

**mapic**<sup>®</sup>

**LeisurUp**<sup>®</sup>  
by **mapic**

26-28 November 2024  
Palais des Festivals  
Cannes, France

# LeisurUp 2024 Concepts & Solutions

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



Discover the "Leisure brand of the year" finalists

## Global sponsors



## Global partner



## LeisurUp track sponsors



## Leisure summit sponsor



# SUMMARY

<b>360KARTING</b> .....	4
<b>AERODIUM</b> .....	5
<b>BANDAI NAMCO ENTERTAINMENT EUROPE</b> .....	6
<b>CITÉS IMMERSIVES</b> .....	7
<b>CITYWAVE</b> .....	8
<b>CRUNCHYROLL</b> .....	9
<b>DAMA DREAMS</b> .....	10
<b>DEDEM</b> .....	11
<b>EMOCIO</b> .....	12
<b>FOLLOW PARK</b> .....	13
<b>GREEN SPIRIT</b> .....	14
<b>HASBRO</b> .....	15
<b>HELLO PARK</b> .....	16
<b>HUPALUPA</b> .....	17
<b>KCC ENTERTAINMENT DESIGN</b> .....	18
<b>LANE7</b> .....	19
<b>LICENSING INTERNATIONAL</b> .....	20
<b>LITTLE LION ENTERTAINMENT</b> .....	21
<b>MARKEYTERS GROUP - REDWHITE</b> .....	22
<b>MILLIMAGES</b> .....	23
<b>PAUSA</b> .....	24
<b>QUBICAAMF</b> .....	25
<b>SMILEY</b> .....	26
<b>TF1 LICENSING</b> .....	27
<b>TUNNEL TECH</b> .....	28
<b>UNIVERSAL</b> .....	29
<b>VALO MOTION</b> .....	30
<b>WALLTOPIA</b> .....	31
<b>XCLUSIF</b> .....	32



SPACEKART  
The ultimate fun.



SODIKART



SPIKES

Company type

Operator

Why visit us at MAPIC?

Be a part of global launch of SpaceKart: a revolutionary anchor attraction designed to fit into premium spaces as small as 600 sq m. By drawing in massive crowds and keeping them entertained for longer, SpaceKart not only revitalizes your venue's appeal but also skyrockets the earnings from your other offerings.

Who we are looking for?

Property developers and investors,  
Shopping mall owners, Leisure providers

Introduction

SpaceKart is reinvented go-karting attraction, powered by three leaders in the go-karting industry: 360 Karting, Sodikart and Apex. Visit us and learn more how to transform 600 sq m into a footfall magnet.





SMASH AIR SOUTH KOREA

GOAIRBORNE MACAU

AERODIUM KYIV RESPUBLIKA PARK

**Company type**

Manufacturer, operator, designer, service provider

**Why visit us at MAPIC?**

We are looking forward to meet retail industry stakeholders and operators in order to share our experience in retailtainment perspective and experience

**Who we are looking for?**

We are looking for shopping mall operators, developers and stakeholders who are willing to expand their operation, insure increasing footfall and additional revenue via help of state of the art vertical wind tunnel business.

**Introduction**

AERODIUM designs and operates top-rated state of the art vertical wind tunnels for recreational, entertainment, show, and military use<sup>1</sup>. These tunnels provide thrilling experiences for flying enthusiasts, serve as captivating attractions at events, and even support military training.

**BANDAI NAMCO**



**PACMAN IMMERSIVE EXPERIENCES**

**Company type**

IP Licensor

**Why visit us at MAPIC?**

Meet potential new partners to develop our Location Based Entertainment Licensing business

**Who we are looking for?**

Location based entertainment developer, buyer

**Introduction**

Bandai Namco Entertainment Europe S.A.S. is a leading global publisher and developer of entertainment content for platforms including, but not limited to, all major video game consoles and PC.

Bandai Namco Entertainment Europe is producing intellectual property for a global audience and is building its reputation with franchises such as LITTLE NIGHTMARES™, PARK BEYOND™ and UNKNOWN 9™ Awakening - developed by Reflector Entertainment based in Montreal, QC.

