THE WOW BOOK

by MK Illumination

WOW BOOK · BY MK ILLUMINATION ·

Light has the power to connect us.
We are on a mission to fill the world with festive and atmospheric spaces where people meet, celebrate, and feel part of something bigger.

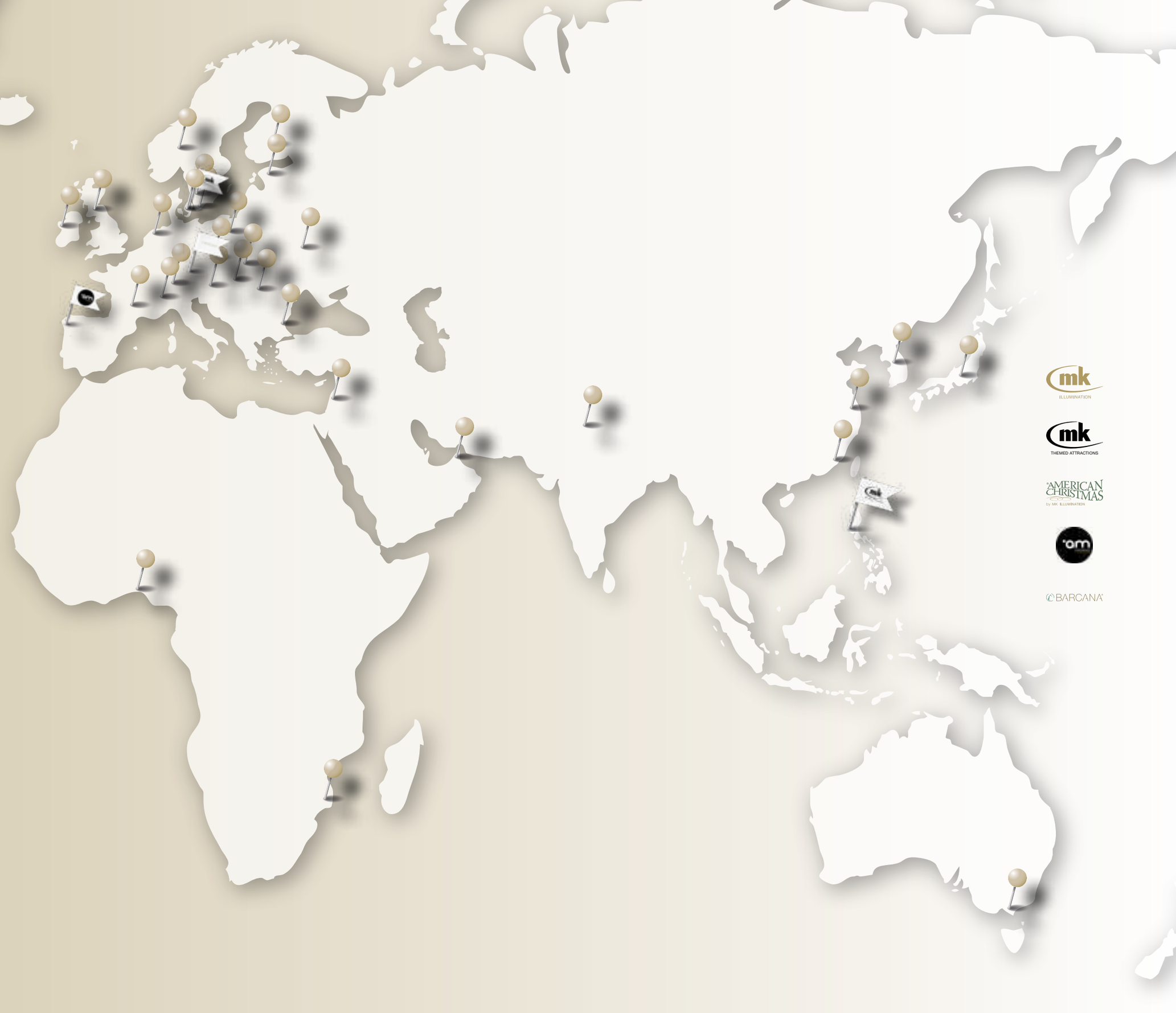
Welcome

to our
WOW MOMENTS
around the globe.

The founders
Thomas,
Marie & Klaus

WOW BOOK · BY MK ILLUMINATION ·

CREATING HAPPINESS.


mk
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THEMED ATTRACTIONS
THE AMERICAN CHRISTMAS
by MK ILLUMINATION
BARCANA

WOW BOOK · BY MK ILLUMINATION ·

CREATING HAPPINESS.

1 | Public Spaces

i-String Lite®

ANIMATED LIGHT

MOMENTS of HAPPINESS 365 DAYS A YEAR

Schwaz

City Center

The picturesque streets of Schwaz city center shine in summer splendor. Our popular Organic Balls & Organic Hearts provide daytime appeal, lending the streets a fresh, lively flair.

When the sun goes down, the scene transforms into an atmospheric summer night experience: the Organic Balls & Hearts become a glowing highlight thanks to integrated lighting, complemented by our elegant I Balls, which provide additional lighting accents.

This creates an atmosphere that invites you to stroll, linger, and enjoy—a perfect interplay of design, light, and summery lightness.

SCHUHMODEN
TAWAI-TAWAI
Beckstein
RE/MAX

Amstetten.

City Summer

Set in the heart of Amstetten, MK Illumination introduced a year-round concept that transforms the city center into an experience of light and color. Elegant Kronux contour lighting highlights the Hauptplatz and Rathaus with a sparkling yet timeless glow, creating a sophisticated atmosphere that frames the urban landscape.

In summer, the installation blossoms into a playful celebration of joy: colorful Organic Balls, vibrant butterflies, and the specially designed Organic PRO motif “Birnenblüte” add a lively, seasonal flair. This creative mix of elegance and playfulness ensures that the city remains both welcoming and inspiring throughout the year.

By combining durability, design, and emotion, MK Illumination turned Amstetten’s city center into a radiant stage - a place where architecture, light, and storytelling invite residents and visitors to rediscover their town in every season.

NEW

MOMENTS of HAPPINESS 365 DAYS A YEAR

St. Pölten

Herrenplatz

Herrenplatz—affectionately referred to by residents as the "city's living room"—is the heart of St. Pölten. But even the coziest living room needs a breath of fresh air every now and then. That's exactly what's happening right now: tried-and-true features are being renovated without losing the character of the square.

The renovation of the built-in beams and house connections is progressing rapidly, laying the foundation for a modern infrastructure. At the same time, Herrenplatz remains lively: Organic Floor Lamps have been used to elegantly conceal the construction site and create an atmospheric setting for summer events.

The result is a place that harmoniously combines tradition and contemporary design – and there is great anticipation for the next events.

i-String Lite®

ANIMATED LIGHT

Vienna.

Rathausplatz

In the heart of Vienna, MK Illumination transformed the fountain at Rathausplatz into a luminous centerpiece that radiates warmth and festive charm.

At the core of this installation is our cutting-edge iString technology, creating seamless light animations that add depth and movement without overpowering the historic surroundings.

The result is a vibrant yet elegant design that draws attention and enhances the urban atmosphere, turning a familiar landmark into a seasonal highlight.

This installation demonstrates how innovation in lighting can bring architecture and public spaces to life in a subtle, sophisticated way.

PHOTO POINT

Voitsberg.

City Center

The town of Voitsberg has replaced its traditional Christmas lighting with a modern, impressive lighting concept, opening a new chapter in the design of its winter townscape.

With a high daytime effect, sparkling lights, and innovative 3D photo points, the town center becomes a festive stage for visitors and locals alike.

A special highlight: The historic castle has also been artfully illuminated with Magic String Lites. The delicate lines of light give the building a magical aura and make it a shining landmark of the city during the Advent season.

Voitsberg thus presents itself not only as festive, but also as forward-looking – a successful interplay of tradition and modern light art that invites visitors to linger, marvel, and take photos.

DUAL COLOUR

PHOTO POINT

PROTECTED DESIGN · BY MK ILLUMINATION ·

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.

WATCH
VIDEO

DUAL COLOUR

OUR ALL TIME CLASSICS

PHOTO POINT

Wels.

City Center

In the heart of Upper Austria, Wels shines as a model of how light can transform urban spaces. Together with MK Illumination, the city created an enchanting 1.7 km illuminated path through the old town, combining tradition, creativity, and community spirit.

Custom motifs and sparkling installations brought local heritage to life, while bespoke designs from regional businesses added a personal touch.

This project united culture and innovation, demonstrating how lighting can shape identity and turn a city into a vibrant destination.

Hall in Tyrol.
City Center

Against the backdrop of Hall in Tyrol's medieval streets, MK Illumination brought summer magic to life with colourful suspended motifs, floral garlands, and playful light accents.

The concept turned the old town into an open-air gallery, creating a vibrant atmosphere that boosted tourism and local commerce.

This project shows how decorative lighting can invigorate public spaces year-round, blending aesthetic creativity with functional design to create an unforgettable sense of place.

BURGERS
SIN
QUA
NON

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 Degraves 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 Degraves 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.

ANIMATED LIGHT

Melbourne.

AC/DC Lane

This installation featured beautiful Christmas elements in the heart of Melbourne, transforming AC/DC Lane into a captivating festive destination.

Made entirely of smart LEDs, the project became one of the city's most significant attractions during the Christmas season.

The River of Light was also highlighted in What's On Melbourne, an online magazine, as one of the must-visit spots in the city for Christmas, a testament to its impact and popularity.

WATCH VIDEO

WINNER BEST PRODUCT AWARD 2024

Toronto.

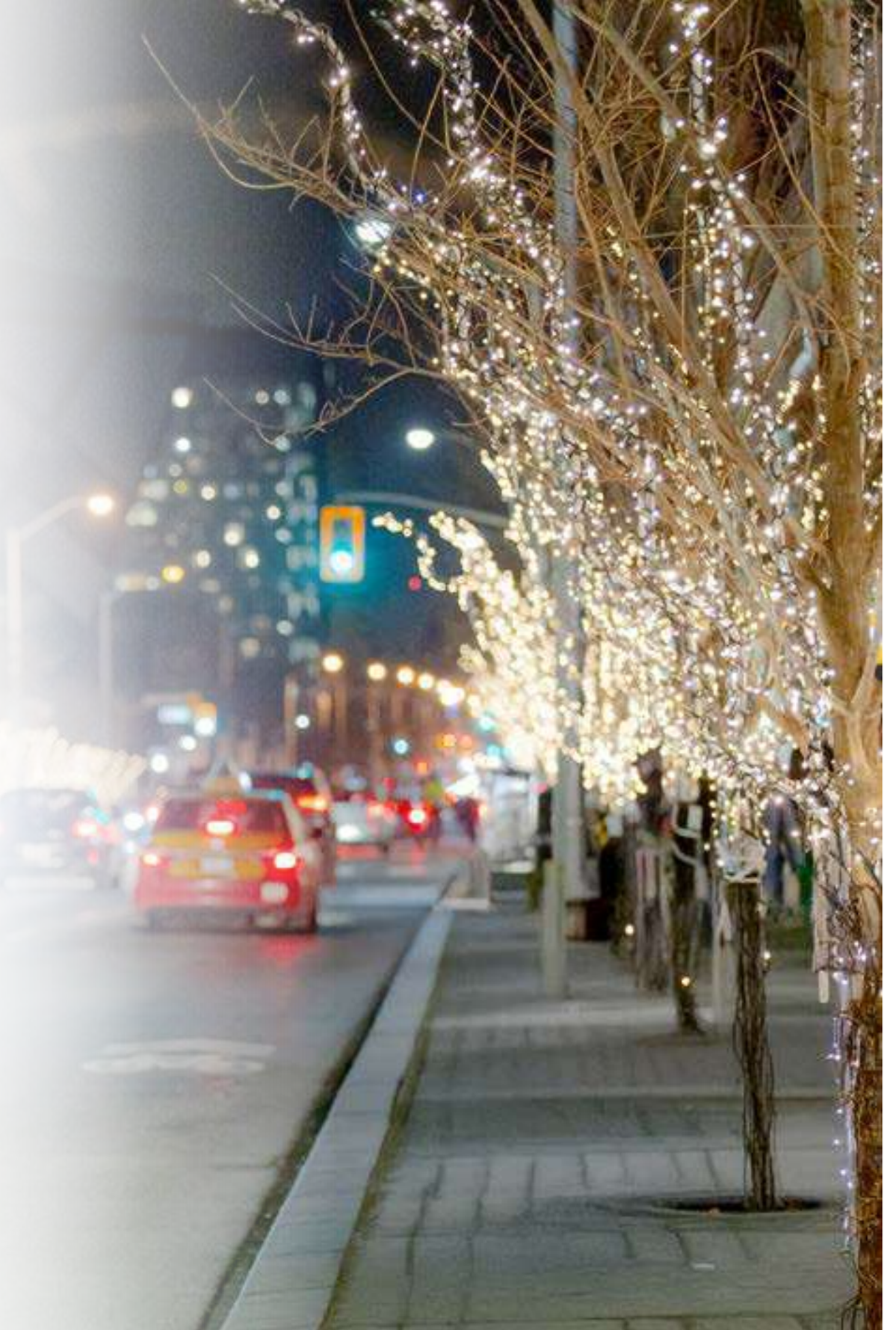
Bloor Street

This project, created specially for Bloor Street in Toronto, is a tailor-made solution made possible thanks to a winning combination of technical innovation and intelligent design.

To overcome the challenge of decorating 140 young, slender trees that cannot support standard light decorations and vary in shape, MK Illumination Canada developed a robust yet lightweight aluminum curved pole.

This innovative design ensures a consistent and elegant décor for all fragile trees, regardless of their individual shapes. The mounting height is carefully adjusted for each tree, providing a flawless visual aesthetic all along the street and uninterrupted light that enhances the whole area.

This project highlights our team's advanced expertise and remarkable understanding when it comes to designing lighting solutions suited to the challenges of the urban environment.



OUR ALL TIME · CLASSICS ·

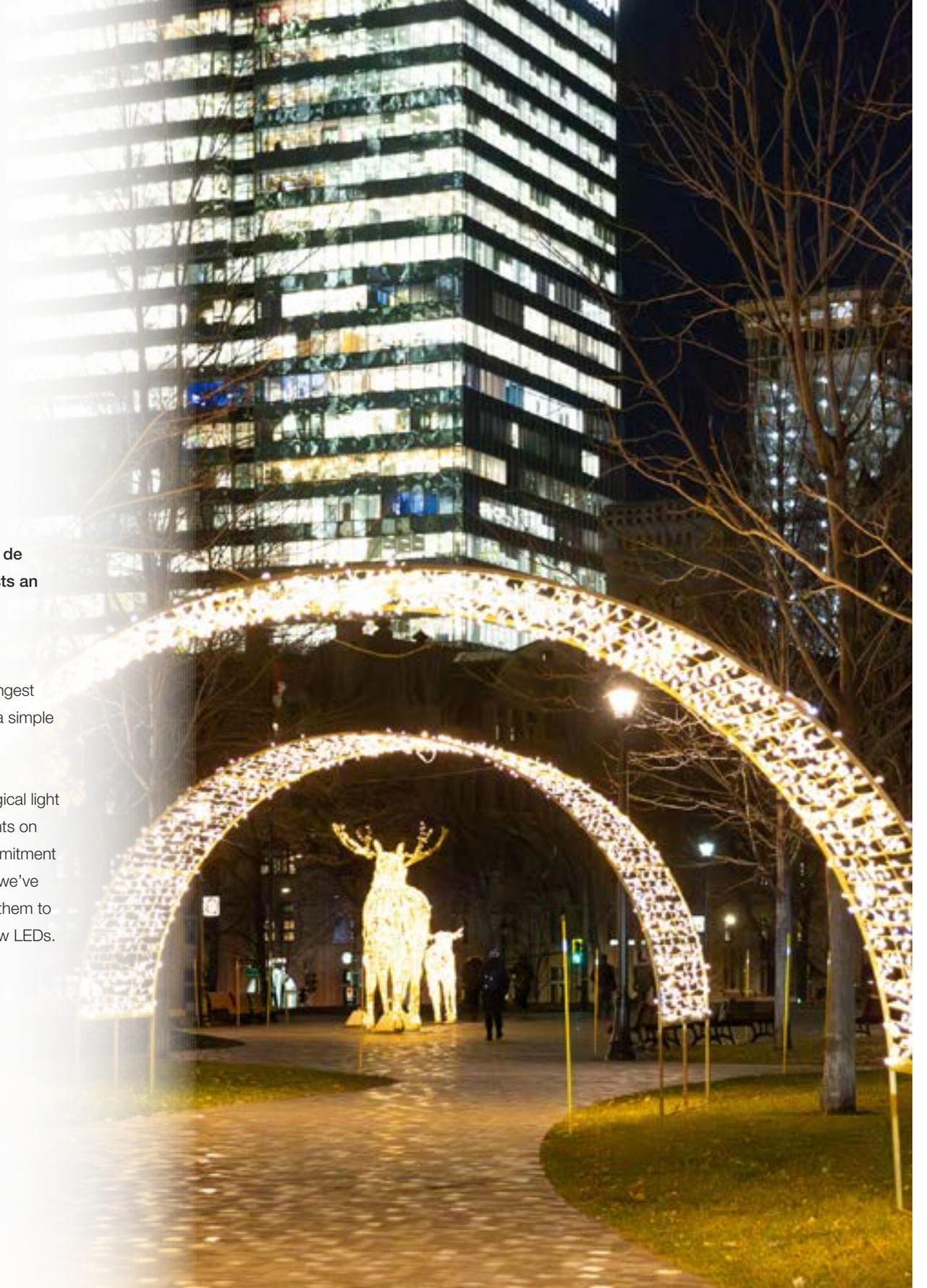
PHOTO POINT

Montréal.
Downtown

MK Illumination has been working closely with the Ville de Montréal for several years to give its citizens and tourists an exceptional winter experience.

