

THE WOW BOOK

by MK Illumination



1996

Founded
Headquarter Innsbruck



1070

Employees



7

Self-owned
Manufactories



44

Subsidiaries
worldwide



165

Millions Turnover



4

Business
Segments

Facts &
Figures

In a world longing for connection, we use festive and atmosphere lighting to turn everyday spaces into warm, welcoming, vibrant spaces that bring people together.

In 1996, our founders, Klaus, Marie and Thomas Mark, started MK Illumination with a simple vision: to make people happy using light and design. Today, they bring their vision to life daily, working closely with a team of internal experts and 44 subsidiary leaders across the globe.

We've worked hard to drive innovation over the years, and we're proud to say that we set the standard for quality, sustainability and creative design in the festive lighting industry. This dedication has allowed us to create products and solutions that are not only effective and long-lasting but also energy-efficient, benefiting our customers, their communities, and the environment.

From cutting-edge design, from our design teams to quality-controlled products, manufactured in-house at our facilities in 7 countries, our full-service approach means that we can help customers worldwide with every aspect of their festive lighting and decoration needs.

We provide tailored solutions for customers across a range of sectors, including Public Spaces, Retail Real Estate, Hospitality and Leisure, Travel Retail, Corporate Business, Amusement Parks and Festivals, as well as directly with wholesalers. Our LUMAGICA light parks are the latest addition to the MK Illumination family, brightening up cities and public spaces around the world each winter.





MK Markenwelt



MOMENTS *of* HAPPINESS

365

DAYS A YEAR







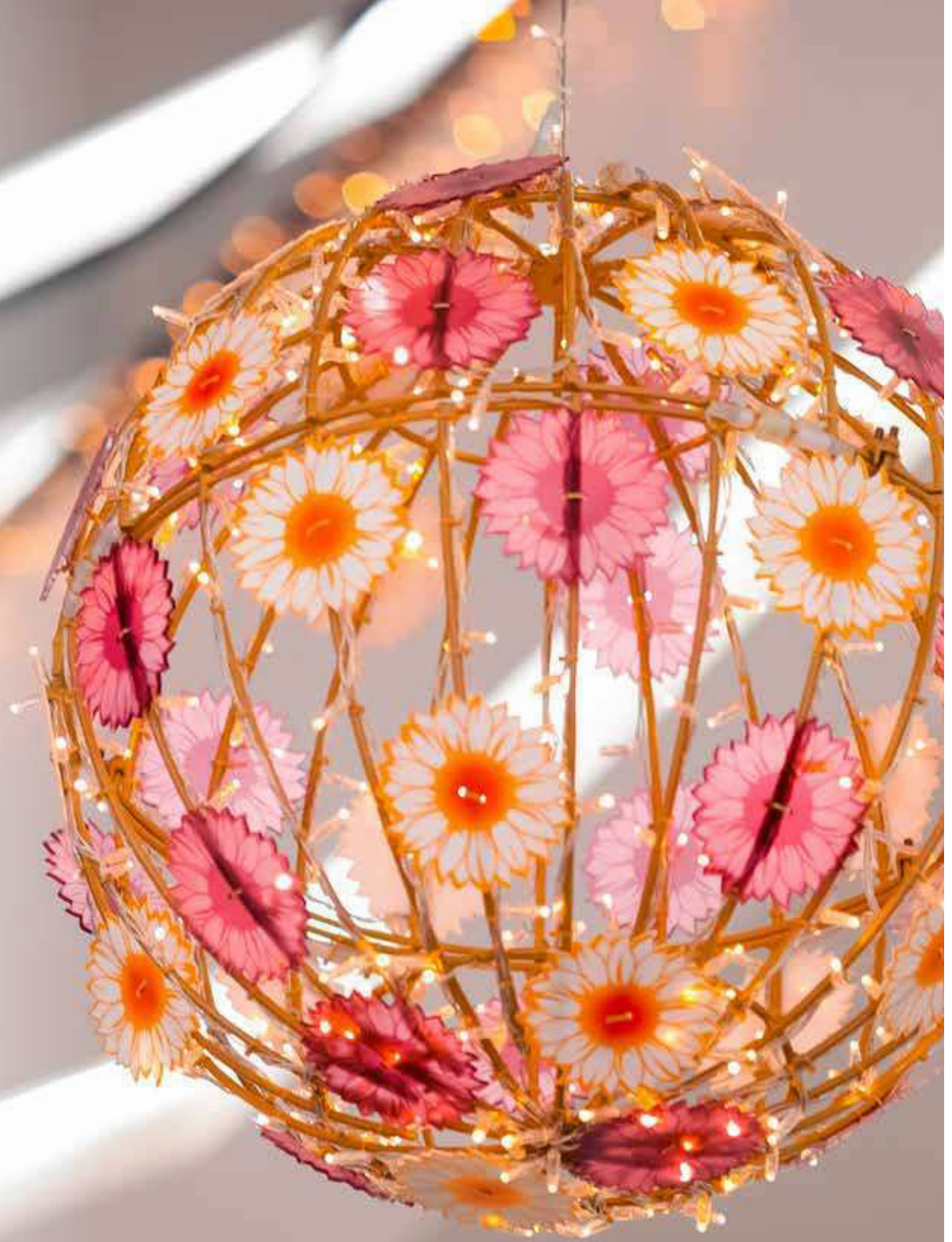
Baku

DENIZ MALL

Deniz Mall in Baku, Azerbaijan, welcomed the spring season with a beautiful Novruz 2022 decoration, designed by MK Illumination.

The theme, “Welcoming Spring; Novruz with Flowers,” brought the freshness of the season indoors. A charming swing adorned with pink and white flowers, framed by a glowing cage, created a delicate centerpiece.

In the background, green plants featuring traditional Novruz patterns complemented the scene, symbolizing renewal and the start of spring. This elegant and understated design perfectly captured the essence of Novruz, providing a warm and inviting atmosphere for mall visitors.











Salzburg EUROPARK SHOPPING CENTER

Santa's train travels through Europark, distributing presents and baubles as it moves between two festive highlights: the Giant Tree and the Giant Gift.