Bandai Namco Entertainment Europe serves as the Headquarters of Bandai Namco Holdings Inc. for mainland Europe, which is known for creating and publishing many of the Toy & Entertainment industry's top franchises, including PAC-MAN™, TAMAGOTCHI™, GUNDAM™, TEKKEN™, DARK SOULS™ and the recently released ELDEN RING™.

For more information please visit [www.bandainamcoent.eu](http://www.bandainamcoent.eu).



## VIKING ROUEN

### Company type

IP owner, producer and operator

### Why visit us at MAPIC?

Come meet us at MAPIC to discover how Cités Immersives transforms history into spectacular experiences, captivating diverse audiences with immersive technologies. We offer unique opportunities for local collaborations, economic development, and innovative cultural projects, while enhancing regional heritage and creating valuable synergies for your territories and investors.

### Who we are looking for?

We're looking to create strategic partnerships, attract investors, and explore opportunities to expand Cités Immersives' network of immersive cultural destinations. We're also focused on showcasing innovative projects to potential collaborators in the real estate and retail sectors, seeking locations and platforms that align with your vision of merging culture, history, and entertainment through immersive experiences. Additionally, it's a chance to reinforce your brand and build relationships that can foster local economic development.

### Introduction

Cités Immersives is a cultural initiative aimed at reviving History through immersive experiences. The project connects visitors with local and national heritage, using immersive technology to tell the stories of regional heroes and traditions. Each site offers an engaging blend of history and entertainment, making culture accessible to all. Collaborating with local actors, it fosters economic growth and aims to become a leader in the immersive cultural space in France by 2028.





**CITYWAVE OSNABRÜCK**

### **Company type**

Manufacturer and service provider

### **Why visit us at MAPIC?**

Visit us to learn about opportunities to implement the citywave venue into your existing mall, refurbishment or new build. We provide next generation leisure and attraction value for the international, emerging retail sector.

### **Who we are looking for?**

Owners or developers of shopping malls, mixed-used developments, waterparks, hotels or any other venue who is interested in implementing a citywave

### **Introduction**

For more than 15 years we are specialized in the development and construction of standing wave systems. Through innovative design and the patent awarded deep-water technology citywave offers perfect wave conditions and the most authentic surf experience. Deep water in front and behind the wave allows the use of real surfboards with fins. citywave creates a perfect, naturally shaped wave with a glassy surface where water volume, wave shape and height can be adjusted by the push of a button.



### Company type

IP Representant

### Why visit us at MAPIC?

Come and meet us at the IP Village to discover exciting licensing opportunities around the world of Japanese Anime! We represent a diverse portfolio of popular anime brands, and we're eager to connect with retailers, distributors, and Event promoted who would like to try something new with Anime.

### Who we are looking for?

Retailers, Distributors, Location Based Entertainment companies, Mall activities professionals

### Introduction

Crunchyroll is a streaming service that connects Anime and Manga fans across 200+ territories. Crunchyroll is an independently operated joint venture between U.S.-based Sony Pictures Entertainment and Japan's Aniplex, a subsidiary of Sony Music Entertainment (Japan) Inc., both subsidiaries of Tokyo-based Sony Group. Crunchyroll's Consumer Products Team extends its passion for Anime enthusiasts. This department ensures that fans across the world have access to various captivating anime-related merchandise, collectibles and promotions, bringing the vivid worlds of their favorite series to life.



**BATMAN ESCAPE IN PARIS**

**NARUTO ESCAPE IN THE ROAD**

**Company type**

Operator of IP based Immersive Experiences

**Why visit us at MAPIC?**

Need to increase your traffic and make headlines on the press and social media? With our immersive concepts under IP, we will drive footfall and ensure customer happiness

**Who we are looking for?**

Real estate operators

**Introduction**

At Dama Dreams, we prioritize the player experience.

From conception to the operation of our concepts, we control the entire value chain and ensure the success of our partnerships with the largest brands to build immersive experiences. We ensure that the audience at the heart of their favorite heroes.