In winter 2024–2025, our illuminated path reached a new milestone: with its nearly 1.5 million lights, it became the longest urban light trail in Canada. This project is much more than a simple light display: it's a true vehicle for bringing people together!

Every turn along the path reveals our unique creations: magical light tunnels, spectacular giant structures and glittering ornaments on streetlamps to light the way. In addition, as part of our commitment to a sustainable future and our eco-responsible approach, we've given structures from past projects a second life, restoring them to their former glory with a fresh coat of paint and dazzling new LEDs.



METROPOLITAIN
GUIMARD
601

PHOTO POINT

Montréal.

Old Montréal

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 further enhance this brilliant ambiance.

Jacinthe Guénette, Managing Director of MK Illumination Canada: "Our aim is to make Old Montréal 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".

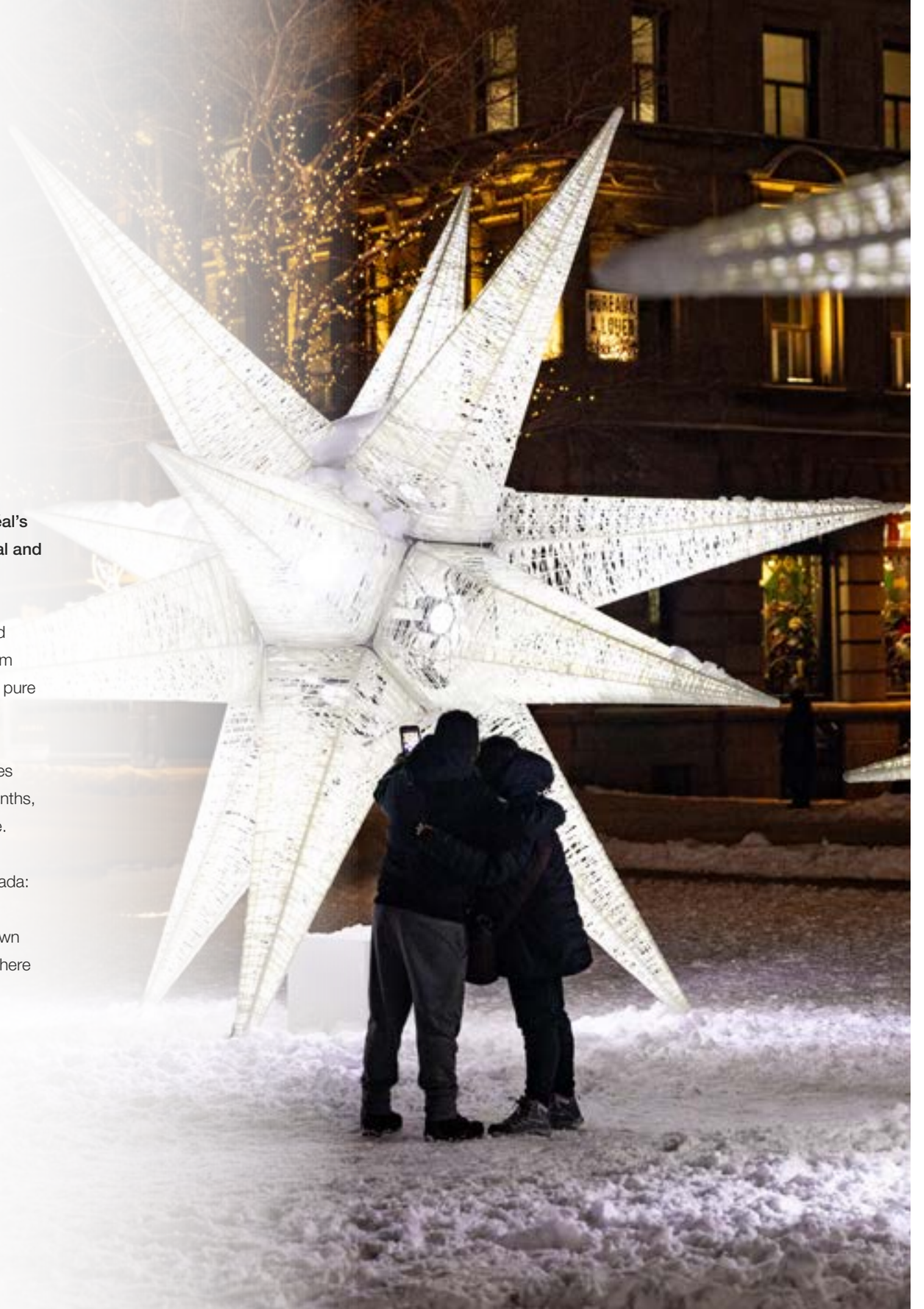


PHOTO POINT

Beijing.

China World Trade Center

This project is themed "Cloud Soaring, Steed Leaping—Blessings Abound in Beijing," blending the imagery of auspicious clouds with light and shadow to create a space that harmonizes Eastern elegance with modern artistry.

Leveraging the characteristics of the China World Trade Center as a core commercial hub and cultural landmark in the capital, the design emphasizes order, ceremonial grandeur, and the continuity of urban spirit.

Through elements of horses and clouds along with flowing light trails, it conveys a festive ambiance of progress, refinement, and auspicious symbolism, crafting a unique winter narrative of light and shadow exclusive to the China World Trade Center.

Lappeenranta.
City Center

A festive tribute to nordic tradition with modern elegance in the heart of Lappeenranta, the city center comes alive with a radiant Christmas atmosphere inspired by nordic heritage.

The decorations feature Himmeli-shaped light installations — traditional Finnish geometric ornaments historically crafted from straw.

The Himmeli, a symbol of prosperity and good fortune, has deep roots in Finnish and Scandinavian Christmas traditions. Traditionally hung from ceilings during the festive season, these delicate geometric forms were believed to bring a good harvest and harmony to the home.

MK Illumination's interpretation reimagines the Himmeli in grand, illuminated formats that line the city streets. Suspended from light poles and arranged in elegant garlands, the glowing Himmeli motifs cast a warm, golden light that enhances the charm of the snowy surroundings.

This festive display beautifully merges cultural heritage with contemporary design, offering both locals and visitors a heartwarming and immersive holiday experience in Lappeenranta's city center.

Kiel.

Holstenfleet

The lighting concept is designed as winter illumination, not just for Christmas. It supports Kiel's international marketing and complements the local Christmas markets as part of the brand "Kiel Sailing City." The lighting should create a festive atmosphere before, during, and after the holiday season.

The design is Christmassy yet timeless, working as seasonal winter lighting beyond Christmas. Additional Christmas elements can be integrated, while the base concept remains elegant and suitable for the entire winter.

The Holstenfleet (Little Kiel Canal) reconnects the marina with the city's waterways, restoring a historic structure lost after WWII. This project revitalizes Kiel's heart and its link to water.
Creative Vision: More than just Glitz

A northern winter city that attracts visitors with sparkling maritime lighting and a unique light show along the Holstenfleet. The concept enhances urban design, emphasizes Kiel's water identity, and invites people to linger. Architectural lines and the canal are highlighted to create a magical winter experience.

WOW BOOK · BY MK ILLUMINATION ·

ZONE
CINEMAXX

Berlin.

Potsdamer Platz

It is during the dark winter months in particular that we long for light and often for a little more warmth in our lives. This is precisely where the creatively staged light project, the Kissing Stop, comes in.

From mid-September to early November 2025, two giant illuminated hearts at Alter Markt/Obernstraße and Bahnhofstraße are transforming Bielefeld city centre into a place for spontaneous affection and good cheer. Floor stickers encourage people to “Kiss here, please!”

Whether with your partner, friend, child, dog, teddy bear or family, the Kissing Stop adds a dash of positivity to the chilly season and makes the city centre an emotional experience, bringing a twinkle to the eye. As part of a Kissing Stop social media campaign, everyone is invited to take part and send in their best photo from the Kissing Stop.

Lüneburg.
City Center

Unser Konzept umfasst die authentische Nachbildung der drei Lüneburger Giebelarten – Schneckengiebel, Treppengiebel und Dreiecksgiebel – in filigraner Konstruktion mit warmweißen Lichtschläuchen und hochwertigen Premium-LEDs.

Zentrales Highlight ist die „Lüneburger Salzsau“, detailgetreu in Handarbeit gefertigt, mit goldfarbener Aluminiumkonstruktion und interaktiver Dual-Color-Beleuchtung (warmweiß/brillantweiß), die per Buzzer den Farbwechsel wie in der Sage erlebbar macht.

Ergänzt wird die Installation durch eine Infotafel zur Salzsau-Legende.

Das Projekt verbindet Geschichte, moderne Lichtkunst und interaktive Erlebbarkeit – ein einzigartiges Highlight für Lüneburg.

Hamburg.

Übersee Quartier

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WOW BOOK · BY MK ILLUMINATION ·

Bielefeld Marketing
Für dich. Für die Stadt.

Bielefeld.
Kusshaltestelle

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Kusshaltestelle

WATCH VIDEO

Markdorf.

City Center

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.

PHOTO POINT

PROTECTED DESIGN · BY MK ILLUMINATION ·

Munich.

Sendlinger Straße

After the first very successful year with the new 2023 Christmas concept, we received the first project extension in 2024.

We replaced 78 toppers and reused them to decorate five big trees. Furthermore, we extended along Sendlinger Straße with more Rhombus Tubes and a new fantastic photo point “The Zamperl”.

This photo point was shown on social media thousands of times, making “The Zamperl” and “The Schäffler” a familiar sight across the globe.

The expansion also included a completely new street in the centre of Munich. This is a perfect example of how our concepts make public places safer and more attractive

ANIMATED LIGHT

Berlin.

Potsdamer Platz

The historic center of Berlin received a new Christmas decoration. Framed in three huge photopoints, one of the city‘s largest tourist destinations shines in new Christmas splendor.

Two 11m x 8m entrance gates (Tree Gates) and a 12m high Cone Struct were built at both ends of the pedestrian zone. For the first time, we are combining and animating a total of 200m of Contour Light with smart LEDs and our popular String Lites on the Cone Struct.

48 fully animated smart LEDs are also stretched across the pedestrian zone itself. There is a light show lasting almost three minutes every 15 minutes. The harmonious scenery is rounded off with 1,600 String Lite E27 bulbs, which are located in the deciduous trees.

GRAND

BLUE MAN GROUP

Berlin.
Potsdamer Platz

ANIMATED LIGHT

Dortmund.

Hansaplatz

Home to the world's tallest Christmas tree, Dortmund's festive heart soars 45 meters high, illuminated by 138,000 LEDs.

Each evening, dynamic color transitions create a breathtaking spectacle that draws visitors from around the world.
A 2-minute light show runs hourly from 5 p.m., illuminating the city's holiday spirit with a dazzling, ever-changing display of festive brilliance.

This installation is more than a decoration - its a cultural icon and an irresistible photo highlight, turning the city and it's Christmas market into a stage of wonder where light becomes the ultimate symbol of holiday joy.

SEE
VIDEO

Szeged.
City Center

The city of Szeged has been a long-time partner of MK Illumination, and the result of many years of collaboration is the city's nationally outstanding Christmas decoration.

One of the city's historical landmarks is the Anna Fountain, shown in the picture. The fountain received a warm-toned decoration with organic motifs, in harmony with its historical character and style.

The heart motifs symbolize love. The fountain was named after Anna, the daughter of Dezső Patzauer, the entrepreneur who bottled the fountain's medicinal water, in 1938.

PHOTO POINT

Debrecen.
City Center

Debrecen, Hungary's second-largest city, has long been a stable part of the local MK Illumination portfolio.

The city's MK Illumination signature is the angel motif, which appears in several places across the city as a cross-street element floating above the city and as 3D selfie points.

MK Illumination's shared history with Debrecen goes back a long way, resulting in a wide range of MK Illumination products being present in the city, especially many 3D visual elements, much to the delight of children and families.

One of the biggest favorites is the 3D rocking horse, which never gets a break during the Advent season.

MOMENTS OF HAPPINESS 365 DAYS A YEAR

PHOTO POINT

Eilat.

Eilat Marina Light Promenade

Bringing light and hope to Eilat, we transformed King Solomon Promenade in Eilat Marina with 15 unique, custom-designed light sculptures. This project turned a previously dark and underutilized area into a vibrant and visually captivating tourist hotspot.

Among the installations was a signature piece: a striking tree adorned with the city's iconic flip-flop symbol, which quickly became a landmark of Eilat. Interactive PhotoPoints were strategically placed along the promenade, inviting visitors to capture and share their experiences.

Despite the challenges posed by extreme summer heat (50°C), cooler winter temperatures (25°C), and strong southern winds, our team successfully executed the project with secure, durable bases. The goal was to create a distinctive illuminated attraction that would draw visitors, support local businesses, and enhance Eilat's appeal as a year-round destination. The results surpassed expectations—revitalizing the area, increasing foot traffic, and establishing the Eilat Light Promenade as a shining success and symbol of tourism innovation.

LOVE

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.

WATCH VIDEO

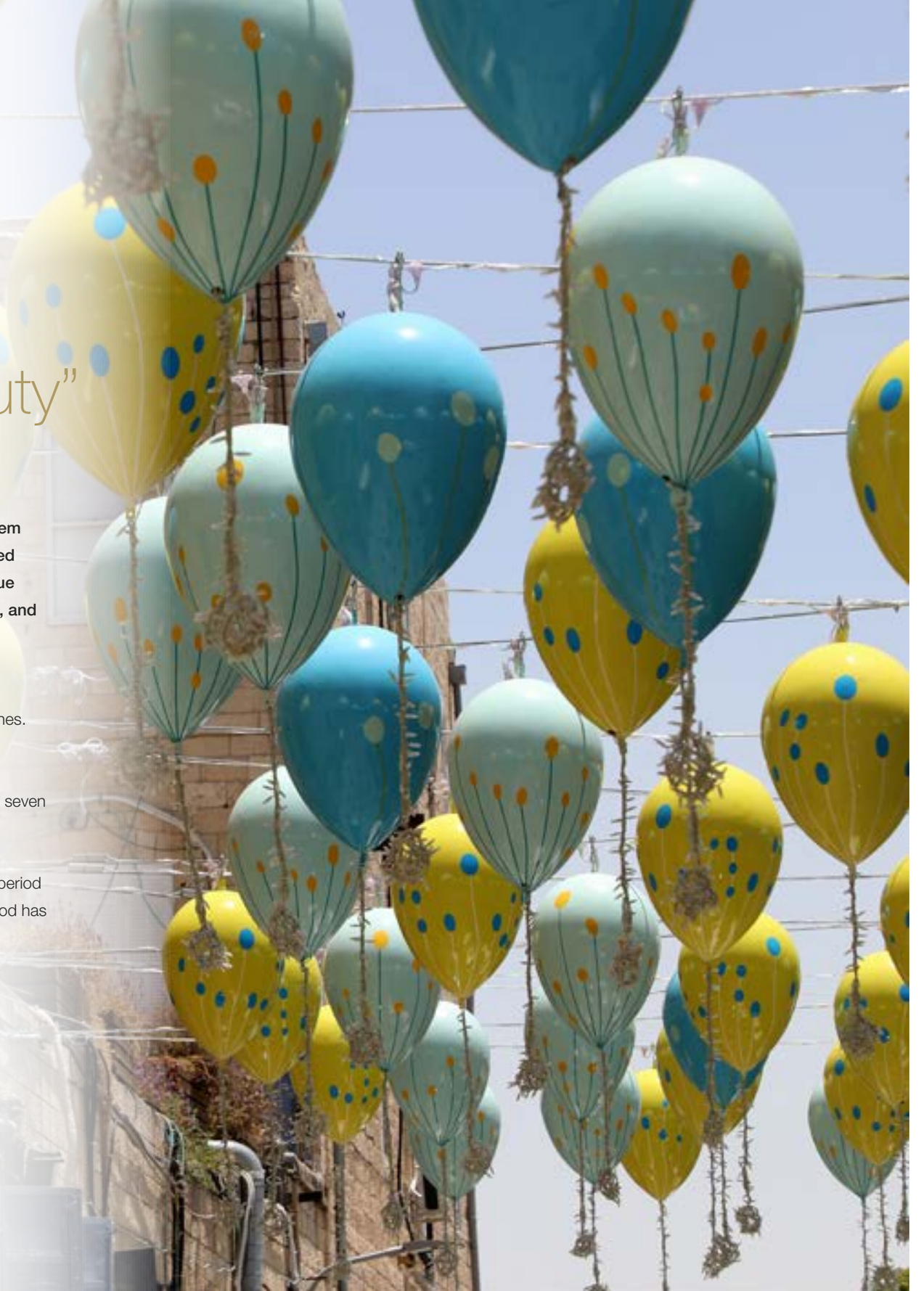
Jerusalem.
“7 Lines of Beauty”

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 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.