Gold glossy foil has been used to finish the motifs, reflecting the smooth surfaces of the glass-fronted architecture in the space and creating a symphony of sparkling reflections.

The design concept builds on the exceptional architecture of Europark, complementing and enhancing the existing structures and features.







Innsbruck

CITY CENTER

Innsbruck's Christmas decoration, created by MK Illumination, brings festive spirit to this stunning alpine city.

The creative concept highlights Innsbruck's urban and alpine charm with over 500,000 lights across 400 motifs, including Edelweiss, deer, and a Habsburg carriage.

This enchanting display, complemented by the LUMAGICA light park and traditional Christkindl markets, creates a magical atmosphere.

The festive lights not only enhance the holiday shopping experience but also invite locals and visitors to enjoy the city's unique blend of tradition and modernity during the Christmas season.











Ried im Innkreis CITY CENTER

In Ried im Innkreis, summer becomes a celebration for the senses. The city center shines with a unique display that highlights the harmony between light and nature.

Organic shapes and playful motifs invite visitors to pause and marvel, turning every corner of the city into a vibrant stage. Lovingly crafted decorations tell stories and bring the magic of summer to life in a truly special way.

Ried im Innkreis transforms into a place where memories are made and joyful moments are shared, filling the city with a sense of wonder and delight.





Melbourne DEGRAVES STREET

This first-ever Melbourne project showcases vibrant artificial floral baubles celebrating Australia's native flora. Symbolizing connection and cross-pollination, each flower ball, decorated with indigenous blooms, transforms Degrares Street, an iconic Melbourne laneway, into a dazzling spectacle. As the sun sets, fairy lights within the baubles illuminate, creating a magical glow that embodies the city's continuous vibrancy.

This project marks a groundbreaking moment - a landmark partnership with the City of Melbourne and a spark for community spirit. Despite its modest scale, it has deeply resonated with locals and tourists alike, sparking joy and generating social media buzz. Set in the heart of Melbourne, the Degrares Street project not only exemplifies our commitment to innovative design but also adds a culturally meaningful touch to one of the city's beloved landmarks, making it a deserving contender for the Best Project Award.





Tuzla BINGO CITY CENTER

“Be an angel for the day and give me a bear hug”, was the topic of this decorative concept.

Together with decorative baubles representing the colours of the shopping center’s logo created a unique and completely new experience in the region.

The impact on social media was remarkable.



Sarajevo FESTIVAL OF LIGHT

The Festival of Light Sarajevo, hosted in the Botanical Garden of the National Museum of Bosnia and Herzegovina, is a spectacular winter attraction featuring stunning light installations.

Created with the support of MK Illumination, the festival showcases hundreds of thousands of colorful lights and sculptures depicting local flora and fauna. This event transforms the garden into a magical, illuminated wonderland, celebrating cultural heritage and biodiversity.

It offers a mesmerizing experience for visitors of all ages, blending artistic brilliance with natural beauty.







Montréal

MONTREAL DOWNTOWN

In winter 2022, MK Illumination transformed downtown Montréal with a dazzling light display, revitalizing the city after the pandemic.

The installation featured Quebec's wildlife, glittering arches, a shining bridge, shooting stars, a light fountain, decorated lampposts, and illuminated trees, creating a magical atmosphere. The project used over 500,000 LED lights across 18 locations, enhancing the area's architectural heritage.

This initiative significantly increased downtown foot traffic, delighting both locals and tourists alike. Survey results showed high appreciation, with 91% of respondents enjoying the display, highlighting MK Illumination's successful contribution to Montréal's festive charm and community spirit.







Montréal

OLD MONTREAL

Over 54 years ago, Old Montréal was designated “Montréal’s historical district,” in recognition of its outstanding cultural and heritage features.

To showcase the area’s origins and roots while enhancing and respecting its unique architecture and nature, our creative team developed an illuminated structure concept featuring a warm, pure white colour scheme.

Inspired by the elegance and refinement of the illuminated trees that have become icons of Old Montréal during the winter months, the proposed elements will further enhance this brilliant ambiance.

Jacinthe Guénette, Managing Director of MK Illumination Canada had this to say: “Our aim is to make Old Montreal an unforgettable winter destination that takes its place in the constellation of well-known international cities thanks to its wonderful and inviting atmosphere that offers the perfect mix of tradition and modernity.”











Aranya SKI RESORT ARANYA CHONGLI

In the winter of 2023, the picturesque ski resort of Chongli Aranya was transformed into an enchanting Christmas town adorned with glistening ice and snow.

With the theme “Winter Miracle Season” at its core, this project successfully created a captivating Christmas atmosphere that delighted visitors. The town was illuminated with warm Christmas elements strategically placed throughout, enhancing the resort’s charm and inviting guests to immerse themselves in a joyful and romantic holiday experience.

This festive transformation has solidified Chongli Aranya’s reputation as a must-visit winter destination.