ICONA PHOTOBOTH



YOUNGO

**Company type**

Operator, Manufacturer, Service Provider, Retailer, ICT Solutions

**Why visit us at MAPIC?**

Dedem with its products and services, proudly Made in Italy, is constantly trying to anticipate technology. Leisure Group Italia enhances the paradigms of entertainment. Visit us at MAPIC to explore how we transform retail and leisure spaces with our state-of-the-art solutions. From the sleek ICONA photobooth designed by Pininfarina, to our innovative Family Entertainment Centers YOUNGO, and our latest interactive play platforms and slides. Experience how we can enhance your venues with creativity, design, and technology.

**Who we are looking for?**

Shopping Mall Directors, Leisure and Entertainment Center Managers, Product Development Managers, Business Development Managers, Marketing and Brand Managers, Customer Experience Managers

**Introduction**

The Dedem Group is a historic brand of Italian entrepreneurship, focused on the production of photobooth. The multifaceted foresight of the top management has enabled the company, over its 60 years of activity, to launch various business branches, emphasizing innovation, quality, and sustainability. The collaboration with the consortium Leisure Group Italia, owner of the YOUNGO brand, perfectly reflects the mission of two companies that have chosen to redefine the paradigms of entertainment as well. LGI designs, creates, and manages visually impactful entertainment areas, distinguished by excellent quality and high safety standards: indoor and outdoor play areas, dog areas, padel malls, and much more. It was the first to introduce wooden play platforms with non-slip flooring in shopping centers, as well as the first scenic playgrounds. With the YOUNGO brand, it is present throughout Italy with its Family Entertainment Center format, offering fun for all generations. The format was recently renewed with a layout inspired by street art and an offering of brand-new mixed-reality attractions, such as Valo Arena and Valo Air Jump, presented for the first time in Italy.



HELL HOUSE IN MARSEILLE

BELLE EPINE - CHELLA FESTIVAL

VAL D'EUROPE - REVISEZ VOS CLASSIQUES

### Company type

Consulting agency for event marketing and immersive scenography production.

### Why visit us at MAPIC?

Emocio is an event marketing and immersive scenography consultancy dedicated to shopping destinations, living spaces, cultural venues and brands.

From storytelling to design and animation, Emocio offers a global solution to enrich the experience, generate traffic and engage visitors.

### Who we are looking for?

We would like to meet with center managers, leisure and retail companies to offer them 360° solutions for events, immersive scenography, retail and brand activations.

### Introduction

Emocio, a consulting agency specializing in emotional and event marketing, works with living spaces and brands to enhance visitor experience and engagement. We work in shopping malls, retail outlets, airports and train stations, leisure parks, cultural institutions, transitional urban spaces and city centers. We re-enchant spaces to deliver memorable experiences.

Our integrated workshops design and manufacture customized sets, leisure structures, stands, furniture and pop-up stores, as well as roadshows, point-of-sale merchandising and event staging.



**Company type**

Operator

**Why visit us at MAPIC?**

We would like to meet great professionals to develop our concept

**Who we are looking for?**

We are looking for new opportunities to install our concept in other cities after Lille. We are looking for opportunities in France, Belgium, Spain, UK, Switzerland...

We are also looking for new partners/associates to install the concept in other locations.

We are looking for franchisees to install the concept in other locations and other countries

We are also looking for new providers in different industry to improve our concept and new (Leisure concept, Real Estate, Software, Malls...)

**Introduction**

Follow Park is a leisure family center with different activities as Pin Duck (little bowling), Experimental Park, Attractions, Arcades, VR, Laser Game, a social bar, Quiz, Karaoke.

You can come with all the family from 5 to 95 years old.





**JUNGLE ENTERTAINMENT FEC'S CHAIN  
FOR "FLORENTIA VILLAGE LUXURY  
DESIGNER OUTLET" IN CHINA**

**WONDERWOOD GREEN FOREST FOR NHOOD IN  
MERLATA BLOOM, MILAN**

### Company type

Manufacturer, operator, designer,  
service provider

### Why visit us at MAPIC?

We are looking forward to meet retail industry stakeholders and operators in order to share our experience in retailtainment perspective and experience

### Who we are looking for?

We are looking for shopping mall operators, developers and stakeholders who are willing to expand their operation, insure increasing footfall and additional revenue via help of state of the art vertical wind tunnel business

### Introduction

Green Spirit is a multicultural creative design company founded in Florence, Italy, in 2014, after 20 years of work experience in the luxury reatil and exhibition fields.