WATCH
VIDEO

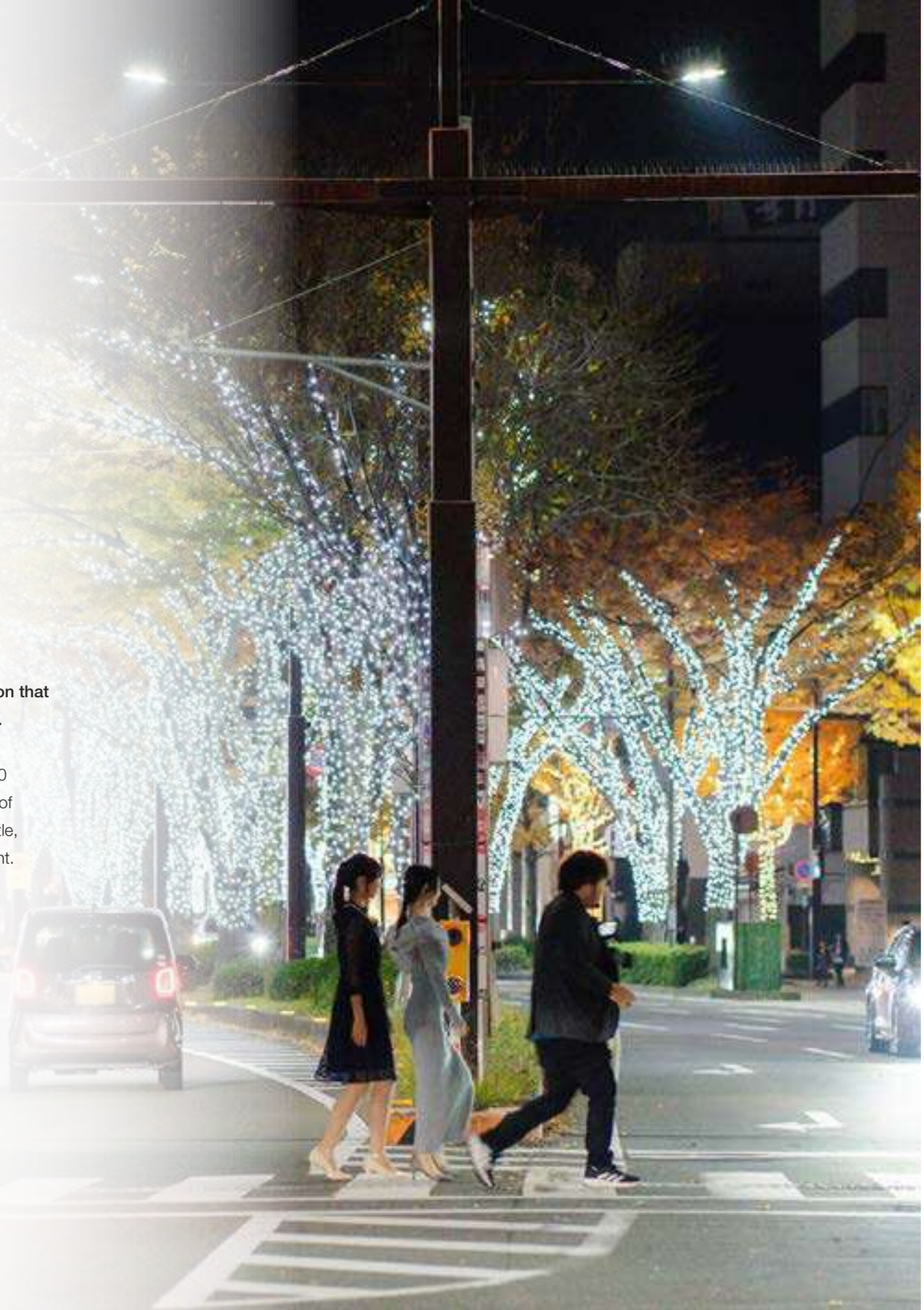
50

Wakayama.

Keyaki Light Parade

“KEYAKI LIGHT PARADE” by FeStA LuCe - 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 2km of streets between JR Wakayama Station and Wakayama Castle, transforming the area into a sparkling tree-lined street at night.



ANIMATED LIGHT

SOUND TO LIGHT

Shirarahama.
Light Parade

MK Illumination Japan illuminates the 620 meter-long Shirara Beach with light and sound. From the enchanting magic hour on Shirara Beach through the night, the performance, choreographed with lights and soothing music, takes visitors on a fascinating journey.

Visitors can experience vibrant lighting effects and lively music, which grace the beach for approximately 3 minutes every 15 minutes. Shirara Beach transforms into a mesmerizing canvas of light and sound, creating an unforgettable atmosphere that enchants anyone nearby. Thousands of people joined for this illuminating celebration that lit up the night and filled it with magic.

PHOTO POINT

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 place new striking and beautiful eye-catchers every year to maintain interest in the tour through the city and attract even more visitors.

SMART LED

ANIMATED LIGHT

PHOTO POINT

Assen.

Waterfront of Assen

For the first time in the Netherlands, an 8-meter-high RGB Smart LED Christmas tree was installed on a 1-meter-high podium at the Assen waterfront.

Featuring fully animated Smart LED lights, the tree brought dynamic colour transitions and festive sparkle, making it a spectacular highlight in the beautifully decorated city center.
Effects include “Sinterklaas” items, Santa Claus on a sledge going around the tree, as well as gifts and Santa-hats dancing around the tree.

The city of Assen has been a customer for years, with the whole city from streets to trees and squares decorated with warm and brilliant-white LEDs. The tree adds a highlight to this, and gives the city the opportunity to set the mood to the moment.

WATCH VIDEO

MOMENTS of HAPPINESS 365 DAYS A YEAR

PHOTO POINT

Nijmegen.
City Center

As one of the oldest cities in the Netherlands, Nijmegen brings history and innovation together — and its festive lighting reflects exactly that.

A long-standing client of MK Illumination, the city enhances its traditional Christmas lighting each year with a curated route of 3D motifs across the center.

Among the highlights are two custom-designed showstoppers with a local twist: a five-meter-tall illuminated “N”, representing the city’s marketing identity, and a majestic light sculpture of Charlemagne (Karel de Grote), the iconic emperor with historic ties to Nijmegen.

These unique installations invite both residents and visitors to experience the city’s heritage in a modern and magical way.

PHOTO POINT

PROTECTED DESIGN · BY MK ILLUMINATION ·

Bodø City.

Arctic Light

“Even a ten-year-old can be an artist”, said 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 Türkiye, who produced the tree, with a combination of metal, plexiglass, UV-light and granite.

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

The 4m-tall installation was unveiled on December 3 at the dock of Bodø City with hundreds of spectators to celebrate the beginning of the Bodøs prestige project as the official European Capital of Culture 2024.

WATCH VIDEO

WINNER BEST PRODUCT AWARD 2024

DUAL COLOUR

PHOTO POINT

Monte Carlo.

Place du Casino

Monte-Carlo is celebrated globally for its luxury, sophistication, and exclusivity. Our goal was to create a setting in harmony with its Belle Époque architecture, iconic square, and impeccably maintained gardens.

Custom-designed Light Arches greet visitors as they enter this extraordinary square. Along the path, elegant lights ,ribbons, Meridians and giant illuminated gifts guide the way to the centerpiece: a magnificent 16m-tall Giant Natural Tree, topped with a Super Nova Star. The enchanting ambiance of Christmas Snow Globes sets the tone for the entire scene, evoking wonder and admiration. Below, in a more serene atmosphere, the meticulously groomed lawns are delicately accented by the soft, graceful glow of Wind Flies.

Monte Carlo.

Place du Casino

OUR ALL TIME · CLASSICS ·

PHOTO POINT

Bielsko-Biała.
City Center

The festive display created for Bielsko-Biała combined beloved holiday motifs with vibrant decoration to bring warmth and colour to the city's winter streets. Overhead garlands lit up the roads, adorned with bells, Christmas trees, stars and hearts — traditional symbols woven into a cheerful setting for seasonal walks.

One of the standout features was the decorated bridge, where the same motifs appeared against a playful purple glow, giving the space a lively and festive feel. Shades of pink and purple also featured in the baubles used to create a charming photopoint — a circular frame of evergreen branches and ornaments, topped with illuminated moose antlers.

This light-hearted addition quickly became a favourite backdrop for holiday photos, inviting residents to share the joy of the season — with a smile, close to home, in the heart of the city.

Galati.

City Center

The city of Galati embraced the festive season with a dazzling transformation of its central streets and squares.

Overhead, elegant light arches and shimmering elements guided pedestrians and drivers alike through a corridor of golden light, turning everyday roads into enchanting pathways.

The centerpiece of the display was a towering Christmas tree, adorned with glowing stars and cool-toned ornaments that contrasted beautifully with the warm city lights. Nearby, luminous figures and decorative elements added depth and joy to the public space, creating an immersive festive experience for all ages.

This project highlighted the city's commitment to creating moments of happiness and connection for its citizens, using light to turn familiar places into something extraordinary.

PHOTO POINT

Craiova.

Christmas Market

The Craiova Christmas Market, located in southwestern Romania, has gained significant recognition in recent years. In 2024, it was ranked as the second most beautiful Christmas market in Europe by European Best Destinations, based on votes from over 750,000 travelers and locals.

The market is spread across several key areas in the city, including Mihai Viteazul Square, Frații Buzești Square, William Shakespeare Square, and the Doljana Fountain area. Each section offers unique themes and attractions, such as the “Beauty and the Beast” setting, Santa’s Village with an ice rink and roller coasters, and a Galactic Christmas experience.

ANIMATED LIGHT

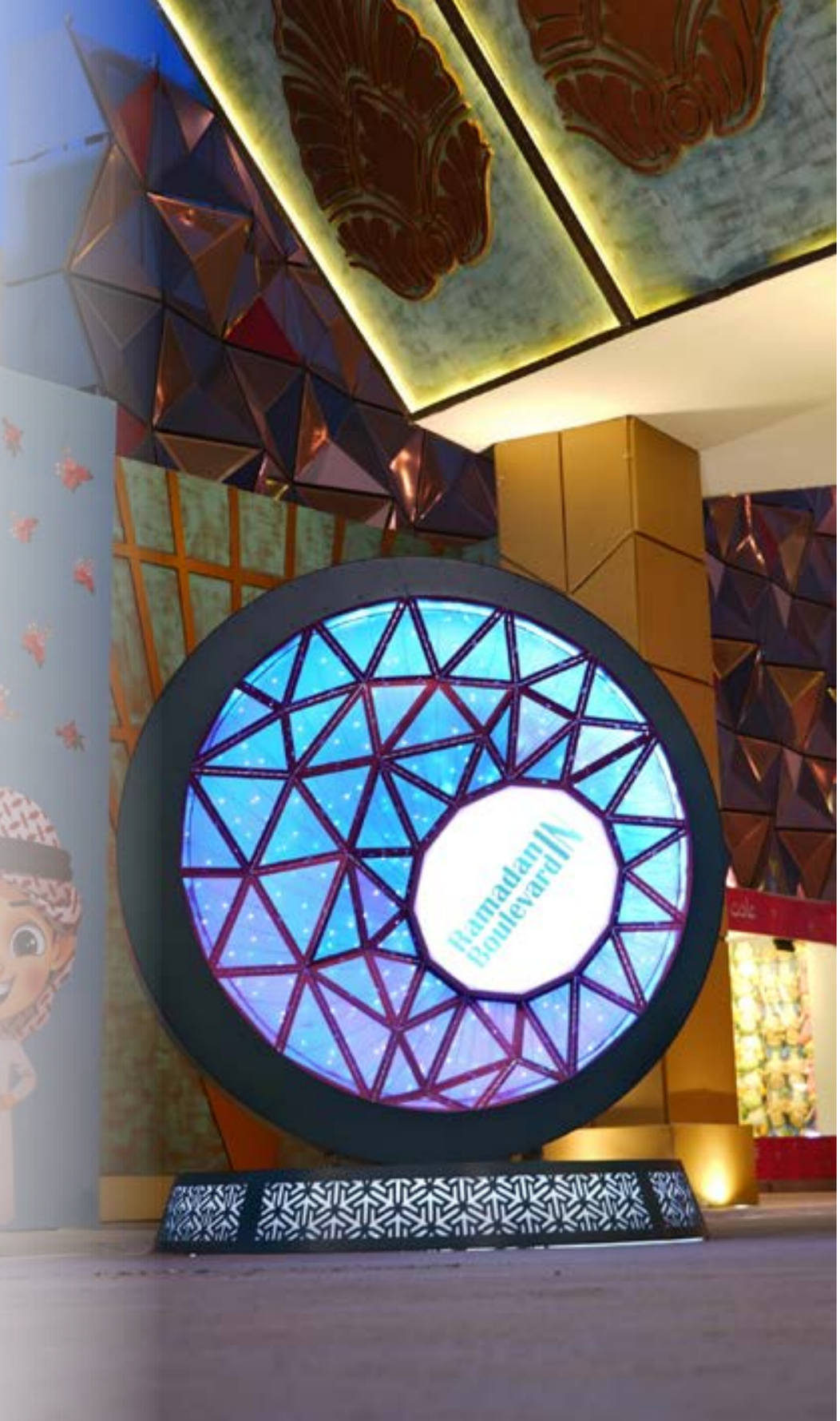
PHOTO POINT

Riyadh.

Ramadan Boulevard

Ramadan's Crystal Symphony at Boulevard City Riyadh Mall intricately weaves the metaphor of a crystal's exterior and interior into a captivating celebration of the fasting experience.

Majestic Islamic arches, an abstract camel, phases of the moon, and an abstract Ramadan cannon, all adorned with crystal elements and rough edges, symbolize the challenges and resilience within Ramadan. The colour palette, inspired by the shine and glitter of crystals, creates a visual symphony, inviting visitors to appreciate the hidden beauty within the fasting journey.



RAMADA

Riyadh.

Ramadan Boulevard

PHOTO POINT

Riyadh.

City Center

In the heart of Saudi Arabia, we've designed an unconventional Ramadan concept that fuses tradition with modernity.

Using holographic foils and reflective colors, we've created an immersive atmosphere that reflects Riyadh's vibrant spirit.

This installation, blending art and technology, has quickly become a city icon, symbolizing the seamless integration of the sacred and the contemporary. Not only a Ramadan tribute, but a long-term festival lighting piece, it transforms the urban landscape into a dynamic canvas of light and reflection.

This captivating experience captures the essence of the holy month while offering a forward-looking, artistic perspective — turning Riyadh into a beacon of culture and innovation.

Slovenska Bistrica.
City Center

The city of Slovenska Bistrica has implemented several different spring-summer decorations in the town square. They started with flower balls and butterflies, then moved on to sunflowers with bees, and currently, flower balls are displayed again.

The feedback from citizens has been overwhelmingly positive, which is exactly the goal – to bring joy to the community. For Easter, they also placed organic eggs on the city's main roundabout, which really brightened up the season for both locals and visitors.

Slovenska Bistrica is clearly a city that values the happiness of its citizens, which aligns perfectly with our mission – to inspire beautiful emotions through our work.