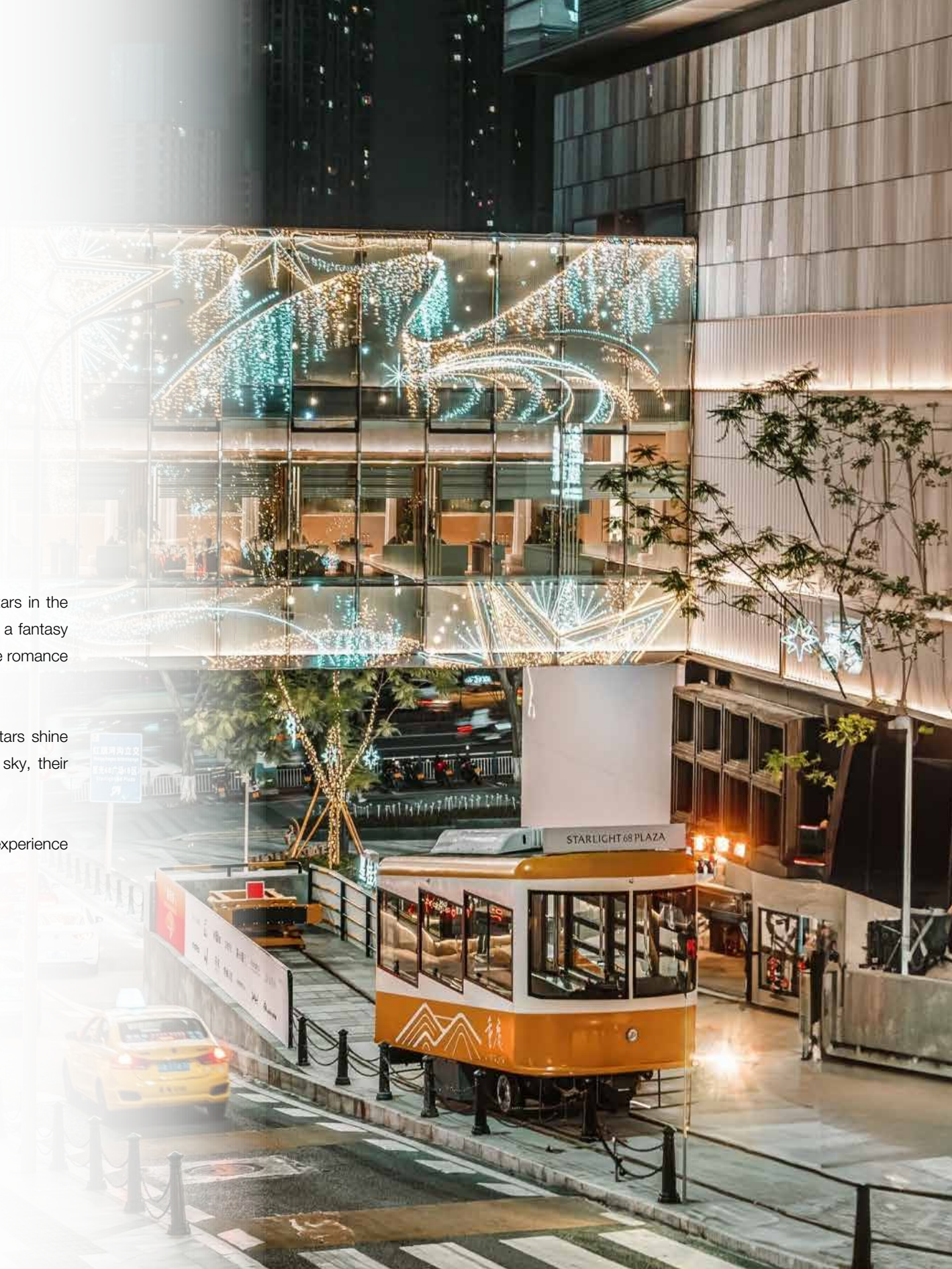


Chongqing STARLIGHT PLACE MALL

The design of this case is inspired by the twinkling stars in the night sky. The sunset merging with the galaxy evokes a fantasy of mountains, rivers, lakes, and seas, encapsulating the romance of a starry night.

Across the endless expanse of night, thousands of stars shine against the light. Billions of stars illuminate the night sky, their glow radiating an aura of mystery and wonder.

When people visit Starlight 68 Square, they too can experience this dreamy starlight.





Rødovre RØD OVRE CENTRUM

This project is a collaboration between the shopping mall Rødovre Centrum and “Børneulykkesfonden” (directly translated - The Child Accident Fund), where heroic doctors and nurses armed with laughter and creativity, stand guard daily around play and movement for the approximately 60,000 little souls who are hospitalized in Denmark each year.

The project features animatronics dressed as heroes, symbolizing these dedicated doctors, as they care for hospitalized animals and teddy bears, representing the 60,000 children. The focus of the project was on creating awareness of the important work the doctors are doing each day.

The instaboxes are highly valued and therefore again displayed as interactive decoration. The outdoor RGB lights perfectly matched the colors of the indoor main area.





Odense ROSENGÅRD CENTRET

MK Illumination aimed to create something new, sustainable, and unprecedented in Denmark, where the mall's brand identity was highly visible. Throughout the mall and outdoor Christmas market, the client's recognizable logo was cut from wood and used as ornaments for Christmas tree and cone struct decoration.