With a team of multi-disciplinary skilled professionals, Green Spirit aims to create a brand that, through entertainment and edutainment, raises awareness among the general public on the importance of an eco-friendly lifestyle to ensure the survival of our planet



MONOPOLY LIFESIZED/ HASBRO CITY/ GALAXYLAND

**Company type**

IP

**Why visit us at MAPIC?**

To discuss location based entertainment opportunities using our extensive portfolio of IP.

**Who we are looking for?**

LBE operators, property developers, investors.

**Introduction**

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

hello  
park



HELLO PARK DUBAI, UAE

### Company type

Software developer, License Provider, Brand Owner

### Why visit us at MAPIC?

Hello Park is revolutionizing LBE by providing a unique experience-phygital. An innovative approach to boosts mall traffic and ensures the highest rate of returning visitors. A new era in LBE

### Who we are looking for?

Retail and real estate

### Introduction

Hello Park is an immersive, tech-driven entertainment brand that transforms indoor activity into new format in local based entertainment industry - PHYGITAL. By combining cutting-edge AR, projections, motion tracking, and quality content, it offers families a unique, multi-sensory experience that engages visitors of all ages. The installations are customizable, scalable, and adaptable to various retail environments, driving foot traffic and enhancing customer engagement. Hello Park seamlessly integrates leisure with shopping, creating memorable experiences that boost brand loyalty and retail performance. Its innovative approach to blending entertainment with retail sets it apart in the industry.





## HUPALUPA ISTANBUL / BURSA

### Company type

Operator & Service Provider

### Why visit us at MAPIC?

HUPALUPA plans to expand its business worldwide and is seeking potential partners to achieve this endeavor.

### Who we are looking for?

Malls, co-investors, or real estate partners with whom we can locate our Family Entertainment Centers

### Introduction

Committed to fostering children's mental and physical development, HUPALUPA has evolved into a formidable leisure brand house & anchor, now encompassing four sub-brands: HUPALUPA FEC, HUPALUPA EXPO, HUPALUPA GO, and HUPALUPA STORE.



## Company type

Designer / Entertainment Consultant / Entertainment Service provider

## Why visit us at MAPIC?

As one of the pioneers of entertainment in MAPIC and with over 250 entertainment projects, we are an excellent partner of any developer, investor, operator... to assist with their entertainment needs. Starting from market and feasibility studies over the complete design process till grand opening, KCC can help in every step along the way.

## Who we are looking for?

Visionary developer, entrepreneurs, operators, investors who understand the value of entertainment to enhance and diversify the visitor experience

## Introduction

KCC Entertainment Design is since 2000 a worldwide leader in the design & realization of entertainment projects. Our main expertise are projects in retail and/or mixed use environments to strengthen the development as a destination.

KCC has designed and realized projects in almost all continents ranging from 500sqm to several hectares.

Our expertise makes us the 'go to' consultant for many international developers who are looking to integrate or enhance entertainment in their development.

# LANE7



LANE7 BERLIN

## Company type

Operators

## Why visit us at MAPIC?

Our objectives are threefold: to grow our footprint in the UK and Europe, innovate our offerings, and expand into new markets, ensuring we deliver the best nights out for our guests. To do this, we are looking for venues of 15,000+ sq. ft in the best cities

## Who we are looking for?

Landlords, asset managers, shopping centre operators - if you have the space we would like to talk to you

## Introduction

Lane7 is a UK-based boutique bowling company specializing in creating high-end, multi-activity venues. Founded by Tim Wilks, the company is on a journey to revolutionize the traditional concept of bowling alleys by combining them with the best tech and gaming in the market.





**Company type**

Trade Association

**Why visit us at MAPIC?**

We are the leading trade organization of the global brand licensing industry. Wherever you are on your licensing journey come to us!

We are here to help understand the licensing business.