DUAL COLOUR

MOMENTS of HAPPINESS 365 DAYS A YEAR

PHOTO POINT

Bled.

Winter Fairytale

Bled is one of the most beautiful towns in Europe, situated by a stunning lake on the edge of the Julian Alps in Slovenia.

In collaboration with the Municipality of Bled, we created a beautiful winter fairytale around their lake, highlighting several Bled legends for visitors. We started with the original Bled cream cake, which celebrated its 70th anniversary last year, and continued with the pletna, a traditional flat-bottomed wooden boat unique to Bled, positioned on a raft on the water.

The Bled carriages, which transport visitors around Bled, were represented by a light sculpture of a horse and Bled sleighs, which became a true attraction and a popular photo opportunity for tourists. Near the castle, in honor of their medieval games, we installed a light sculpture of a knight, whose size and grandeur created a significant attraction.

PHOTO POINT

Lidköping.

Light Walk

Lidköping municipality approached us with the idea of creating a light walk through the city center, aiming to spread joy and support local businesses.

The concept chosen was a train ride towards Christmas, 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.

Lidköping.

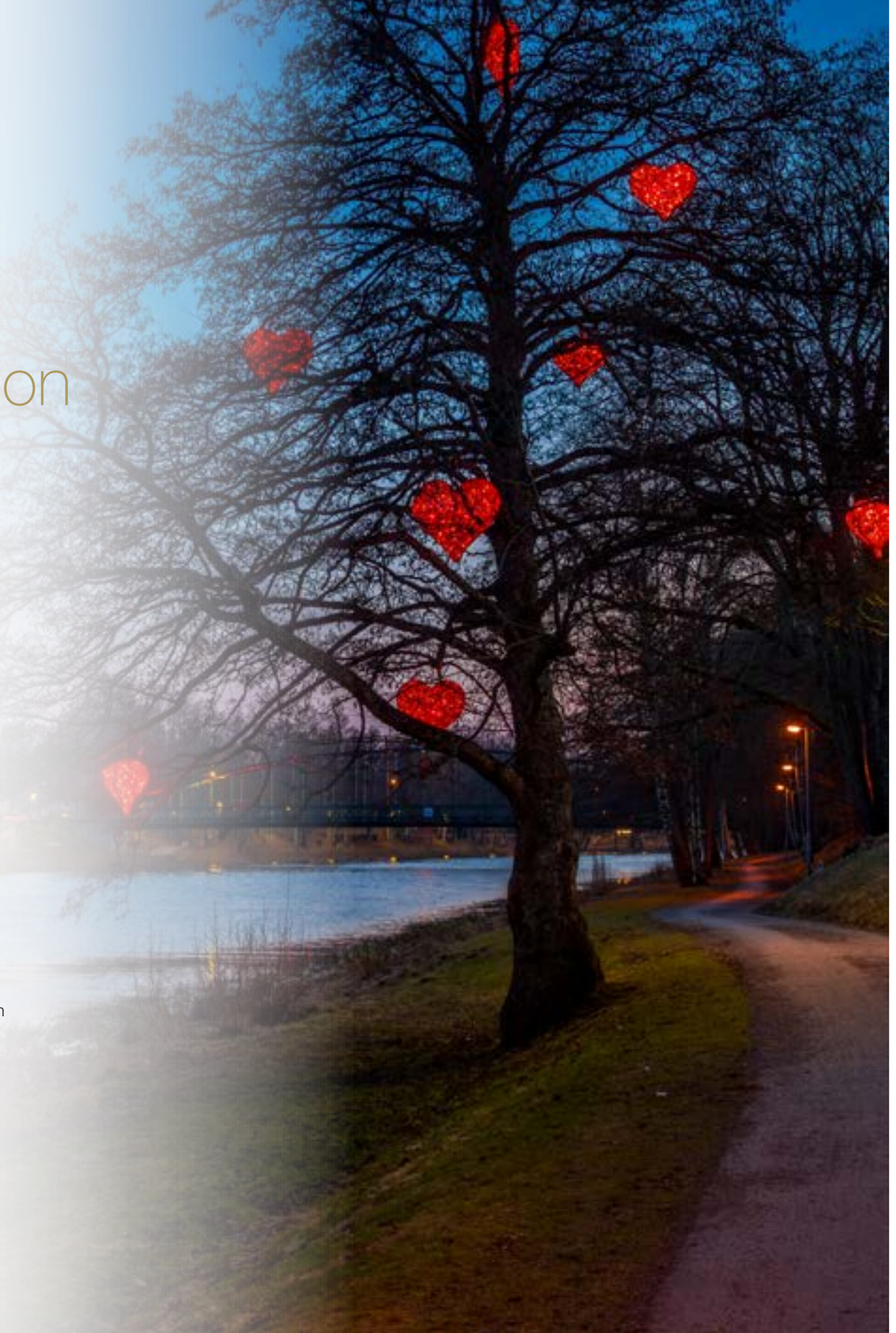
Valentine Decoration

For Valentine's Day, the city of Lidköping invited residents and visitors to experience a heartfelt journey through light and design.

MK Illumination created a visual story and concept that brought love to life along the city's river and iconic bridges. The walk began with various heart-themed motifs and illuminated trees, guiding visitors into a romantic atmosphere.

At the central city bridge stood a two-metre-tall heart, wrapped in all the colours of the rainbow – an ideal photo spot for couples and friends to capture and share their moment of love.

As the walk continued, visitors encountered glowing red Organic Hearts placed in one of the trees, followed by a second bridge where a pulsating red heart motif stretched from right to left, mimicking the rhythm of a heartbeat. Along the way, people could also engage with an interactive Love Tree, which responded with warm white and red light pulses whenever someone interacted with the motif.



Staffanstorp.

Easter Decoration

To help set the stage for Easter, MK Illumination Sweden transformed several roundabouts in the municipality of Staffanstorp.

Since most of the town's residents commute daily to nearby cities for work, these roundabouts became the perfect place to spark joy and show appreciation to the local community.

At the heart of the concept stood Easter's most iconic shape – the egg. One roundabout was turned into a giant bird's nest, and to create visual rhythm and variety, classic Organic Eggs were placed at different heights: on the ground, in trees, and mounted on poles.

A joyful new addition this year came in the form of decorative resin eggs with yellow stripes. By combining different materials, sizes, and colours, the scene became a playful and uplifting celebration, instantly evoking the spirit of Easter.

PHOTO POINT

Malmö.

Folkets Park Alla Hjärtans Dag

Folkets Park in Malmö, Sweden, is one of the most beloved public parks, known for its vibrant atmosphere, green spaces, and as a hub for events and gatherings.

For Valentine's Day, MK Illumination was invited to transform the park with a glowing celebration of love. Around 20 large heart-shaped motifs in shades of red, pink, and purple lit up the park.

A pathway lined with illuminated hearts created a cozy, romantic pathway designed to draw visitors in. Scattered throughout the park, hearts in different colors and patterns became both visual highlights and interactive elements. Each heart was carefully designed with both function and beauty in mind, encouraging people to sit down, take a photo, and share a special moment with friends, family, or loved ones.

nje kiosken

Malmö.
Folkets Park
Allahjartansdag

FIKA
KAKA
TURA

Helsingborg.

Svenska Stadskärnor

Helsingborg has a long history as a key trading city in Sweden, with its strategic location by the strait playing a central role throughout the centuries.

Today, it's a modern city with a vibrant harbor, a rich cultural scene, and a wide variety of attractions and activities. To reflect the city's heritage, we created colourful font motifs inspired by local expressions and traditions.

Words like "fika" and "kaffe" highlight the beloved Swedish tradition of taking a break to enjoy coffee and something sweet. Other words, such as "tura", reflect the local charm of taking the ferry back and forth between Helsingborg and Helsingør, just for the experience.

To add an extra layer of joy, each letter was illuminated, allowing the font motifs to come to life as they lit up the city when night fell.

FIK
TUR

KAKAKA

ELITE HOTELS
SWEDEN

Örebro.
City Center

In collaboration with the city of Örebro, Sweden, a brand new and uniquely designed Christmas lighting was installed along the city's main street, stretching nearly 1.7km from Drottninggatan (Queen Street) to Storgatan (High Street).

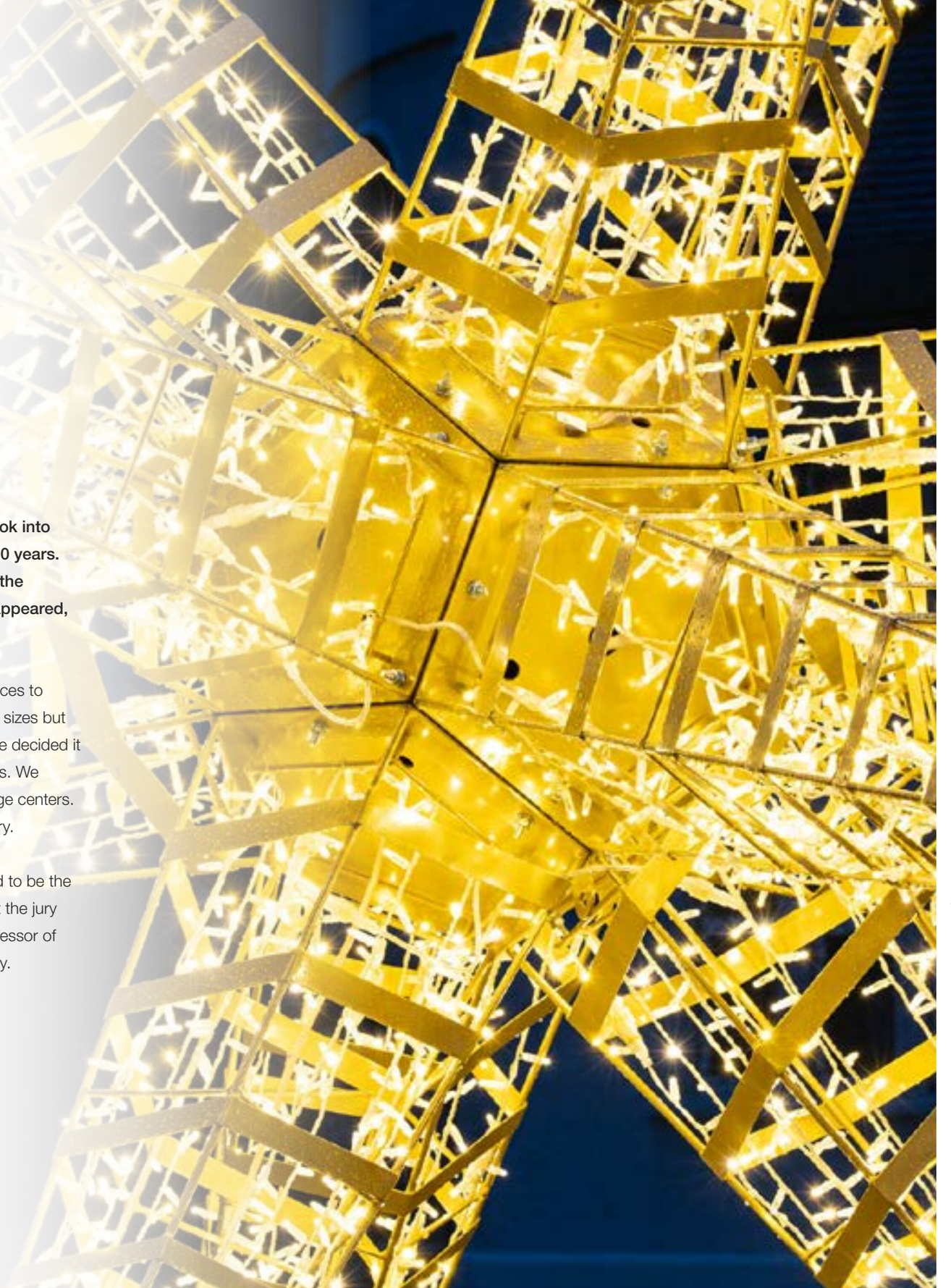
The design takes inspiration from Queen Street itself—one of Örebro's oldest streets, named after Queen Kristina of Sweden.

Elegant crown-shaped motifs float above the street at rhythmic intervals, linked by sweeping golden arches of warm white light.

By merging historical references with a modern visual display, the installation offers a welcoming experience that invites both residents and visitors to pause, look up, reflect, and enjoy the season.

OUR ALL TIME · CLASSICS ·

PHOTO POINT



Au / Heerbrugg.
City Center

To understand a place and its origins, we need to look into the past. Sometimes that means looking back 29,000 years. At that time, the Rhine Glacier covered and shaped the topography of Au / Heerbrugg. After the glacier disappeared, the area was covered by glacial erratics.

Our concept was inspired by the glacial erratics, references to the past and its mysticism. We built 3D stars in different sizes but with the same shape. To connect Au and Heerbrugg, we decided it was important that both villages have the same 3D Stars. We placed the 3D stars along the road and in the main village centers. One star leads to the other, creating a sense of discovery.

The quality of the idea, its depth and uniqueness proved to be the winning formula against four competitors. We knew that the jury was highly educated in light (light designer) and art (professor of visual arts) and so we came up with a solid idea - a story.

DUAL COLOUR

PHOTO POINT

Kadiköy.

City Center

We reimagined the traditional New Year atmosphere, blending it with modern design to create a radiant concept full of energy.

In the heart of Istanbul, our interactive lighting sculptures became living art, inviting the public to engage and immerse themselves. Each piece offered a visual feast, transforming the city into a glowing celebration of light. Through interaction, these installations sparked wonder and connection, turning the festive environment into a shared experience.

The fusion of classic tradition with contemporary artistry not only illuminated the space but also created a lasting impression, embodying the true spirit of the season—a vibrant celebration where every moment shines.

YAPI GRUP
okpor
House of Design
HACI MAVUK İŞ MERKEZİ
KADIKÖY BELEDİYESİ
KADIKÖY Bi BAŞKA
MESUT Kocadağ

La Sposa
milano
K
KADIKÖY
BELEDİYESİ

PHOTO POINT

Jeddah.

Jeddah Yacht Club & Marina

For Ramadan, Jeddah Yacht Club & Marina was transformed with a lighting design that blends modern style and traditional Islamic art.

The space was decorated with elegant illuminated elements featuring classic Islamic patterns like mashrabiya and geometric motifs. Warm golden lights created a calm and inviting atmosphere, perfect for the spirit of Ramadan evenings.

This design reflects the beauty of tradition in a contemporary way, making the marina a serene and festive place for guests to gather and celebrate.

PHOTO POINT

Abu Dhabi.

Mamsha al Saadiyat Beachfront Marina

The Wreath of Joy.
The giant wreath at the heart of the design becomes a symbol of celebration and togetherness for the New Year.

Decorated with lush greenery, sparkling lights, and festive ornaments, it creates a warm and joyful atmosphere.

As a photo point, the wreath invites families, friends, and couples to step inside its circle, capturing memories of hope and happiness for the year ahead.

Dr. Martin
Luther King Jr
Building

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 a Liverpool-themed light trail that guards 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 Illumination warm white drapes. The surrounding trees are also wrapped in MK Illumination 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 Illumination warm white drape lights, brilliantly lighting up the inner quays of the docks.

London.

Sloane Square & Street

The initial design concept was created by James Glancy, to create a detailed symmetrical branch decoration, arching overhead as visitors walked along Sloane Street.

The initial design was intended to evoke a William Morris style, with stylised leaves creating an elegant silhouette.

MK Illumination developed the design to make it practical, while maintaining its aesthetic, and adding enhancements, to create a sculptural aluminium branch structure, illuminated with warm white string lights throughout, with additional lighting provided by the festoon “berries” clustered within the branches, and contour light picking out the main structure. Using reflective gold foil leaves enhanced the daytime appeal, as in bright sunlight the gentle movement of the leaves in the breeze created a constant reflective rippling effect, so the decorations caught the eye even when switched off.

PHOTO POINT

Manchester.

City Center

One of the most iconic projects. The streets of Manchester City Centre at Christmas, lit up and decorated with beautiful light sculptures and motifs.

We've worked with Manchester Council for over 10 years. Their present scheme consists of 10 x high-impact, large, floor-standing motifs – a 12m giant Santa Claus sitting on a present with a bee on his hand, a 9.7m walkthrough star archway, a 7.5m dual-light Merry Christmas, a 7.5m walkthrough giant bauble, a 6.7m MCR with Bee and Santa hat, a 6.5m walkthrough stargate, a 3.5m Christmas ball with RGB lighting, a 4m Santa worker bee, an 8m tri-arch and an 11.5m cone-struct Christmas tree.