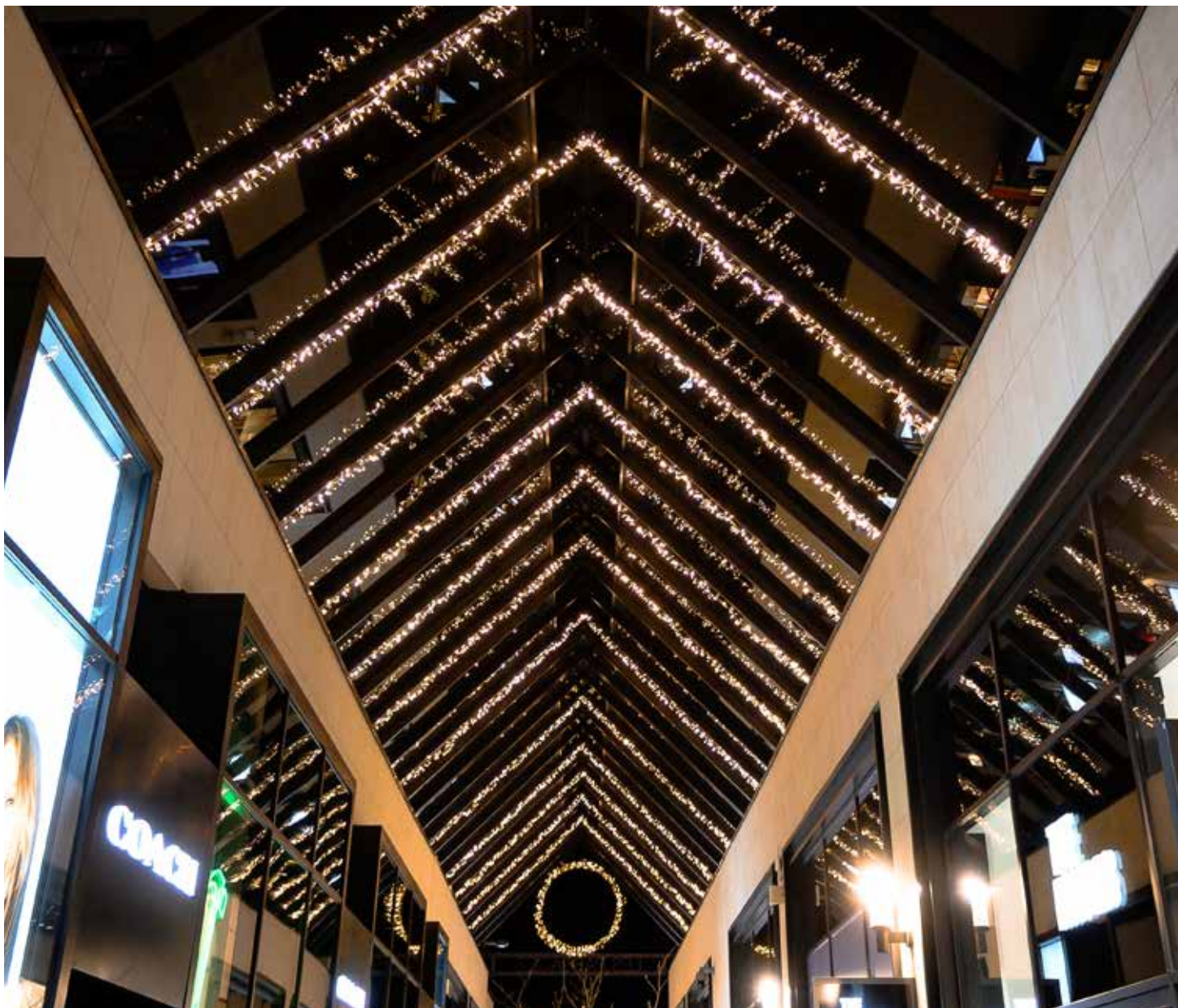
Their façade logo was elegantly transformed into a giant, illuminated Christmas ornament, while each hallway color was enhanced with decorations featuring cut-out wooden ornaments that were designed, painted, and gracefully hung from the ceiling.

The main area focused on bringing generations together featuring a stage filled with animatronics, Santa's house and live performances. To wrap it all up the high-end sustainable and nature feeling was created using largescale spruce cones, painted cut-out wood and sparkling light chains all beautifully hanging from the ceiling.











Paris GIVERNY DESIGNER OUTLET

The Giverny-Paris project exemplifies exceptional global teamwork, uniting Austrian teams, MK departments, Lumagica, and various international productions.

The design, a three-year effort incorporating ideas from designers worldwide, transformed renderings into stunning reality. This ambitious endeavor blends modern and traditional elements, emphasizing sustainability with low-voltage products throughout, including a 22-meter tree. The installation involved meticulous planning and execution, ensuring every detail aligned perfectly.

The result is a breathtaking, sustainable centerpiece, marking the first of 28 centers in this innovative series and showcasing the harmonious fusion of global creativity and advanced design.









Markdorf CITY SUMMER

The city of Markdorf comes alive in the summer with a vibrant display of Wild Flower Balls suspended above its picturesque cobblestone streets.

These colorful floral spheres add a playful, enchanting touch to the urban landscape, inviting residents and visitors alike to explore and enjoy the radiant beauty of the season. The floral decorations transform the streets into a captivating destination, creating a joyful atmosphere that captures the essence of summer in the heart of the city.









Isny CITY SUMMER

In the charming town of Isny, the streets were transformed into a vibrant summer scene with colorful lampshades elegantly suspended overhead.

The playful display of colors and patterns brought a lively energy to the historic streets, turning them into a radiant canopy of light and joy. These hanging lampshades not only added a whimsical charm but also created a warm, inviting atmosphere, making Isny a captivating destination for both locals and visitors during the summer months.





Munich

KAUFINGER STRASSE

Munich's festive design concept uniquely showcases the city and Bavaria's heritage. Using symbolic motifs like the blue and white rhombus, parallel to Bavaria's coat of arms, MK Austria highlighted Munich's individuality.

This approach, alongside landmarks, enriches the city's Christmas charm.

Central to our design is the Schäffler figure, a key element of Bavarian dance, now an Insta-Photo highlight, sharing Bavarian traditions globally with over 1,000 selfies.

Our modular festive lighting also transforms Munich's public spaces year-round, adapting for events like the European Football Championship or Oktoberfest. This strategy not only enhances the city's winter charm but also maintains its appeal as a dynamic destination throughout the year.





Essen

LIMBECKER PLATZ SHOPPING CENTER

Situated in the heart of the city, the „Limbecker Platz“ shopping center in Essen holds the distinction of being the ultimate shopping destination for visitors from the Ruhr area and beyond.

Under the theme of „Heart of the Ruhr Area,“ the Christmas lights brilliantly capture the essence of the design concept. Four monumental highlights await discovery, promising to envelop visitors in a world of enchanting wonder.

A flying Christmas tree acting as a music box, creates a spell of festive cheer. Meanwhile, a rotating platform unveils the winter silhouette of Essen.

The event area boasts a kaleidoscope tree adorned with reflective facets, radiating brilliance alongside flying Christmas trees and jewelry hangers.

In another rotunda, a golden crystal chandelier takes on the form of a Christmas tree, releasing elegance. The grand finale showcases a heart crafted from charcoal, encircled by shimmering lights and luminous Christmas wreaths.







Budapest

RITZ-CARLTON LUXURY HOTEL

The Ritz-Carlton Budapest is a five-star luxury hotel located in the heart of Budapest, Hungary. The hotel is situated at Erzsébet Square, providing easy access to major attractions like Fashion Street and the Danube River.

The building's façade and balconies are adorned with festive lights that glow in warm white, accentuating the building's elegant and imposing style. The structure is encircled at the bottom by ice lights, while the corners and projections are enhanced by impressive cascades of lights.

Additionally, the roof parapets are highlighted with ice lights, further enhancing the beauty of the hotel.