**Who we are looking for?**

Companies that are willing to understand more about licensing and the licensing industry

**Introduction**

Licensing International (formerly LIMA) has been at the center of the multi-billion-dollar worldwide licensing industry for 35 years, helping companies profitably grow their businesses through an unparalleled network of information and membership. Smart licensing is the fastest and most profitable way to grow a business and maximize brand value in any industry. That is why, every day, Licensing International works to foster the growth and expansion of licensing around the world, raise the level of professionalism for licensing practitioners, and create greater awareness of the benefits of licensing to the business community at large. Currently, Licensing International's more than 1,400 member companies hail from 40+ countries around the globe, with that number increasing every year including executives from all sides of the business: agents, brand owners, manufacturers, consultants, publications, lawyers, accountants, retailers and more.



**THE CRYSTAL MAZE LIVE EXPERIENCE**



**THE GAMES ARENA**

### Company type

Operator

### Why visit us at MAPIC?

We are interested in discussing international franchise opportunities for our experiences

### Who we are looking for?

International franchise partners

### Introduction

Little Lion Entertainment is the UK's premier immersive attractions company, welcoming millions of guests and employing over 300 people in the leisure industry. With two successful Crystal Maze flagships in the UK and a franchise in the Middle East, Little Lion is expanding into new markets with innovative products.

Through its Games Arenas division, it has launched Chaos Karts in Manchester and Dubai and is partnering with Bandai Namco to create PAC-MAN LIVE EXPERIENCE, pioneering real-life video game attractions.

# Markeyters



## Company type

IP and licensing agency

## Why visit us at MAPIC?

We are looking for partners interested in creating unique experiences and incredible bridges with our official brands and their worlds, in retail, commercial property and leisure businesses.

## Who we are looking for?

Partners who want to stand out from the competition with top-of-the-range IPs that have absolutely unique brand values and territories.

## Introduction

We represent some of the most renowned and iconic territorial brands in the world: 'MONACO', 'MONTE-CARLO', 'SAINT-TROPEZ' and 'LYON'. We also work with French Heritage brands. We are looking for partners interested in creating unique experiences and incredible bridges with our official brands and their worlds.





MOLANG

### Company type

Producer & licensor for Molang

### Why visit us at MAPIC?

In order to show the potential of Molang for retail activation.

MOLANG started life in 2010 as a doodle by Hye Ji Yoon, a Korean illustrator, and quickly grew into a digital sensation in its country. Having acquired global rights in 2015, Millimages developed MOLANG with French author Marie-Caroline Villand.

She created the character, its values and its universe, through a preschool TV series of 6 seasons, over 300 episodes and sold in 190 countries.

Today, MOLANG gathers 28 billion views on GIPHY and over 7 million social media followers. It has now evolved into a lifestyle brand with a successful consumer products program.

### Who we are looking for?

Partnerships

### Introduction

Operating from Paris since 1991, Millimages is a major independent animation production company. The visionary studio develops, produces, and licenses high-quality cross-media content, with a catalogue of over 75 IPs. Composed of 7 internal business units and a branch in Shenzhen, Millimages is a key player in the animation landscape, generating 10M+ views across the globe every day, with global hits such as Molang, Louie, or 64 Zoo Lane.

# PAUSA



## Company type

Operator

## Why visit us at MAPIC?

To get knowledge on how we develop kids in all aspects with all of our operating business lines and categories in this sector. Pausa is offering more information about franchise and expanding the business with the suitable partners sharing the same passion of building a suitable destination for kids.

## Who we are looking for?

Franchise Partners and Investors

## Introduction

Pausa is a kids edutainment destination creating multi kids experiences and focuses on their journeys across different edutainment activities and interactions.

Pausa provides unique experiences through different categories while focusing on enriching skills and talents through all activities utilizing our IPs through programs and sessions.

# QUBICAAMF

MAKING BOWLING AMAZING



UP2PLAY PRONICHET

SPEEDPARK BREST

SEVEN SQUARES LA  
VILLETTE

### Company type

Bowling equipment manufacturer

### Why visit us at MAPIC?

Taking an active part in MAPIC Leisur'Up year after year as an exhibitor and as a partner has always been a must. At QubicaAMF we believe Entertainment has a massive potential to unleash in all kind of venues and shopping centers. We are here to explore some new ideas and help you develop your Leisure experience in a shopping environment.