These motifs get around and are often moved to different key locations around the city every year. They are fantastic impact pieces, wonderful selfie/photo opportunities that drive a lot of social media hits and footfall to the city.

Tampa.

City Center

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 it in place until spring.

PHOTO POINT

Boston.

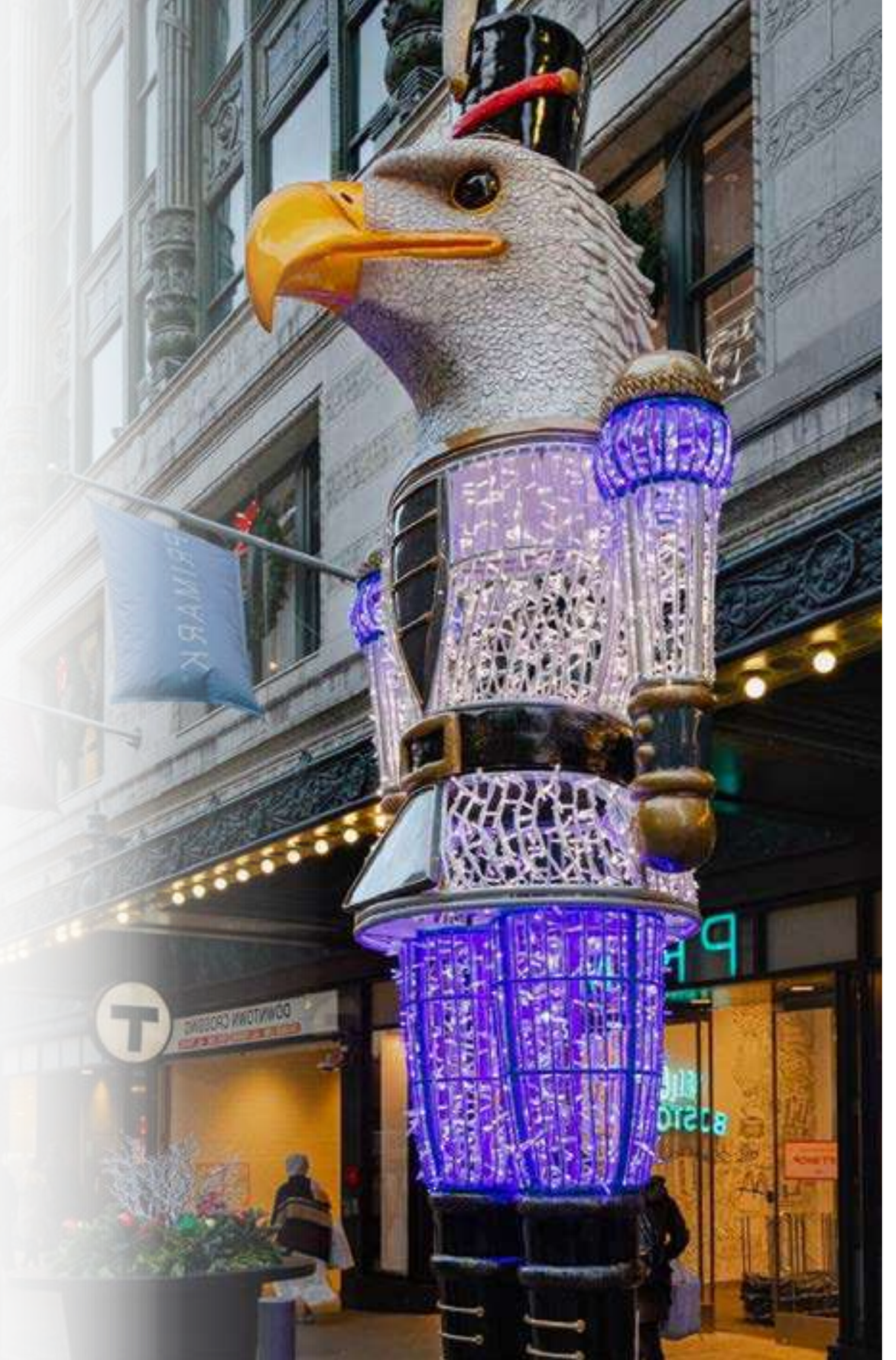
Downtown

The creative vision for the holiday program at Boston Downtown was designed with three key drivers in mind: scale, uniqueness, and experience.

The holiday activation aimed to capture the public's attention and offer the downtown district of Boston an experience unlike anything they've seen before. To achieve this, Downtown Crossing was transformed into a spectacular holiday kingdom, featuring 12 towering 16-foot animal nutcrackers, each with its own story and character.

With bodies designed as chambers of light, paired with resin details, each piece created a striking day read. The heads were fully sculpted in the finest details and made of durable fiberglass resin, perfectly able to withstand any weather. From a majestic elephant to a noble bald eagle, these larger-than-life nutcrackers provided the public with reimagined holiday cheer.

This one-of-a-kind project was created in close collaboration with MK Themed Attractions, whose craftsmanship made the vision a reality.



WOW BOOK · BY MK ILLUMINATION ·

CREATING HAPPINESS.

2 | Retail Real Estate

PHOTO POINT

Sydney.

Westpoint Blacktown Shopping Center

Within the stylishly refurbished DEZ shopping mall, MK Illumination introduced a festive concept that mirrors the mall's lounge-inspired design. Warm tones, shimmering golden leaves, and soft lilac accents create an atmosphere of cozy sophistication.

Crystal-studded medallions, oversized pendant shades, and nature-inspired motifs complete the look, while dedicated selfie points offer memorable moments for visitors.

Through a refined color palette, innovative textures, and the perfect play of light, MK Illumination transformed DEZ into a festive retreat that feels both luxurious and welcoming - a destination where shopping, style, and seasonal charm come together in perfect harmony.

PHOTO POINT

Innsbruck.

DEZ Shopping Center

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FAMOUS
Juwelier
25 GB

DOUGLAS
dez

OUR ALL TIME · CLASSICS ·

PHOTO POINT

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.

TALIANA

Salzburg.

Europark Salzburg

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.

Tuzla

Tuzla.

Bingo City Center

With the playful theme “Be an angel for the day and give me a bear hug,” this project brought a joyful and emotionally engaging decorative concept to life in one of Bosnia and Herzegovina’s most vibrant shopping centers.

Custom-designed baubles in the shopping center’s brand colours added a strong visual identity to the installation, while warm-toned light curtains, integrated into the food court and public walkways, created an inviting and cozy ambiance. The central floating ceiling feature became an instant eye-catcher, turning the dining area into a glowing gathering spot where visitors lingered, socialized, and shared their experience online.

The project stood out for its originality and emotional tone - combining brand storytelling, visual impact, and spatial design to craft an atmosphere of warmth and togetherness. The response on social media confirmed its success, making it one of the most talked-about seasonal decorations in the region.

Brno.

Olympia Centrum Brno

This year, Olympia Centrum Brno embraces the festive season with a stunning decoration concept—Rosé Beauty. A perfect blend of tradition and modern elegance, this Christmas design transforms the shopping center into a warm and inviting holiday destination, crafted specifically for families and festive shoppers.

The décor radiates rose and gold tones, featuring traditional stars, delicate hummingbirds, and golden leaves, creating a magical atmosphere. As the focal point, a majestic natural Christmas tree stands on a raised podium, serving as a central meeting point where visitors can pause and enjoy the enchanting surroundings.

Designed to surprise and delight, Rosé Beauty offers a mix of grand highlights and interactive PhotoPoints, ensuring that every guest experiences the joy and magic of the season in an unforgettable way.

#BEMAJOR
ACMEITEM

Ningbo.

Blossom Years - Tides of a New Era

For thirteen years of brilliance, Ningbo has used camellias as its brush to paint a new chapter of fashion. Inspired by the city's floral emblem, the camellia, its blooming form symbolizes vibrant vitality—petals unfolding like the rhythm of trends, while the heart of the flower radiates innovative brilliance.

In design, the camellia's lines are deconstructed into modern geometry, blending dynamic light and shadow to create a flowing visual feast. The color palette features a gradient of pink and white, accented with golden details, exuding both elegance and avant-garde flair.

The narrative follows the camellia from bud to bloom, mirroring the company's transformation from roots to leadership, each step in sync with the pulse of the times. May this design, like a spring breeze, convey the aspiration of "initiating a new era," inviting us to embrace a radiant future together.

Shanghai.

Thousand Tree Dome Shopping Center

Eight sets of lightweight floating Christmas trees, suspended like stars in the Tian'an Thousand Tree Dome, echo the unique genes of the project "Sky Garden" with a dynamic posture.

The crystal ball like canopy reflects warm light, creating a dreamy festive atmosphere and serving as a daily art installation to embellish the space. When customers look up at this suspended green poem, they naturally associate it with the core concept of Qianshu's "Urban Oasis" - every stop is an immersive experience of the coexistence of nature and architecture.

These breathing Christmas trees will eventually become visual symbols engraved in memory, allowing the name "Thousand Trees" to echo in the mind like a melody.

嘉年华·海信广
VILLAGE

Qingdao.

Hisense Plaza Village

A poetic vision unfolds at Hisense Plaza Village, where light and symbolism intertwine to create a breathtaking facade installation. Inspired by the resilience of nature, the design embraces the concept that even cracks can give birth to new life—a testament to renewal and transformation.

At the heart of this installation, a calla lily blooms from the illuminated structure, embodying happiness, beauty, and love. The dynamic lighting enhances the poetic theme, evoking the essence of “Horse Hooves Treading Spring”, a vibrant expression of movement and energy.

With its delicate balance of light, shadow, and symbolic storytelling, the Qingdao Facade Project redefines the urban landscape, offering a mesmerizing and meaningful experience that blends tradition with modern artistic expression.

Chengdu.

Taikoo Li

This year, the lighting decorations at Taikoo Li are even more colorful and imaginative than ever before.

The interplay of light, shadows, and flowing lines transforms the entire area into a series of cinematic moments, inviting visitors to wander through dreamy, movie-like scenes that capture the magic of winter nights.

Every street, facade, and walkway glows with carefully designed elements that highlight the mix of tradition and modern style that Taikoo Li is known for.

The installations not only light up the physical space but also extend warm wishes and beautiful aspirations for the year ahead, turning everyday strolls into moments of wonder and inspiration.

HERMÈS

China.

Taikoo Li

STAR LIGHT
星光68廣場

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.

WATCH VIDEO

SPORT

Rødovre.

Rødovre Centrum

This year's Christmas experience at Rødovre Centrum is a real show-concept, designed to impress!

The cheerful red and pink colors are the same as the Shopping Mall's magical Christmas campaign. The experience is divided into two large-scale screens, where one giant red gift is created as a centerpiece for each side. One side of the experience is a candylicious Candy Cane theme in red and white which is revealed when the red theatrical curtains go up.

Inside music starts to play, light shines bright and white forest animals start dancing and singing. After a joyful four minutes, the curtains go down and the other side of the experience starts to play. Here a pink Candy Floss theme is revealed behind the curtains.

The whole mesmerizing experience is made up of handcrafted animatronics, strong light effects and specifically chosen music to create one coherent experience for the shopping mall's customers.

PHOTO POINT

Odense.

Rosengårdcentret

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 facade 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, natural feeling was created using largescale spruce cones, painted cut- out wood and sparkling light chains - all hanging beautifully from the ceiling.

Hamburg.

Westfield Hamburg-Überseequartier

This winter, MK unveils a mesmerizing spectacle at the Westfield Hamburg - Überseequartier, breathing life into the Nordic Soul design concept. At the heart of our project stands the Aurora Chandelier, a masterpiece embodying the ethereal beauty of the northern lights. With its three gracefully curved light waves that shift colors in a captivating dance, this chandelier invites onlookers into a world of pure elegance and delicate craftsmanship.

The installation‘s magic is further amplified by stars crafted from mirror acrylic, glowing from within and scattering light through precision-cut perforations, creating a stellar highlight in the truest sense.

„But the Aurora Chandelier is just the beginning. Our vision for the Westfield Hamburg - Überseequartier extends beyond these luminous wonders, promising more unseen marvels that will unfold with the project‘s realization.“ Says Led by John P. Henninger, the Key Account Manager for Retail Real Estate in Germany. He continues, „This project is a testament to innovation and the magnetic allure of light.“

HAM

MBURG

LADY
CALZEDONIA
BLACK FRIDAY

Jena.

Goethe Galerie Shopping Mall

It is during the dark winter months in particular that we long for light and often for a little more warmth in our lives. This is precisely where the creatively staged light project, the Kissing Stop, comes in.

From mid-September to early November 2025, two giant illuminated hearts at Alter Markt/Obernstraße and Bahnhofstraße are transforming Bielefeld city centre into a place for spontaneous affection and good cheer. Floor stickers encourage people to “Kiss here, please!”

Whether with your partner, friend, child, dog, teddy bear or family, the Kissing Stop adds a dash of positivity to the chilly season and makes the city centre an emotional experience, bringing a twinkle to the eye. As part of a Kissing Stop social media campaign, everyone is invited to take part and send in their best photo from the Kissing Stop.

BIKINI
BERLIN
SHOPPING
DESIGN
FOOD
BULIEREN
FLANIEREN

Berlin.

Bikini Berlin The Concept Shopping Mall

BIKINI BERLIN in Berlin is Germany's first concept shopping mall, located right next to the Zoologischer Garten. It offers an urban experience, with the highlight being a direct view of the zoo.

The Christmas decorations draw inspiration from the mall's proximity to the Zoologischer Garten, creating an extraordinary and whimsical display. Under the theme "All Shades of Gold," the center glows in festive golden hues and warm, sparkling lights. Highlights include the illuminated monkeys swinging and climbing among floating, golden Christmas baubles or scaling the retail displays. These scenes continually invite visitors to marvel and linger.

Another highlight is an imposing Christmas tree whose ornaments glow in a gentle changing of colors, creating a fascinating interplay of light and movement. Overall, this concept combines a radiant Christmas, creativity, and a sense of local connection in an inspiring way.

Munich.

Fünf Höfe

Set in the elegant urban oasis of Fünf Höfe, MK Illumination brought summer to life with its vibrant Flower Balls installation.

Suspended throughout the arcades, these colorful spheres create a unique atmosphere where architecture and art merge - turning the courtyards into havens of beauty and relaxation.

The installation invites visitors to pause, enjoy a leisurely lunch, or simply soak in the unmistakable Munich city vibes. The latest generation of Flower Balls adds warmth and sophistication, transforming everyday spaces into inspiring places of encounter and joy.

NER 8
AURANT

DELI BOWLS
reformation.
Leaf

Munich.