Győr ÁRKÁD SHOPPING MALL

The prominent meeting point of the city of Győr is the ÁRKÁD shopping centre, located in the heart of the city. The new Christmas decoration has significantly increased its popularity and the number of visitors, not to mention the considerable marketing value that the fresh decoration brings to the centre.

The conceptually designed exterior and interior decoration is in complete harmony with each other.

We have turned Christmas shopping into an experience, making visitors feel as if they are in a wonderland amidst flying reindeer and floating Christmas trees.

The 3D heart selfie point became a star on social media, with the youth saying, "Let's meet at the heart!" and everyone instantly knew it referred to ÁRKÁD.

The little ones rode the small train amidst the snowman, Christmas trees and gift boxes, their sparkling eyes and big smiles were expressing pure joy. Social media platforms were flooded with photos full of experiences, thanks to the decoration.

Visiting ÁRKÁD has become a cherished Christmas family tradition, with MK magic making a significant impact.









Cork MAHON POINT SHOPPING CENTER

Mahon Point Shopping Centre, the largest outside Dublin and Ireland's most sustainable, sought a fresh yet traditional holiday impression.

For over 10 years, a partnership with MK Illumination has crafted a story embracing the local community and the traditional Christmas spirit.

Local landmarks were integrated into the design, and dual light technology provided a warm glow. A walk-through tree, a Santa Claus meet-and-greet, and photo opportunities delighted families. The festive theme "Corkmas" was coined to celebrate the county of Cork, wishing everyone a joyful Corkmas.









Eilat

“THE LOVE WAY“

“The Love Way“ is a new street in Eilat, the southernmost city in Israel, characterized by a very hot climate and strong southern winds.

The design aims to convey the special meaning of the street's name while considering Eilat's unique weather conditions

Pole motifs have been created using rope light in the shape of hearts and the word “LOVE“ in both Hebrew and English. This pole design marks the first time street lighting has been produced in the Hebrew language in Israel. A total of 60 pole motifs were installed along the street in just 48 hours.







Jerusalem

“7 LINES OF BEAUTY“

The summer decoration project in the streets of Jerusalem features the “7 Lines of Beauty” initiative, which designed seven different streets in the city center, each with unique design motifs. The goal was to create a distinct, special, and colorful atmosphere in every street.

The project includes a total amount of 700 elements, created in four different factories, Turkey, Slovakia, Poland, and the Philippines.

Four weeks after receiving approval for the project, the first container arrived in Israel, and the last element was installed seven weeks after the approval.

The initial plan was for the project to remain displayed for a period of five months; however, due to its success, the display period has been extended three times since then.



Jerusalem
“7 Lines of Beauty”







Rome CENTRO COMMERCIALE ROMAEST

ROMAEST is among the largest shopping centers in Italy featuring 210 shops and 7,000 free parking spaces. also equipped with a UCI multiplex and the Panorama hypermarket.

For the center's marketing department, Christmas decorations represent one of the main events during the year.

The decorations follow a classic Christmas theme and include beautifully decorated Christmas trees as well as 3D figures designed for visitors to sit on or walk into.





Salerno LUCI D'ARTISTA

For the 18th edition of "Luci d'Artista" in Salerno, the realization of the project was entrusted to an architecture firm from Turin. The theme of the event is nature, with installations that extend throughout the city.

The installations in the city center are mostly artistic and not specifically related to Christmas, while the suburbs and less central areas are Christmas themed with the exception of the central square which is decorated with a 21 meter Christmas tree.







Wakayama FESTA LUCE

MK Japan is the total producer of lighting festival Festa Luce, including design, construction and event management. In 2023, with the catchphrase “Light up!” light events were held in two other locations in Wakayama Prefecture under the direction of Festa Luce.

The light festival, known as Festa Luce, takes place in a nighttime theme park and has attracted 630,000 visitors over the past six years. The objective is to increase the number of visitors to Wakayama City and to revitalise the region by organising events that attract tourists during quieter periods of the year.

The theme park is also modeled on a European-style port town and an old castle, with an additional aim of illuminating the area so that children can experience a real European Christmas and develop an interest in exploring the world.









Wakayama KEYAKI LIGHT PARADE

"KEYAKI LIGHT PARADE" by Festa Luceatures an illumination that weaves together a world of glowing lights in Wakayama.

During the three months of the event, approximately 750,000 light bulbs will illuminate around 278 trees along about 2 km of street between JR Wakayama Station and Wakayama Castle, transforming the area into sparkling tree-lined street at night.



Riga SPICE SHOPPING CENTER

THE STORY OF...

There's only one Spice. With a newly renovated look Spice is ready to take on the world – and of course it needs the proper Christmas decorations to do so. Decorations that will elevate the brand while offering customers a unique experience, distinct from both digital and physical competitors.

Spice's new look is designed to inspire change and help customers achieve harmony within themselves. The audience is progressive and open to new ideas, trends and experiences. And the aesthetic of the mall is high fashion, clean and elegant.

With these facts in mind we have developed a concept filled with new, unique and tailor made light designs to create a look that has never been seen before. Featuring innovative decorations, fresh materials, new colors, and custom-made objects—Spice's Christmas will be a truly one-of-a-kind, bespoke experience from start to finish.











Isla San Marcos LUMAGICA

Last year, the first Lumagica park in Mexico was inaugurated and sculptures of representative animals of the country were designed.

The rooster was designed with an imposing position, with its wings open in a fighting position with a high of 4 meters, the decoration around the sculpture were feathers flying as if the rooster had lost them after the fight.

The bull with 6 height and 3 meters high, has an attacking position which makes it look impressive and intimidating. The smoke and horns were made of another material so that they contrasted with the light of the sculpture.

The rainbow was iconic, its size is 10 height and 5 meters high, our Organic product was the main material of this in combination of programmed RGB lighting that made brilliant and extraordinary color combinations.





Mexico City PLAZA SATÉLITE

This Christmas decoration combines classic and modern elements, featuring representative MK Illumination motifs alongside a 23-meter-high Christmas tree adorned with beautifully illuminated golden rings that contrast with classic festoons and shiny red and gold spheres.