### Who we are looking for?

We are keen to meet with all kind of shopping center owners, real estate experts, landlords and public bodies with the aim to develop amazing Entertainment experiences

### Introduction

QubicaAMF is the largest and most innovative bowling equipment provider in the world. we build and modernize more bowling entertainment centers than any other company in the world, every year.

We are convinced that bowling has so much more potential to attract and entertain even more people, more often. With our products, we will help successful customers fully unleash that potential.

To make bowling amazing, we are creating an ever-growing ecosystem of products that work together and build on one another to deliver an amazing and never before seen experience to bowling consumers.



### Company type

Brand owner / licensor

### Why visit us at MAPIC?

To develop & grow our LBE division

### Who we are looking for?

The biggest and best companies in the world to co-create unique products and marketing campaigns to spread happiness.

### Introduction

We own the rights to the Smiley brand, launched in 1972 with a campaign for positivity and the rights to the first graphic emoticons, created from 1997 to replace keyboard emoticons made of punctuation, that paved the way for a revolution in how billions of people communicate. Our key markets are the USA, China, UK, France, GAS, Italy, Spain and Poland. G20 countries represent 90% of our sales.

- 458 current licensees on board
- Sales across 147 countries
- 52 biggest licensors in the world from License Global 2023
- 40m products sold in 2022
- 521m retail sales in 2022
- 15,000+ new product launched each year with hundreds of marketing campaigns.





**THE VOICE CAFÉ**



**USHUAIA VILLAGES**

### Company type

Brand agent and IP owner

### Why visit us at MAPIC?

We're representing strong IPs on the Entertainment market, which have a great potential for Live Events and Live Experience developments. Always looking for new projects, we would love to discuss with you on how to create more innovative and immersive experiences.

### Who we are looking for?

Operators and manufacturers to create immersive concept

### Introduction

TF1 LICENSING, KEY PLAYER IN CREATING IMMERSIVE EXPERIENCES!

For over twenty years, TF1 Licensing has been developing a portfolio of high-profile brands in collaboration with major international players: ITV, Banijay, BBC, Paramount, Miraculous Corp, IMPS, etc.

TF1 Licensing manages powerful entertainment brands and develops them creating large scale leisure and F&B projects, as well as immersive and live experiences.



### LUXFLY

#### Company type

Active entertainment equipment manufacturer

#### Why visit us at MAPIC?

Make your mall a destination with turnkey indoor skydiving solutions - boost footfall, enhance engagement, and drive sales.

#### Who we are looking for?

Mall developers, entertainment venue developers, architects working in retail and entertainment industries

#### Introduction

Innovating active entertainment since 2014, Tunnel Tech offers high-end indoor skydiving wind tunnels and surfing machines. Our industry-leading technology provides unmatched energy efficiency, safety, and whisper-quiet operation. From construction, leasing and initial setup to operation and after-sales service, we cover every aspect of your project, ensuring seamless integration into your venue. With projects worldwide and a commitment to redefining what's possible, Tunnel Tech is shaping the future of leisure attractions.





**Company type**

IP

**Why visit us at MAPIC?**

Learn more about our strong line-up for 2025 and beyond and discuss opportunities to welcome Universal characters and stories into your ecosystems.

**Who we are looking for?**

Retailers, restaurant chains and leisure operators

**Introduction**

Our mission at UP&E is to extend the characters and stories of NBCUniversal by bringing them to life in immersive retail and live experiences, as well as in product categories such as toys, collectibles, books, apparel, lifestyle categories, video games, digital initiatives like AR and more.



VALOPARK

### Company type

Operator, service provider

### Why visit us at MAPIC?

Visit us at MAPIC to see how ValoPark can help grow your entertainment business in retail spaces. Our active entertainment park concept is made for shopping malls, acting as a 'Fun Court' - a social space that anchors families to play and share experiences together. After working with thousands of operators around the world, we understand the challenges you face when thinking about scaling your leisure business in malls: high insurance costs, space limits, and operational issues. ValoPark addresses these concerns as it fits in small areas from 400 to 1,000+ sqm and needs only 3.5 meters ceiling height, leading to lower insurance costs and less investment for you. ValoPark brings in people who like both sports and video games, has rooms for birthday parties & group events, and runs smoothly with just 2-4 staff members. We'll show you how to set up a successful 'Fun Court' in shopping malls.