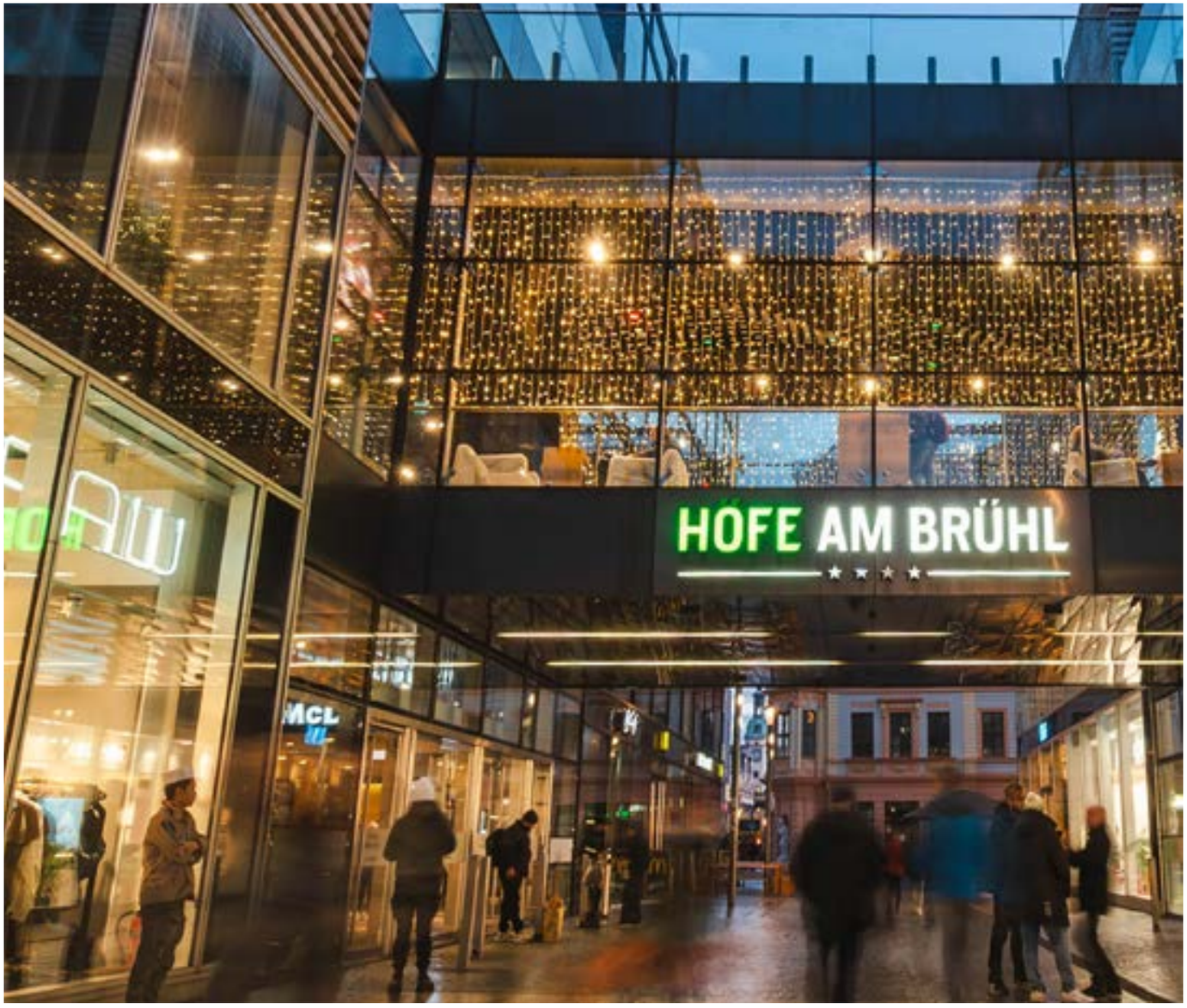
Kaufinger Tor

Mitten im pulsierenden Herzen Münchens verwandelt sich das Shopping Center Kaufinger Tor in eine faszinierende Welt zwischen Fantasie und Natur. Inspiriert von den schwebenden „Flying Trees“ aus James Camerons Film Avatar, erhebt sich unter der gläsernen Kuppel ein spektakuläres Kunstwerk: Der Baum des Lebens.
Mehrfach abgehängt und scheinbar schwerelos schwebend, entfaltet der Baum seine majestätische Krone in luftiger Höhe. Seine leuchtenden Farben, organischen Formen und filigranen Details schaffen eine Atmosphäre, die Besucher*innen zum Staunen bringt und zum Verweilen einlädt.

Die Installation verbindet innovative Gestaltung mit einem Hauch von Magie – ein Symbol für Wachstum, Verbundenheit und die Schönheit unseres Planeten.

Diese außergewöhnliche Sommerdekoration ist mehr als nur ein Blickfang: Sie ist ein Erlebnis, das Emotionen weckt und die Grenzen zwischen Shopping und Storytelling neu definiert.

Der Baum des Lebens lädt dazu ein, innezuhalten, aufzublicken und sich für einen Moment in eine andere Welt entführen zu lassen – mitten in München, mitten im Leben.


HÖFE AM BRÜHL

Leipzig.

Höfe am Brühl

In the vibrant heart of Leipzig, MK Illumination has redefined festive interaction with a concept that celebrates the city's rich musical heritage.

Inspired by Bach, Mendelssohn, and Wagner, Höfe am Brühl became a stage where art, light, and technology converge.

Its striking centerpiece – a playable grand piano – transforms melodies into dynamic light choreographies on a towering Christmas tree. Visitors don't just observe; they become performers, creating illuminated compositions in real time.

This innovative blend of culture and creativity turns festive decoration into an immersive cultural experience, making every visit unforgettable.

JEDEN TAG
Weihnachten

Leipzig.

Höfe am Brühl

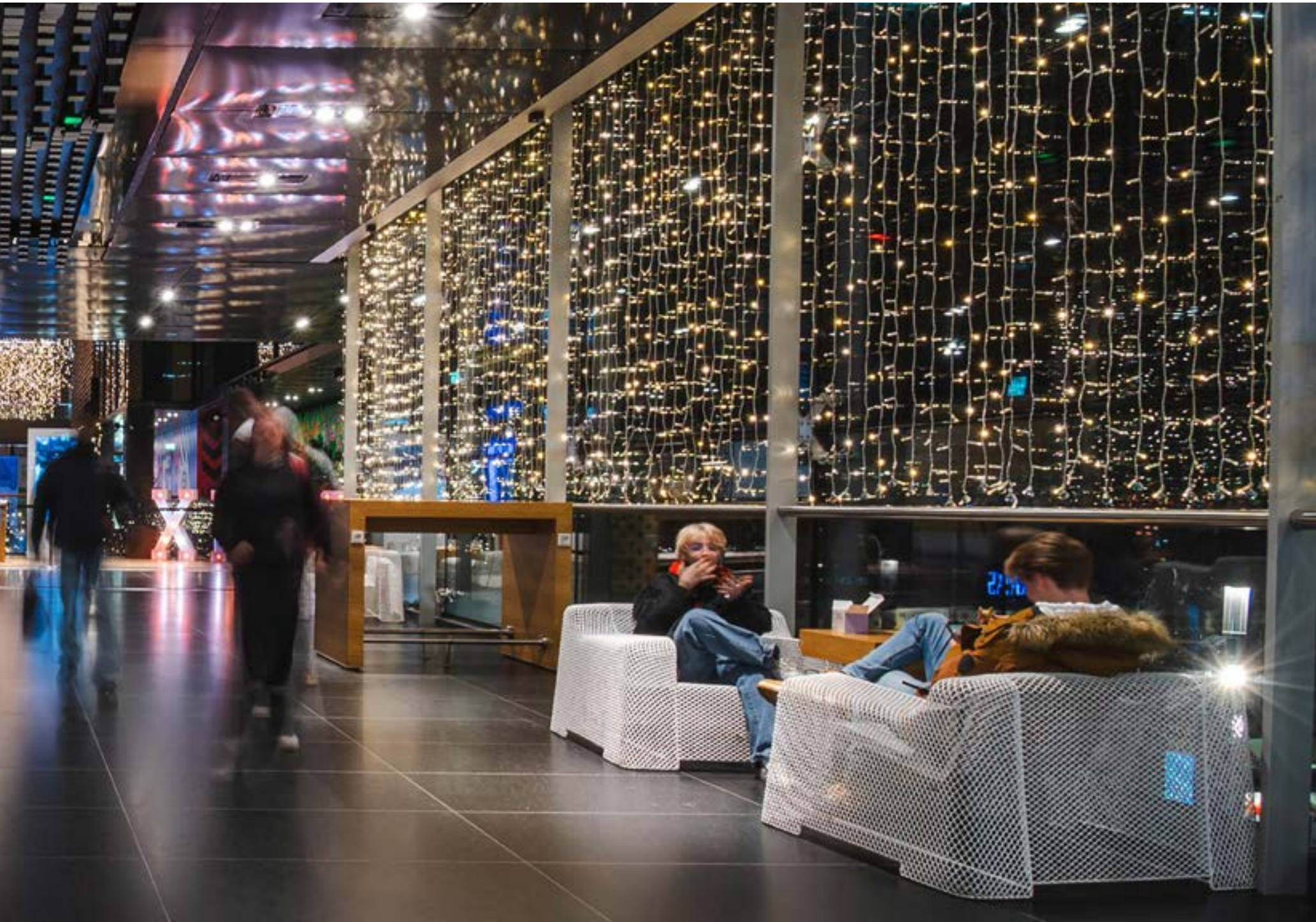


PHOTO POINT

Essen.

Limbecker Platz

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, oozing elegance. The grand finale showcases a heart crafted from charcoal, encircled by shimmering lights and luminous Christmas wreaths.

WATCH VIDEO

Athens.

The Mall Athens

Inspired by the delicate beauty of dandelions, we sought to capture the essence of rebirth and renewal for this project.

Like seeds scattered by the wind, our designs bloom with vibrant, radiant lights, illuminating the space with a glow that speaks of hope, transformation, and new beginnings.

The luminous atmosphere we've created reflects the timeless elegance of nature, weaving a tapestry of brilliance that invites both reflection and celebration.

A vision of beauty in motion, this installation serves as a powerful symbol of the New Year's spirit—an awakening of light and life.

BURGER HOUSE
GOODY'S
VARDAS

PHOTO POINT

Szeged.

Árkád Szeged

We are very proud that, in addition to the city itself, the largest shopping center in Szeged also features Christmas decorations as an MK Illumination project.

The center's recently revamped decoration is one of today's trendsetters, setting an example for other locations. Árkád is an important meeting place for young people, who flood social media with selfies featuring the 3D visual elements during Christmas.

The message alongside the images: "Let's meet at Árkád"!

PHOTO POINT

Budapest.

Árkád Budapest

The project was one in which nearly every product placement presented a challenge, requiring us to develop brand-new technical solutions.

This installation involved the careful positioning of nearly six tons of decorative
elements, each placed in its own meticulously selected location.

Classic, airy decorations were seamlessly moulded into a modern form, utilizing an exceptionally large number of motifs – to form the 2025 decoration for Árkád Budapest.

Thankfully, the immense effort invested in the project ultimately proved a huge success. Once the completed vision was unveiled, everyone was filled with pride for the breathtaking festive display.

OUR ALL TIME · CLASSICS ·

PHOTO POINT

Györ.

Árkád Györ

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 the city's 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. 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 young people 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 Illumination magic making a significant impact.

PHOTO POINT

Cork.

Mahon Point Shopping Center

Mahon Point, the largest shopping center outside Dublin and Ireland's most sustainable, wanted to make 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.

Santa Mailbox

PHOTO POINT

Riga.

Spice

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 this in mind, we developed a concept filled with new, unique and tailormade light designs to create a look that has never been seen before. Featuring innovative decorations, special foil greenery, new colors, and objects that are all custom made. The decoration seamlessly connects the first and second floors through the stags' horns, fully tailored to the mall's unique layout. Spice's Christmas is truly a one-of-a-kind, bespoke experience from start to finish.

AND

GRENARE

Bergen.

Galleriet Shopping Center

Galleriet is a shopping center located in the center of Bergen city in Norway. The customer came to us to create decoration for the center during summer season. They had traveled to Copenhagen and were inspired by the hotel Manon Les Suites for their summer project.

At this hotel, there was a lot of beautiful green leaf decor. They wanted a similar concept in their shopping center, as decoration during the season when they did not decorate for christmas. Together with MK Illumination Sweden, we created various concepts that we presented to the customer. The proposal they chose: Jungle Chandeliers, we custom-made at MAG.

The large green wreaths with hanging green plants, turned out very elegant. During Christmas time, they have large wreaths with lots of deco balls in the same area. A total of 11 chandeliers is hanging in this large atrium. This pure and green decor appears lush and timeless in relation to the season.

Roermond.

Designer Outlet Roermond

MK Illumination Netherlands and Barcana collaborated on a notable project: creating two towering artificial Christmas trees for the Designer Outlet Roermond.

Both trees were adorned with thousands of lights and ornaments. The 20m tree features over 53,000 light points and nearly 9,500 baubles, while the 25m tree has 87,880 lights and more than 15,000 baubles.

These artificial trees provide a memorable holiday display that combines grand scale and festive charm, adding a new level of celebration to the outlet's holiday atmosphere.

WINNER BEST PRODUCT AWARD 2024

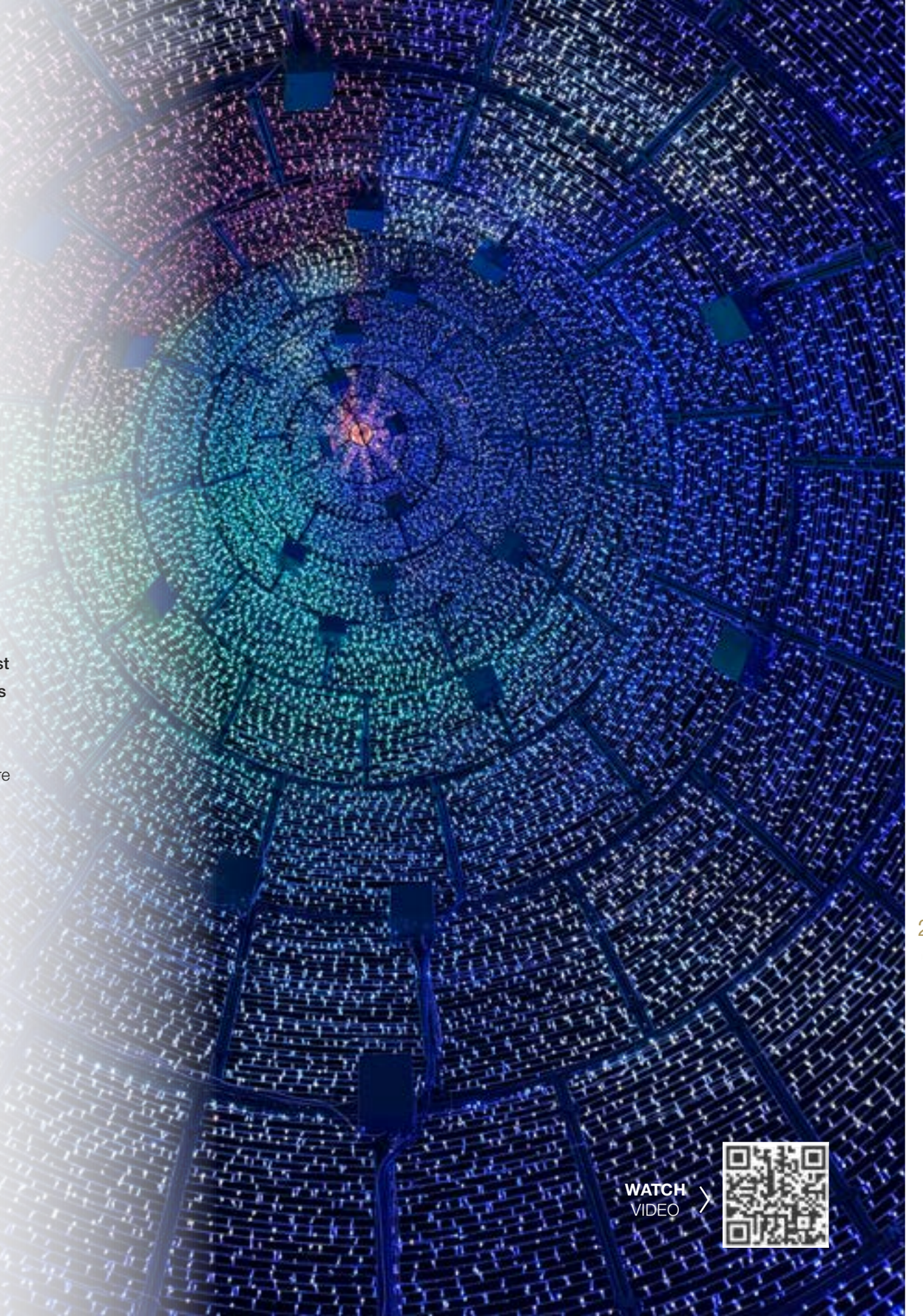
ANIMATED LIGHT

Mexico City.

Plaza Satélite

Our story was an Enchanted Forest where visitors found moving reindeer, owls and trees, among other classic forest elements. The aerial decoration also had rotating christmas trees that made the atmosphere even more pleasant.

For the decoration of this mall, almost 1 million smart LEDs were used along with more than 17,000 spheres and 50 Christmas trees, as well as other elements.
Materials were imported from more than five countries and the motifs were produced in our factory.



WATCH VIDEO

SWAROVSKI
BEN & FRANK

Mexico City.

Plaza Satélite

OUR ALL TIME · CLASSICS ·

PHOTO POINT

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.

Mexico City.

Mitikah Mall

In a concept inspired by the flight of leaves when they fall from the trees in autumn to the rhythm of the wind, this project for the new Mitikah shopping center in Mexico City was originally conceived for the autumn season when the shopping center opened. However, the success of our feathers both in the media and on social networks, have turned them into an icon. The decoration is now permanent, coexisting with other seasons such as Christmas.

Feathers Dance consists of 36 feathers in different sizes and finishes, 13 feathers of 2.3m, 13 feathers of 3.4mand 4 feathers of 4.4m, made of aluminum panel with a metallic finish and lacquered paint on the unfinished face.

There are also 3 feathers of 2.3m and three more of 3.4m made of 2 layers of pink copper mirror aluminum and 1 black sheet. The large feathers have a support structure and the placement of all the motifs was realised with 1/16” gauge steel cable for the large feathers and 1/32” gauge for the medium and small feathers.