The decoration was installed in a prominent shopping center in the State of Mexico, which has been remodeled into a sleek and modern structure since the previous building was inaugurated in 1977.



Deventer CITY CENTER

Every year during the Christmas period, the beautiful old Hanseatic city of Deventer has a light route that leads visitors through the beautifully illuminated shopping streets highlighting various eye-catchers.

In addition to the familiar Scrooge eye-catcher, which is a symbol for the annual Charles Dickens festival, we can place new, striking, beautiful eye-catchers are placed each year to maintain interest in the tour through the city and attract even more visitors.











Sevenum TOVERLAND AMUSEMENT PARK

Amusement park Toverland in Sevenum was transformed into a magical Christmas paradise by MK Illumination Holland during the Winter Feelings event. Many fresh Christmas trees were provided with String Lites®, and the Christmas tree Exclusive was placed at various heights in different locations. The bushes in the park were illuminated with Meshlite, while the facades of the properties were embellished with Ice Lite and garlands.

The crowning glory of the transformation was a 12-meter-high Christmas tree on the ice rink, decorated with garlands and interactive lighting.

Visitors enjoyed a particularly beautiful addition to their stay, as Toverland radiated a pure Christmas atmosphere!







Bodø City

ARCTIC LIGHT

“One can be an artist even at the age of 10“, stated the talented ten-year-old designer.

The Christmas tree installation ARCTIC light not only symbolizes the holiday season, but also the commitment to support and promote young artists.

This special project was made possible with the help of MK Turkey, which produced the tree, using a combination of metal, plexiglass, UV light, and granite.

MK Illumination Norway delivered the art installation as part of public tender designed by 10-year-old Saga Losvik contributing to Bodø 2024: European Capital of Culture. With a total score of 85 out of 100, the tender was awarded in May, competing against four other companies.

The 4-meter-tall Installation was revealed on 3 December 2023 at the dock of Bodø City with hundreds of spectators celebrating the beginning of Bodø's prestige project as the official European capital of culture in 2024.







Bergen LAGUNEN CENTER

Lagunen is located in Bergen, Norway's second largest city, behind the capital Oslo. Lagunen is the shopping centre with the highest turnover in Norway.

At the main entrance, the shopping center features a large atrium, which is decorated for Christmas with six large Supernova stars. Upon seeing MK's summer products, excitement grew, and a desire emerged to utilize the existing suspension during periods other than Christmas.

Consequently, six Wild Flower Balls were added to the same location. The result is a very decorative display. Decorating the atrium across multiple seasons enhances its beauty while promoting sustainability by utilizing existing installations.



Warszawa

DESIGNER OUTLET

Designer Outlet shopping centres have a very original and distinctive architecture, so creating a decoration for them is always a kind of an exciting challenge, for sure. This year's main theme, as outlined in the brief, was to embrace the "American Christmas" style while highlighting the strong features of the interiors with classical decorative elements.

Overscaled motifs of holly and its fruits adorned the corridors, while numerous magical light garlands floated through the spaces. Nutcracker figures added to the enchanting spirit of Christmas throughout the center. Additional details, such as red ribbons wrapped around lamp poles and candy cane decorations on Christmas trees, enhanced the festive atmosphere. Ultimately, the concept provided a place of escape from everyday distractions, allowing visitors to immerse themselves in the true spirit of the holiday.





Warszawa BOTANICAL GARDEN

In winter, as dusk falls, the door to a magical realm swings open. Lumagica invites everyone to a lightpark at the University of Warsaw Botanical Garden. The illuminated sculptures take guests to underwater depths, forest undergrowth, flowery meadows and even into the clouds and up to the Sun. Visitors are in for an extraordinary adventure to discover the world of flora and fauna, embedded in the forces of the four elements around us.

The exhibition MagicalBotanical consists of over a million lights and more than 30 stops. Visitors can encounter a huge dragon, colourful butterflies, a field of colorful tulips, adorable jellyfish and many other sculptures. Curious minds will find stories hidden along the winding paths of the Botanic Garden of the University of Warsaw, with the answers waiting just around the corner.





Lisbon

VASCO DA GAMA SHOPPING CENTER

Vasco da Gama is one of the main shopping centers in Lisbon, located on the riverfront, 10 minutes from the city center and 5 minutes from the Airport.

The objective was to create Christmas decorations that brought communities together and were relevant to consumers. Something with impact and an artistic touch, both inside and on the main facade.

The “Magic of Christmas” concept, which included several light installations with words such as “Love”, “Peace”, “Union”, “Empathy”, etc., was developed with the aim of achieving an innovative, differentiating, creative and bold decoration.





Craiova “SNOW QUEEN’S PLAYGROUND”

The concept was design in collaboration with 3d Arhicad Design Ltd a renowned Romanian company specializing in TV, theater, opera, and street arts.

Inspired by Hans Christian Andersen’s classic tale, “The Snow Queen,” first published in 1844, MK Illumination Romania transformed the city of Craiova into the Snow Queen’s playground in 2023.

The story begins with an evil troll who creates a magic mirror that distorts the appearance of everything it reflects. The mirror shatters into countless pieces, and the splinters are scattered across the world. If a tiny piece of the mirror enters someone’s eye or heart, it turns the person’s heart to ice, causing them see only the negative and ugly aspects of things.

All the aluminium used was recycled aluminium from cans. A collaboration with two major local electronic retailers facilitated the recycling of foam packaging, which was repurposed to construct the Snow Queen.









Craiova

NICOLEA ROMANESCU PARK

The Easter Wonderland in Craiova, Romania, transformed the city into a vibrant celebration of spring, blending tradition and fantasy. MK Illumination created a magical atmosphere in Parcul Nicolae Romanescu, featuring whimsical scenes inspired by “Alice in Wonderland.” Oversized teapots, enchanted houses, and a giant chessboard invited families to explore and play.

Colorful hats suspended in the trees and larger-than-life Easter bunnies added charm and joy throughout the park. The centerpiece, a walk-through tree adorned with spring blossoms, became a popular photo spot, captivating visitors young and old alike.

This festive transformation made Craiova a top European Easter destination, delighting locals and tourists with its immersive and playful experience.