### Who we are looking for?

Leisure operators and leisure destinations that wants to build unique LBE experiences

### Introduction

Valo Motion is a Finnish game company that designs, develops, and manufactures cutting-edge interactive MR/AR games and technology that help people find the joy of exercise. Valo Motion's award-winning products are known for their high-quality, innovative design and are used in a variety of settings, including hospitality, retail locations as well as theme parks, arcades, activity parks and climbing gyms. Valo Motion recently introduced ValoPark, a Mixed-Reality destination designed for high-traffic retail spaces, offering an engaging, active entertainment experience that fits within small footprints. ValoPark is the latest innovation aiming to redefine the future of retail leisure and entertainment. More than 1350 Valo Motion products have been installed in over 75 countries worldwide and get more than 220,000 plays per day.

# WALLTOPIA



**ROLLGLIDER AND ROPES COURSE IN EL EDEN SHOPPING CENTER, COLOMBIA**

**ROLLGLIDER AT BOOST SHOPPING CENTER IN SAUDI ARABIA**

## Company type

Manufacturer

## Why visit us at MAPIC?

Join us to explore the latest vision for modern malls, review cutting-edge playgrounds and entertainment hub designs, discuss customized solutions, and, most importantly, connect and collaborate on new innovations

## Who we are looking for?

Retail Property developers and investors, Shopping Center Owners and Operators, Public Space Designers, Leisure and Entertainment Operators, Architects and Designers, Consultants and Industry Experts.

## Introduction

Today we are not only the biggest manufacturer of climbing walls, but we also have the largest portfolio of classic and novel Active Entertainment attractions that combine fun with healthy doses of adrenaline for people of all ages. With sales offices in the USA, Canada, China, a Head office in Sofia, Bulgaria and four production plants employing more than 600 people, to this day we have produced over 2200 projects in 80 countries on 6 continents.

Our products are installed across adventure parks, amusement parks, shopping malls, gyms, recreational areas, ski resorts, schools & universities, hotels and more.

Our mission is to improve people's lives by offering them experiences that combine sports with fun and healthy doses of adrenaline.





**NINTENDO ACTIVATION**



**HELLO KITTY TOUR**

**Company type**

Operational marketing agency

**Why visit us at MAPIC?**

We attend to propose strong licensed activations to malls, cities and various locations.

The strength of our portfolio enables mall preference and traffic increase.

**Who we are looking for?**

Mall

**Introduction**

We support brands in creating customer experiences.

Whether it is through creating immersive decorums, creating contents, or managing immersive pop-up stores.

It allows us to generate attractivity and increase traffic in the places we act in.



DISCOVER THE BEST LEISURE PROJECTS OF 2024

## "Leisure brand of the year" finalists



**CITYWAVE**

The best deep water surf machine to experience real surfing in your city



**HUPALUPA**

Experience and enjoy boundless entertainment and thrills at the biggest and most varied amusement park in Turkey!



**ZERO LATENCY VR**

Immerse yourself in the world's finest virtual reality experiences at Zero Latency. 80+ venues across 25+ countries. Engage in untethered, free-roam VR.





**LeisurUp**<sup>®</sup>  
by **mapic**

📍 PALAIS -1 (Main aisle)

# LEISURE IS GROWING AT MAPIC

DEVELOPPING LOCATION-BASED ENTERTAINMENT FOR  
A BETTER SHOPPING EXPERIENCE

**LeisurUp Networking Lounge** **NEW**

Come seal your deals

**Licensing Village**

**2nd  
edition**

Meet the IP owners

LeisurUp track sponsors



Leisure summit sponsor



**mapic**<sup>®</sup>

**LeisurUp**<sup>®</sup>  
by **mapic**

26-28 November 2024  
Palais des Festivals  
Cannes, France



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