PHOTO POINT

Warsaw.

Designer Outlet

Designer Outler shopping centres have a very original and distinctive architecture, so creating decorations for them is always an exciting challenge.

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 berries 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.

Mercator

Ljubljana.

Supernova Ljubljana Šiška

An exceptional project at Supernova Ljubljana Šiška, initially created over 10 years ago for the company Mercator.

After Supernova took over, we modernized it and continue to enhance it each year. The rich swag garlands combined with red decorative baubles (also the logo of Supernova) fit perfectly within the center. This year, we installed a massive 4m wreath in the central area, featuring 5,000 LED lights and 500 decorative baubles.

It is connected with 21 swag garlands, offering an impressive view. Additionally, this year we decorated the main hallway with smaller wreaths adorned with ribbons and baubles, complemented by swag garlands, adding warmth and coziness to the center.

SMART LED

ANIMATED LIGHT

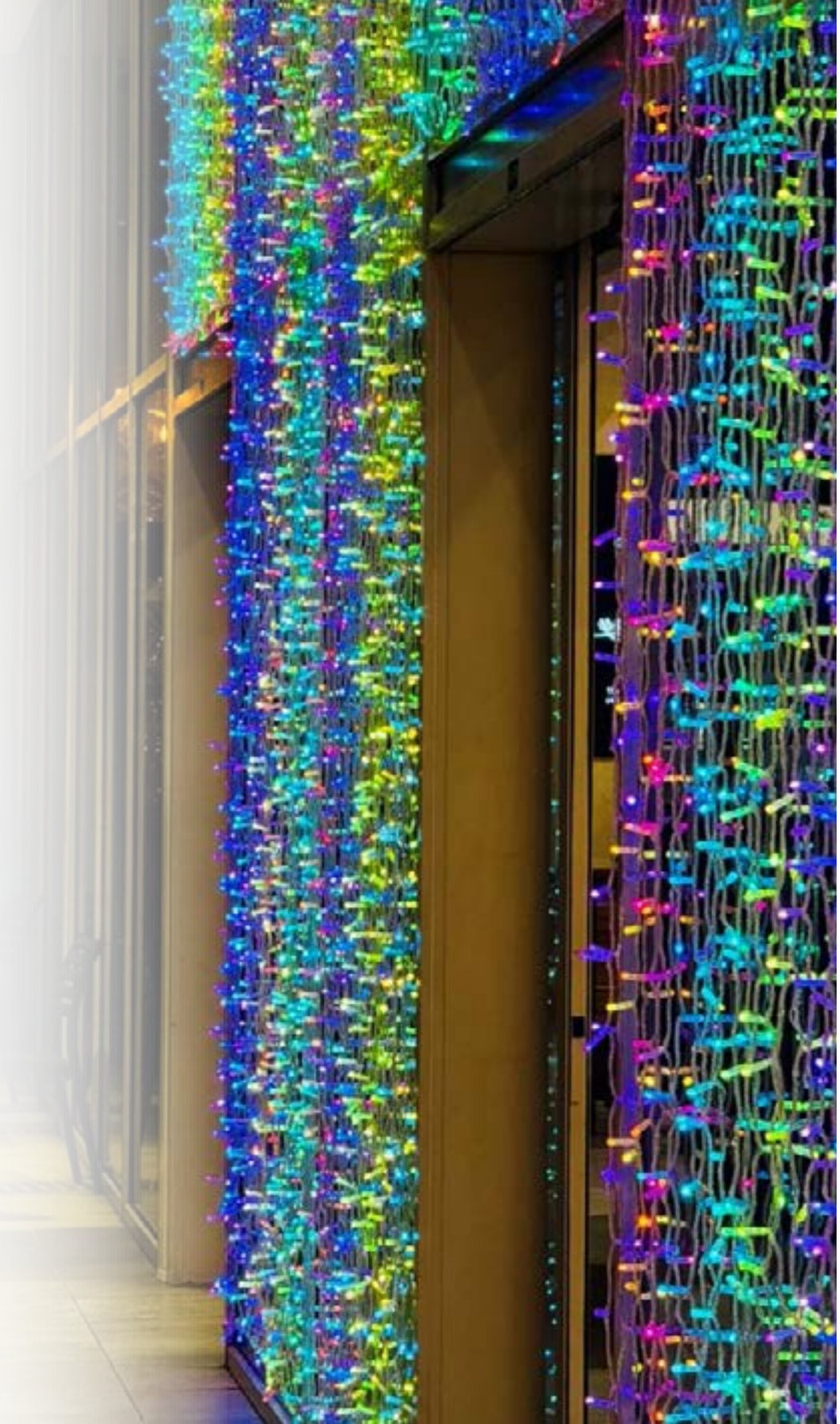
Umhlanga.

The Gateway Theater of Shopping

In 2024, Gateway Theatre of Shopping in Umhlanga shines brighter than ever with a stunning festive installation. The display revitalizes existing Cone trees using geometric mirror acrylic panels, adding a modern, reflective touch that enhances the space.

To create a fuller and more immersive effect, inflatable pearlescent balls were placed in large open areas, ensuring a dynamic look both day and night. The highlight of the installation is the RGB Smart LED Facade, featuring a giant illuminated teddy, designed to delight visitors and draw shoppers into the center.

With its combination of light, reflection, and playful elements, this installation transforms Gateway Theatre of Shopping into a captivating holiday destination, making it a must-visit for festive celebrations.



Steinhausen.

Zugerland Shop

Following the successful installation of the cherry tree and chandelier during the Christmas season, Migros Zugerland approached us with a new vision: to extend the emotional and visual appeal of these installations into the rest of the year.

The aim was clear, to transform the Ellipses into year-round highlights—creating visually striking, engaging, and shareable experiences that resonate with the community and turn everyday visits into special moments.

The customer decided to have the summer flowers as well the water drops and the seagulls where all of these reflect the local characteristics.

Thanks to the powerful individual LEDs of our high-end Kronux line- proudly made in Switzerland- we were able to highlight the glass facade in a striking way.

The timeless lighting design welcomes visitors with a festive atmosphere even before they enter the center—bringing the magic of Christmas to life from the very first glance.

Tschümperlin
DASS EIN NEUES SCHUHPAAR
DAS LEBEN VERÄNDERN KANN.
SALE

PHOTO POINT

Istanbul.

Istinye Park

Experience-based, themed areas and traditional Christmas icons combine with the fascinating effects of local elements. Visitors are enveloped in this atmosphere, experiencing enchanting moments straight out of a fairytale.

Mesmerizing candies, giant Christmas figures, and traditional icons create a festive environment, allowing everyone to enjoy their time here.

The chosen colour palette, featuring primary colours, enhances the atmosphere with a glorious sense of enthusiasm, making the New Year feel more intense. All of this adds up to a warm invitation to share in this welcoming Christmas celebration and truly enjoy the festivities.

WOW BOOK · BY MK ILLUMINATION ·

OUR ALL TIME · CLASSICS ·

PHOTO POINT

Istanbul.

Vadi Istanbul Shop

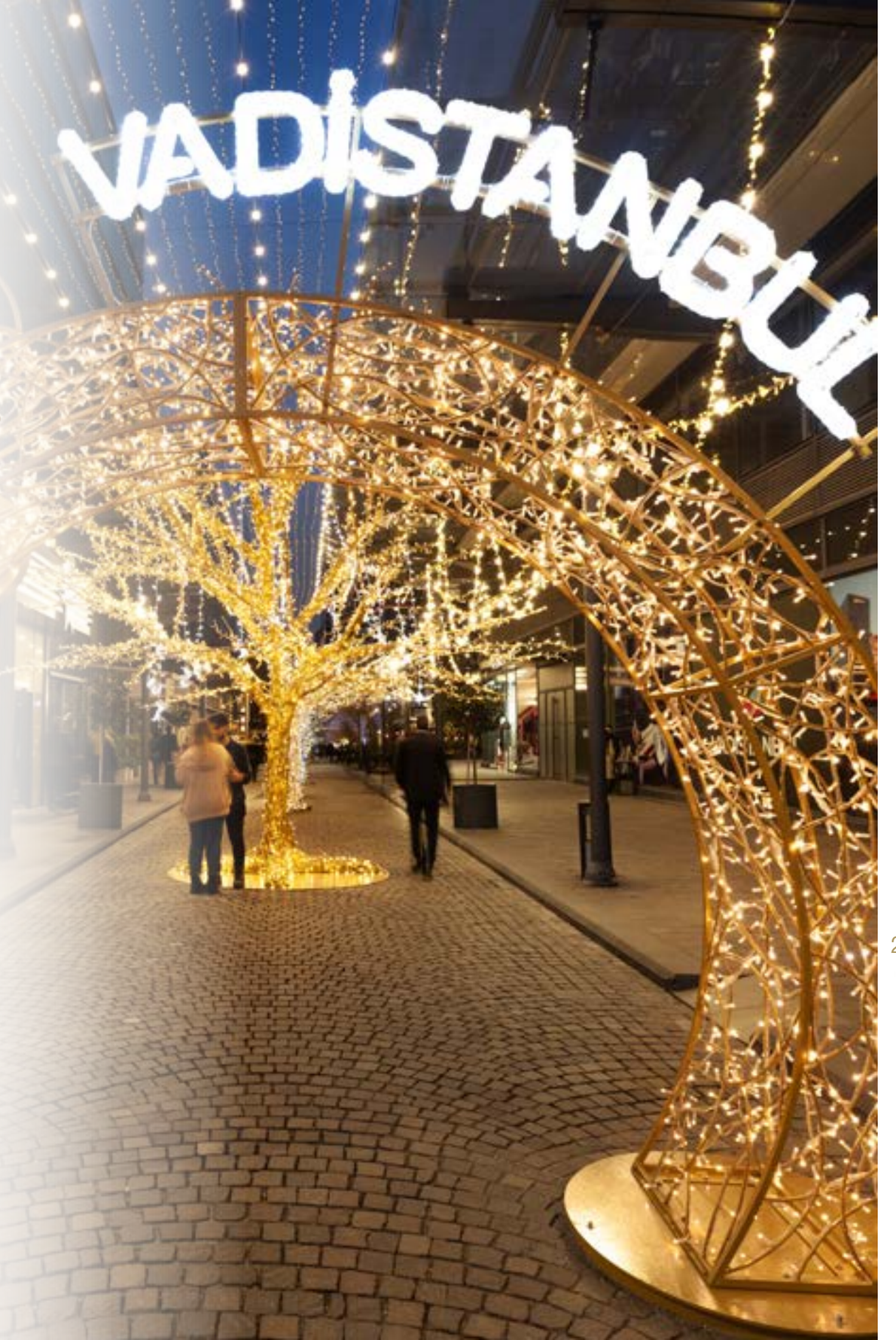
In the heart of one of Istanbul's most dynamic retail destinations, this installation transforms public space into a luminous experience that transcends the traditional holiday season.

Designed as a timeless decorative concept, the centerpiece – an illuminated golden tree framed by an elegant arch – offers year-round appeal and can be adapted for a variety of events.

Originally created for the New Year period, the installation blends elegance and simplicity, forming an inviting backdrop where visitors pause, smile, and capture joyful moments.

Its striking visual presence adds warmth to the surroundings and elevates the shopping experience.

This project shows how festive light can go beyond the season to create lasting impressions.



BIGCHEFS
EMAAR

Istanbul.

Emaar Square Shopping Mall

The old artificial pool at Emaar Square Mall was turned into a fresh and lively space.

Creating the feel of a small garden to bring more beauty and light, large glowing dandelion sculptures were added in different sizes and heights.

These lights make the area look magical, like a field of dandelions. During the day, they are eye-catching art pieces. At night, they shine softly and create a warm, inviting atmosphere.

This design makes the space a new highlight of the mall where people can stop, enjoy, and take photos.

OUR ALL TIME · CLASSICS ·

PHOTO POINT

Abu Dhabi.

The Galleria Al Maryah Island

For the most luxurious mall in Abu Dhabi, the New Year decoration captures the essence of timeless holiday charm with a sophisticated touch.

Hanging grand wreaths adorned with graceful ribbons crown the space, symbolizing unity and celebration. Santa and his reindeers appear to soar gracefully through the air, evoking the magic of the season. Delicate hanging pine cones with warm golden lights add layers of natural elegance and a festive glow.

This classic yet refined composition transforms the mall into a holiday wonderland, offering visitors a sense of a classic New Year with luxury. It is more than a decoration – it's an enchanting experience that invites guests to pause, admire, and create unforgettable memories.

Abu Dhabi.

The Galleria
Al Maryah Island

Riyadh.

VIA Riyadh

In the heart of Saudi Arabia, we've designed an unconventional Ramadan concept that fuses tradition with modernity.

Using holographic foils and reflective colors, we've created an immersive atmosphere that reflects Riyadh's vibrant spirit.

This installation, blending art and technology, has quickly become a city icon, symbolizing the seamless integration of the sacred and the contemporary. Not only a Ramadan tribute, but a long-term festival lighting piece, it transforms the urban landscape into a dynamic canvas of light and reflection.

This captivating experience captures the essence of the holy month while offering a forward-looking, artistic perspective—turning Riyadh into a beacon of culture and innovation.

PHOTO POINT

Dubai.

IBN Battuta Mall

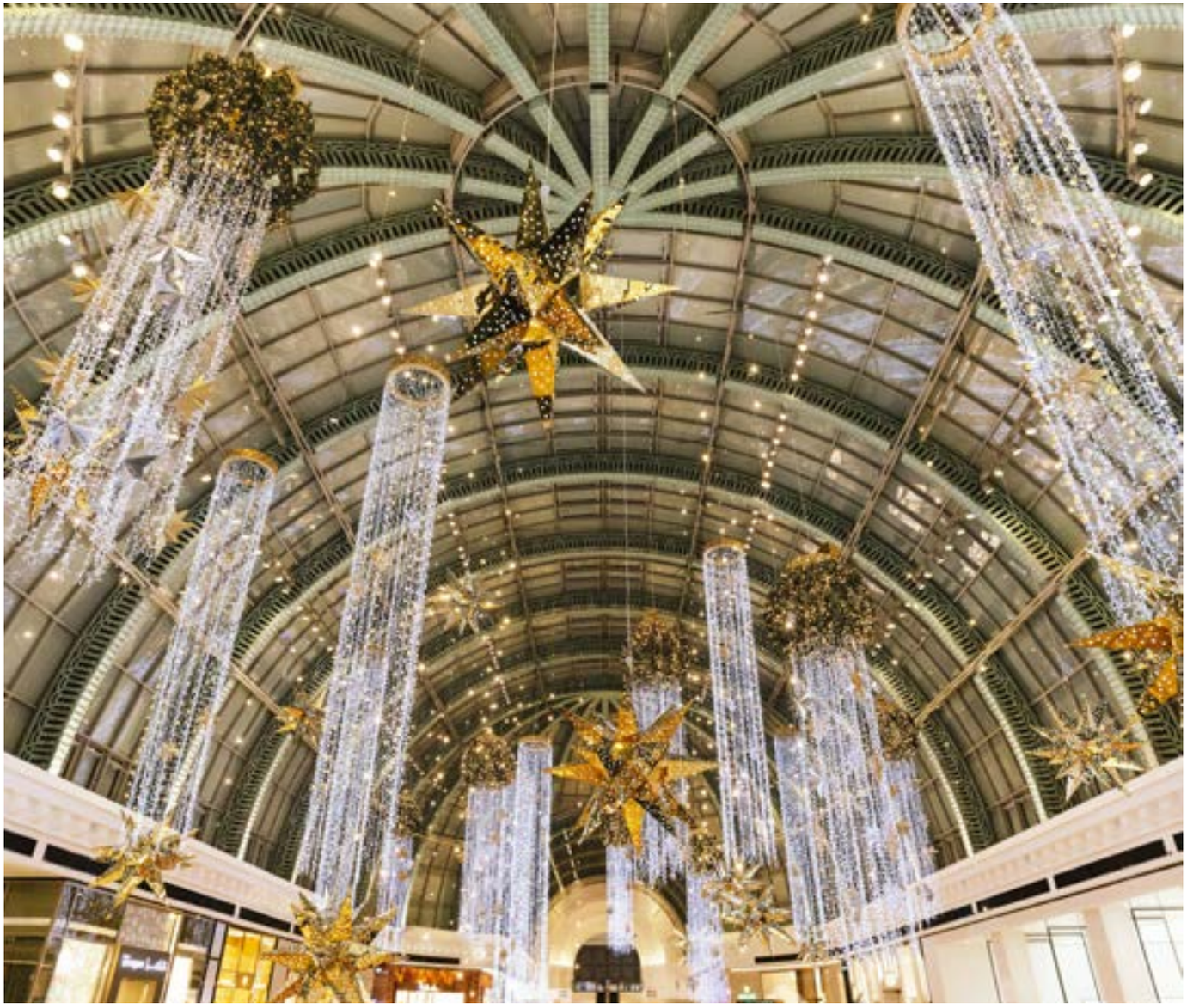
In the mall, the New Year is celebrated with grandeur. The architecture, inspired by the region's rich heritage, features opulent dark blue, gold, and white decorations.