Bratislava AUPARK SHOPPING CENTER

AUPARK Bratislava, unofficially the number one shopping center in Slovakia and a member of the Unibail Group, based its Christmas concept on a giant natural tree and hanging Christmas trees. For 2022/2023 season the center aimed to decorate these elements in a luxurious style, incorporating the Unibail Christmas 2023 campaign color concept—TEAL—implemented through Christmas balls.

The whole concept is complemented by warm light on trees, railings, entrances to center and natural trees in front of the center, as well as projections on the main façade.

This year, the Christmas campaign was combined with the PORSCHE Christmas campaign, featuring the PORSCHE logo installed in front of the giant natural tree alongside a PORSCHE car.





Johannesburg JOBURG ZOO

The festival features an impressive collection of illuminated life-size animal characters alongside classical entertainment and a diverse food and craft night market, enriching the visitor experience at the Joburg Zoo. A remarkable 4 million LEDs were utilized for the park's decoration, adding brilliance to the festival grounds.

Visitors are encouraged to enjoy the experience and not to forget to visit the Joburg Zoo - Festival of Lights when in Johannesburg.

Special thanks are extended to Joburg Theatre for its collaboration, along with the City of Johannesburg entities—Joburg City Parks and Zoo and City Power—for their invaluable partnership.



Umhlanga **THE GATEWAY THEATER OF SHOPPING**

The Gateway Theatre of Shopping in Umhlanga, South Africa, sparkled with an extraordinary festive display by MK Illumination.

The centerpiece of the decoration featured a massive golden star sculpture illuminated with hundreds of LED lights, creating a stunning visual experience in the mall's atrium.

Complementing the star were towering, candy-striped pillars and a dazzling "GATEWAY" sign adorned with glittering lights. Shoppers were treated to an immersive holiday atmosphere, with intricate light structures enhancing the festive spirit.

This installation turned the mall into a must-visit destination for holiday shopping, bringing joy to locals and tourists alike.







Lidköping LIGHT WALK

Lidköping municipality approached with an idea to create a light walk through the city center, aiming to spread joy and support local businesses. The concept of a train ride toward Christmas was developed, consisting of multiple stops along the way, each with its unique charm.

To enhance the experience, a storytelling element was crafted around the concept to communicate with the citizens of Lidköping and generate excitement leading up to the reveal date.

This project focused on community and cooperation, demonstrating that close collaboration and teamwork create magic.





Au Heerbrugg CITY CENTER

To truly understand a place's essence, a journey back through time reveals a remarkable 29,000 years. During that era, the relentless Rhine Glacier sculpted the terrain of Au/Heerbrugg, leaving a profound mark. As the glacier retreated, it left behind glacial erratics, echoing the mysteries of the past.

MK Illumination Switzerland's concept draws inspiration from these mysterious glacial erratics. 3D stars, uniform in shape but varying in size, symbolize a connection between Au and Heerbrugg.

These cosmic markers are strategically placed along roads and in village centers, signifying discovery and fostering a sense of wonder.





Istanbul ISTINYE PARK

Experiential theme areas and traditional Christmas icons combine with the fascinating effects of local elements. Visitors will be enveloped in this atmosphere, experiencing enchanting moments straight out of a fairy tale.

Fascinating candies, giant Christmas figures, and traditional icons create a festive environment, allowing everyone to spend this time in the most enjoyable way.

The chosen color palette, featuring basic colors, enhances the atmosphere with a glorious sense of enthusiasm, making the New Year feel more intense.

A warm invitation awaits to share in this welcoming Christmas celebration and truly enjoy the festivities.









Istanbul **PALLADIUM AVM**

Charming snowflakes grace the mall during the New Year celebration.

Visitors are captivated by the snowflake decorations, which create a mesmerizing winter wonderland. The decor offers an enchanting tribute to the serenity and uniqueness found in the beauty of snowflakes, evoking a sense of fun and joy.



Dubai

IBN BATTUTA MALL

In the mall, the New Year is celebrated with grandeur.

The architecture, inspired by the region's rich heritage, features opulent dark blue, gold, and white decorations. The decor comes alive with elegant lines, traditional patterns, and architectural colors.

The central areas of the mall have eye catching decorations that reflect the spirit of the New Year.

This celebration vibrantly embodies culture and tradition, as well as hope and joy.











Dubai MALL OF THE EMIRATES

As the New Year approached, the Mall of the Emirates in Dubai dazzled visitors with a spectacular display of sparkles.

The atrium's hanging decorations with glittering lights and cascades of gold streamers impressed the visitors. LED-lit giant stars added to the enchanting atmosphere. The Mall of the Emirates had become a sparkling place, welcoming the New Year with joy and the promise of new beginnings.



