's a place where generations connect, where laughter echoes through the limestone figures, and where the spirit of Tophane lives on.

VALCKE BOWLING



Company name
Valcke Bowling

Company country
France

Website
www.valckegroup.com/en/industries/bowling

VALCKE
BOWLING

Valcke Bowling is a family business now run by the third generation. Exclusive Brunswick Bowling Distributor in a vast majority of European countries, Valcke Bowling offers innovative and reliable solutions to its customers. The bowling centers installed by the Valcke Bowling teams are considered as references in their industry and won several awards.

VALOPARK



Company name
Valo Motion

Company country
Finland

Launching date
7 February 2023

Presented by
Eldad Givon

Website
www.valomotion.com

Number of openings as of today and where?
1 - Finland

Number of openings planned for the next 2 years
20

Number of sqm or m² required
300 sqm - 1,000 sqm



Reimagine retail space with ValoPark - designed to elevate the mall's appeal and profitability. Transform dormant spaces into vibrant and active family zones, drawing diverse crowds and increasing dwell time. ValoPark comes with our turnkey mixed-reality attractions that fit smaller areas and lower ceiling heights while requiring minimal construction. Fully automated systems streamline operations, cutting staffing costs. ValoPark helps you differentiate from the rest by offering unique and active social entertainment experiences.



MAPIC AWARDS 2023

"LEISURE CONCEPT OF THE YEAR" FINALISTS

Find the finalists of the 'Leisure Concept of the Year' category.
This category rewards the best leisure concepts for their originality
and exceptional performances over the past 12 months.



"LEISURE CONCEPT OF THE YEAR" FINALISTS

Seven Squares

Tortuga Vetraz - France



Seven Squares is a groundbreaking leisure concept that's redefining entertainment in the heart of Paris.

Koezio & Lucky Folks

KSP SAS / KOEZIO - France



Koezio & Lucky Folks are 2 innovative concepts in the same destination building. An FEC with immersives and exclusives action games, escape rooms, virtual reality concepts...

"LEISURE CONCEPT OF THE YEAR" FINALISTS

Adventica

UAB Adventica - Lithuania



The essence of Adventica parks is to be fully a family centric place that invites everyone from toddlers to seniors. We live our slogan “Everything is a Game!”

Zero Latency VR

Zero Latency VR - Australia



Zero Latency is a global leader in immersive entertainment, working at the cutting edge of VR and location-based experiences.



LeisurUp[®]
by mapic



MAPIC Pitch Contest

Join us:  MAPIC CONFERENCE ARENA
and VOTE LIVE for your favourite concept!



LeisurUp[®]
by mapic

LEISURE PITCH CONTEST

The most dynamic leisure concepts and solutions
to create unique location-based experiences.

- 28th Nov 11.30 - 12.30

Co-organised with 

- 29th Nov. 14.00 - 15.00

Co-organised with 
PEOPLE . PLACES . PROPERTY

Sponsored by



[CHECK THE LIST OF THE PITCHING COMPANIES](#)



Leisure pitch contest
28th November



Leisure pitch contest
29th November

Global Sponsors





📍 PALAIS -1 (Aisle K to G)

CREATE VIBRANT EXPERIENCES

WITH THE MOST RELEVANT LOCATION-BASED ENTERTAINMENT PLAYERS FROM THE LEISURE INDUSTRY

Leisure Operators | IP Owners & Licensors | Manufacturers | Service Providers

Sponsored by



TOMORROWLAND
LEISURE

35
STANDS

5
CONFERENCE SESSIONS

1

LEISURE SUMMIT

**LEISURE PITCH
SESSIONS**
WITH LIVE VOTE

NEW: IP Village

Embark on a journey through innovation at LeisurUp's brand-new IP Village. Connect with the licensing industry, shaping the future of retail destinations.

Meet the exhibitors





LeisurUp[®]
by mapic

28 - 30 November 2023, Palais des Festivals, Cannes, France

View more on
mapic.com or Leisurup.com