Liverpool ROYAL ALBERT DOCK

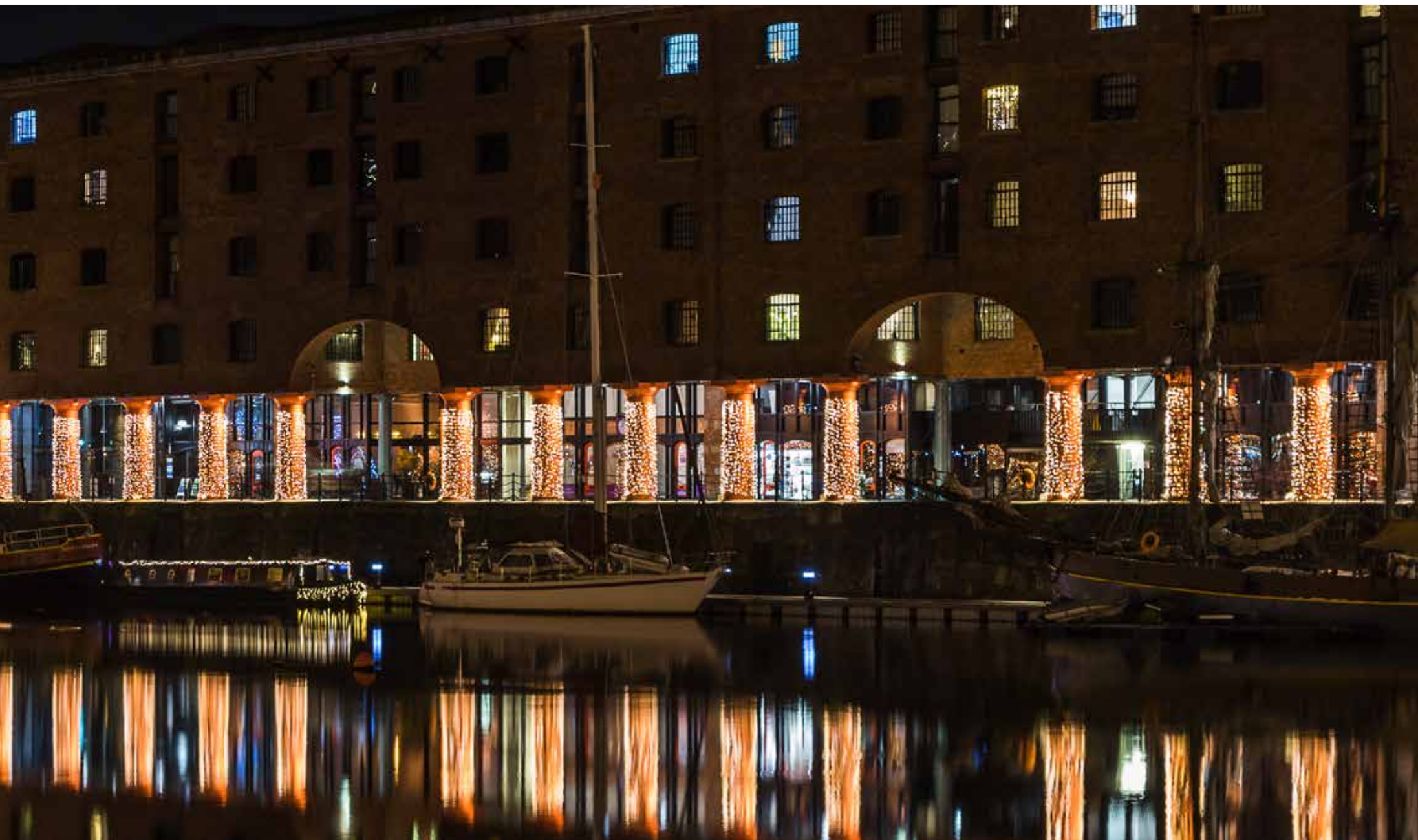
A light trail of iconic light sculptures, including Liver Birds, a Yellow Submarine, Neptune, and more, enhances the Royal Albert Docks in the city of Liverpool, a collaboration that has been ongoing since 2018.

The scheme is a water based and Liverpool themed light trail which guard the gates of the entrance to the dock where a blue and white ceiling of light is suspended over the road just inside the gates.

The beautiful Martin Luther King building, located just behind, has its columns adorned with MK warm white drapes. The surrounding trees are also wrapped in MK warm white lights, perfectly complementing the other decorations and setting the mood. The installation is completed with the impressive 82 inner dock columns illuminated with MK warm white drape lights, brilliantly lighting up the inner quays of the docks.









Doncaster FRENCHGATE SHOPPING CENTER

The Christmas lighting scheme created for Frenchgate Shopping Centre, titled Ombre Opulence, captivates with glamorous golds blending into stunning silvers, resulting in an eclectic mixture of tones and textures.

Ombre Opulence exudes sophistication and elegance while being on-trend. Glamorous golds blend into stunning silvers bringing an eclectic mixture of tones and textures. Reflective baubles enhance the dazzling lights creating a warm and festive glow throughout.

Along with a sophisticated colour palette of gold, green, lime and silver, contrasting textures and details add that luxurious feel. Paired with simple, elegant and iconic shapes, this scheme really shines.

The project features of a giant bauble tree, hanging bauble chandeliers and a variety of decorative lighting including our Anafres, Drape lights and LED Light Curtain.





New York

SAKS

FIFTH AVENUE X DIOR

Saks Fifth Avenue, nestled across from the iconic Rockefeller Center, boasts some of the most sought-after Christmas real estate in New York City.

Each year, its façade is transformed into a mesmerizing light show, bedecked with an astonishing 700,000 LED lights and an intricate network of over 8 miles of cable to orchestrate the breathtaking display.

This radiant spectacle ranks among the largest and most dazzling holiday displays in the world. Inside the store, a meticulous touch is added to the architectural exquisiteness, as custom-designed brackets adorned with lush greenery seamlessly blend with the space's distinctive aesthetics, creating a holiday shopping experience that is nothing short of enchanting. American Christmas decorates 8 floors in the store and the entire façade.

This epic project was a remarkable partnership and collaboration with 12 different companies across 6 countries which transformed the ten story facade of the luxury department store into a 'Carousel of Dreams' highlighting various symbolic codes of the Fashion House.











New York CARTIER SHOP

Cartier Mansion is an epitome of elegance and opulence during the holiday season. Inside the store, a magnificent display of custom garlands made from dried flowers, imported from Italy, graces the space.

These preserved materials uniquely mimic a pattern of luxurious gold, radiantly lit with micro mini lights, creating an atmosphere of lush luxury. These materials took an impressive 8 months to source, a testament to the meticulous attention to detail. On the exterior, Cartier takes the art of window display and extends it onto the facade, crafting a yearly-changing masterpiece.

The facade is adorned with an astonishing 150,000 LED lights, each year featuring a distinctive design that adds an enchanting touch to the city's holiday landscape.







Tampa WATER STREET

Located in downtown Tampa, the Water Street District is a vibrant neighborhood with residential, commercial, and institutional buildings along Tampa Bay.

A festive atmosphere was created to enhance the area's renowned public art. Visitors and tenants were immersed in exceptional and innovative light displays, boosting social media, and quickly made Water Street THE place to take the perfect Selfie.

Highlights included a 35-foot Christmas tree with 300+ natural pine cones, sparkling stars, and a custom-designed tree topper. The tree lighting was so magical that the client requested to keep them in place until spring.



We make people happy.





by MK Illumination