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.

centrepoint
R&B



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.

KRONUX

Bicester.
Outlet Village

A new way of celebrating Christmas this year at Bicester Village with Kronux lights filling not just one facade, but 160, in one of the most elegant installations to date.

The village moved away from the traditional string lights this year for a bespoke Kronux fitout, using the Kronux product in variable ways from vertical drops to Horizontal string solutions to fill the village with over 2,800 Kronux lights individually positioned to create the varying lighting effects.

WATCH VIDEO

PHOTO POINT

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 a giant bauble tree, hanging bauble chandeliers and a variety of decorative lighting including our Anatres, Drape lights and LED Light curtain.

ANIMATED LIGHT

PROTECTED DESIGN · BY MK ILLUMINATION ·

New York.

Cartier Store

Cartier Mansion is the 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.

WOW BOOK · BY MK ILLUMINATION ·

CREATING HAPPINESS.

3 | Leisure

Zell am Ziller.

Fichtenschloss auf der Rosenalm

At 1,800 meters above sea level, in the middle of the Zillertal Arena ski resort, lies the Fichtenschloss fairytale fortress on the Rosenalm. Surrounded by the majestic peaks of the Tyrolean mountains, Fichtenschloss is a place where adventure and imagination come to life.

Children and teenagers can climb, slide, and marvel at the world from a height of 18 meters from the observation tower, with 5,000 square meters of space to enjoy. Play areas with water and sand as well as the spruce gnome hut invite you to discover and create new things.

The festive Christmas lights bathe Fichtenschloss in a fairytale glow, for an atmosphere that invites you to drop everything and soak it up – whether for a short break or a long moment full of winter joy.

Here you will find a place to breathe deeply, marvel, and dream – a magical spot that will make your day in the Zillertal Arena one you will never forget. Sparkling paths, warm light displays, and an enchanting atmosphere transform your visit into an experience that will delight the whole family.

ZERMATTERHOF
HOTEL ZERMATTERHOF

Zermatt.

Grand Hotel Zermatterhof

Das Grand Hotel Zermatterhof verwandelt sich zu Weihnachten in eine festliche, traditionelle Winterwelt.

Die liebevoll gestaltete Dekoration verbindet herzliche Wärme mit exklusivem Flair und schafft so eine magische Atmosphäre für alle Gäste.

Im Herzen von Zermatt lädt das Hotel zu besonderen Momenten der Gemütlichkeit ein – ob beim festlichen Glanz am Weihnachtsabend oder bei einer heißen Schokolade mit Blick auf das majestätische Matterhorn.

OUR ALL TIME · CLASSICS ·

Aigen im Ennstal.

Schlosshotel Pichlarn

Nestled in the Styrian Alps, IMLAUER Hotel Schloss Pichlarn radiates festive elegance through a bespoke lighting concept by MK Illumination.

Highlighting the park's ancient trees and the iconic 600-year-old linden, our warm, sustainable design creates an enchanting winter experience rooted in nature and heritage.

The installation transforms the castle grounds into a serene retreat, inviting guests to slow down and reconnect. Subtle lighting elements enhance the architectural grace of the historic site, turning it into a seasonal highlight and a visual signature for the resort.

This project strengthens brand identity, deepens guest engagement, and aligns with the hotel's sustainable vision, powered in part by its own photovoltaic energy.

Mont-Blanc.

Treetop Walks

In partnership with MK Illumination Canada, a global leader in the creation of themed and lighted installations, Lumagica comes to life at Sentier des cimes.

Inspired by the site's natural beauty, the lighting design by MK Illumination offers an immersive and poetic journey, where each installation enhances the forest's brilliance without disturbing its tranquility. The treetop walk becomes a peaceful, light-filled promenade, inviting visitors to slow down, reflect, and be amazed.

Building on the success of Lumagica experiences across Europe and Asia, MK Illumination now brings its renowned expertise to the heart of the Laurentians — blending nature, art, and light into a truly unique experience.

SEE VIDEO

Montréal.

Place des Arts

Located in the heart of Montreal, Place des Arts is transformed into a magical winter destination throughout the holidays.

The décor is inspired by the Nutcracker ballet and the venue's unique architecture, featured with flashing LED stars and illuminated trees.

Blending tradition and innovation, the immersive experience brings people together to enhance the holiday spirit. During the festive season, it reinforced Place des Arts identity as a vibrant, family-friendly cultural main venue.

ANIMATED LIGHT

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.

SEE VIDEO

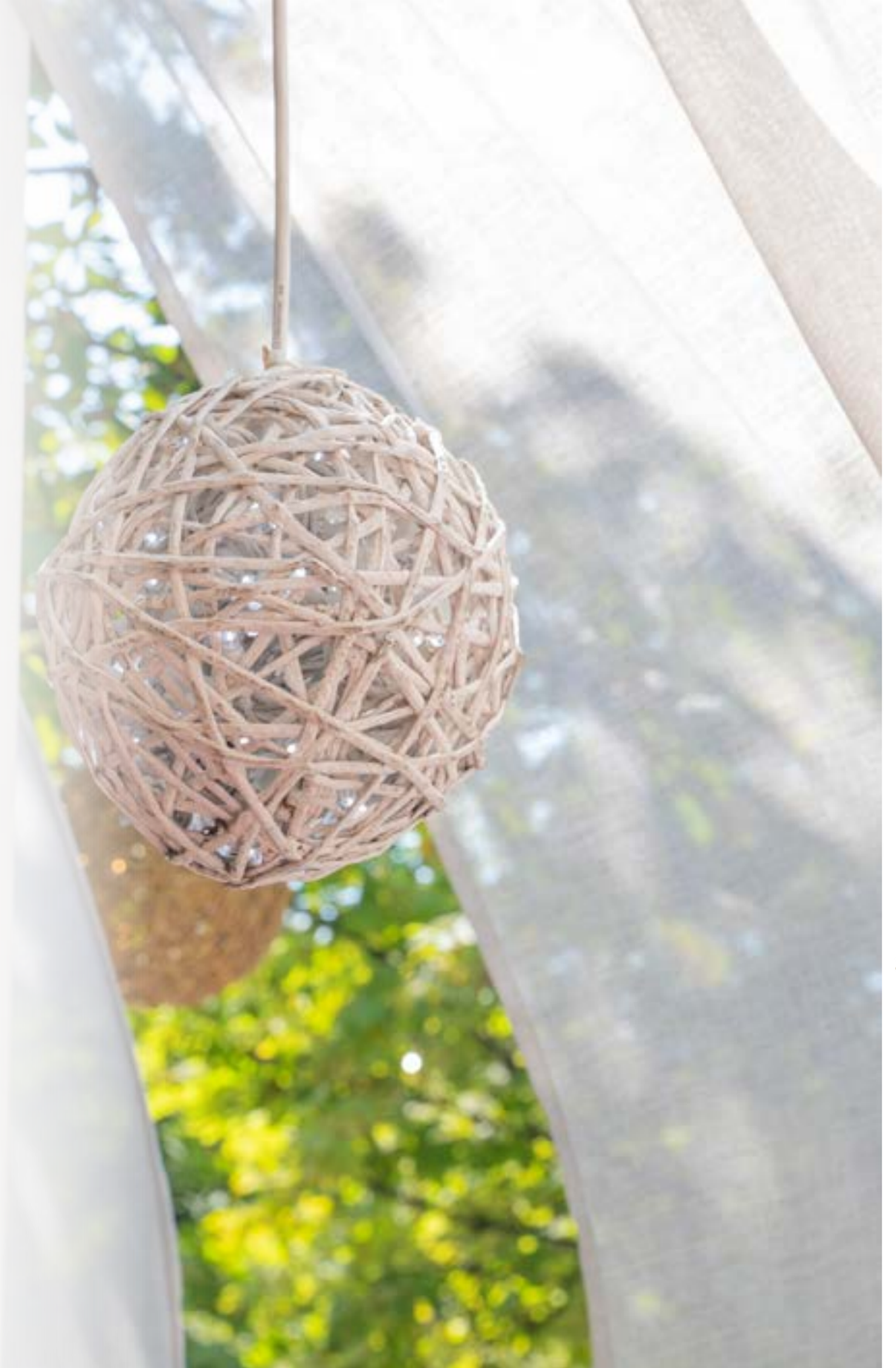
Munich.

Restaurant Mona

In the outdoor area of the Mona Restaurant in the heart of Munich, functionality meets lightness. White, light curtains not only create an elegant privacy screen, but also serve as gentle sun protection.

They give the space an airy, summery atmosphere and emphasize the feeling of openness and tranquility.
Our suspended Organic Balls were integrated as a harmonious addition. Their floating arrangement sets subtle accents and enhances the play of light and shadow.

The result is an outdoor area that invites you to linger – stylish, relaxed, and with a touch of lightness.



OUR ALL TIME · CLASSICS ·

Munich.

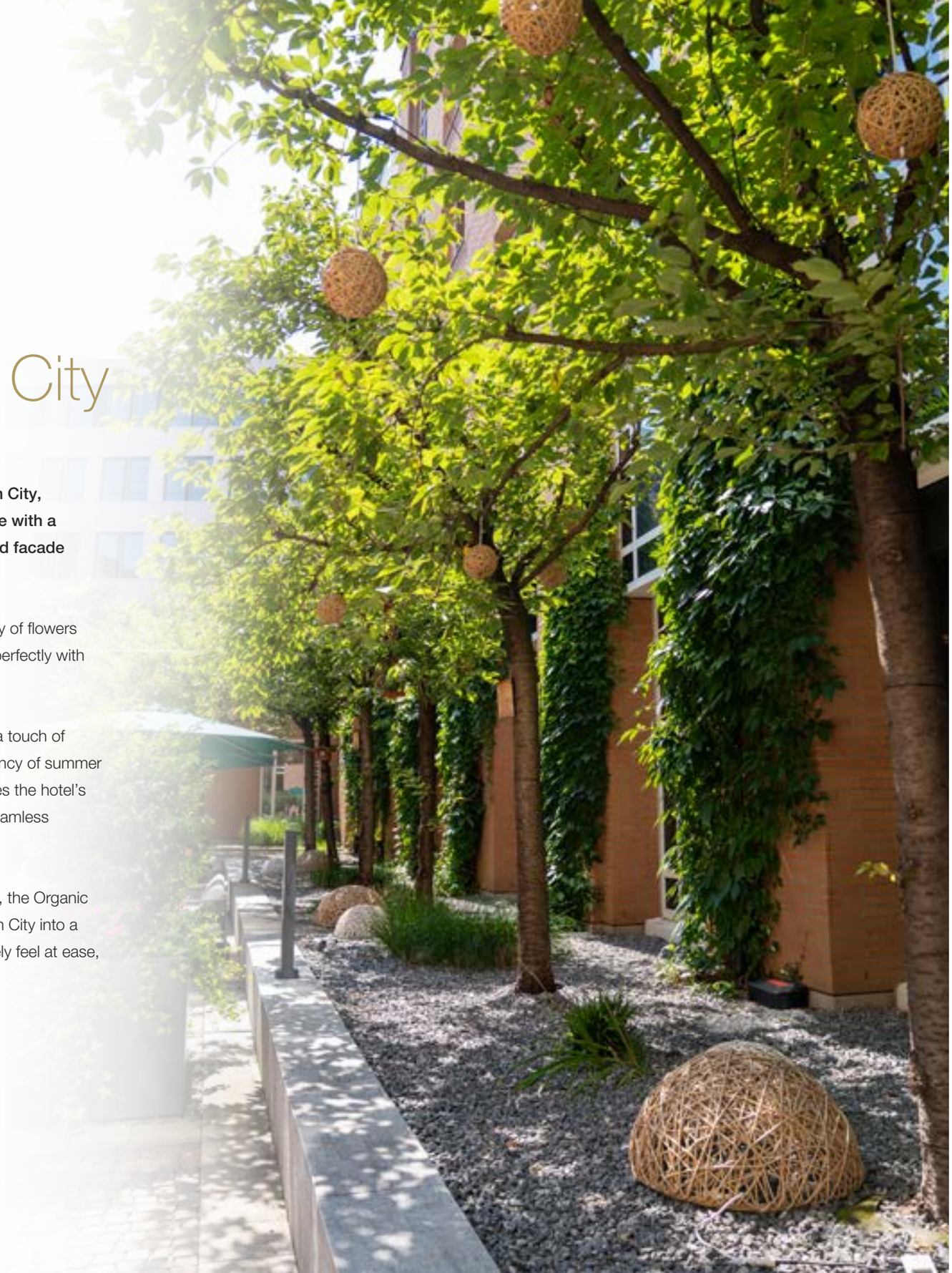
Hilton Munich City

Set within the tranquil courtyard of Hilton Munich City, MK Illumination enhanced the hotel's atmosphere with a timeless combination of Organic Balls and refined facade lighting.

The luminous spheres complement the lush greenery of flowers and trees, adding subtle elegance that harmonizes perfectly with the natural surroundings.

Designed for year-round use, the installation brings a touch of sophistication to every season - whether in the vibrancy of summer or the calm of winter. The facade lighting underscores the hotel's architecture with a warm, inviting glow, creating a seamless dialogue between interior and exterior spaces.

With their timeless design and understated brilliance, the Organic Balls and facade illumination transform Hilton Munich City into a welcoming retreat - a place where guests immediately feel at ease, surrounded by light, nature, and elegance.



DUAL COLOUR

MOMENTS of HAPPINESS 365 DAYS A YEAR

LEISURE

Berlin.

Friedrichstadt-Palast

Set against the iconic backdrop of Berlin's Friedrichstadt-Palast, MK Illumination brought the dazzling "Ice Age" concept to life.

A dual-color LED curtain transformed the facade with alternating cool and warm tones, creating a dynamic play of light and motion.

Above, sculptural "Ice Thorns" soaring up to four meters crowned the installation with sleek, modern elegance - an artistic tribute to the season.

Executed under intense time pressure, the design was finalized and programmed on-site during installation, delivering a perfectly synchronized experience within just days.

This project turned the heart of Berlin into a radiant winter stage where architecture, emotion, and light blend into an unforgettable highlight.

PHOTO POINT

Rust.

Europa-Park

Within the Nordic-themed world of Rulantica at Europa-Park, MK Illumination creates immersive lighting concepts that bring Scandinavian mythology to life.

Shimmering trees, glowing sculptures, and dynamic color compositions evoke the magic of the Northern Lights, transforming facades and pathways into an enchanting journey.

Signature highlights include the illuminated Rulantica lettering and the iconic Snorri mascot, welcoming guests with a vibrant glow.

With creativity and precision, MK Illumination turns Rulantica into a stage where light, myth, and experience unite in pure magic.

OUR ALL TIME · CLASSICS ·

Budapest.

Al Habtoor Palace Hotel

The embodiment of luxury in Budapest is the Al Habtoor Palace Hotel (formerly the Ritz-Carlton Luxury Hotel).

When designing the Christmas decoration, we took into account the building's features and tailored the light decorations to match its refined elegance.

During the Advent season, the hotel becomes a sparkling gem in downtown Budapest. The request was for the decoration to be neither too much nor too little, but to reflect the luxury represented by the hotel.

ANIMATED LIGHT

Wakayama.

Festa Luce Light Park

A light festival called “Festa Luce” is held in the night-time 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 to attract tourists during quieter periods of the year.

The theme park is also modelled on a European-style port town and an old castle, and another aim is to illuminate the place so that children can experience a real European Christmas and become interested in looking at the world.

KRONUX

Zurich.

Baur au lac Hotel

This project has not only restored the legacy of the Baur au Lac Christmas tree, it has elevated it. With the highest quality materials, meticulous planning, and a commitment to tradition and community, it has become a shining symbol of Zurich's holiday spirit – an achievement that has set a new standard for excellence in Christmas installations and customer satisfaction.

This proposal ensured that the 26-metre tree not only illuminates, but inspires. It demonstrates that simplicity is not a limitation but a discipline, a way to reveal the profound in the minimal.

This project exemplifies the perfect balance between tradition and innovation, Swiss minimalism and luxury, and technical excellence and social impact. It's a testament to what can be achieved when heritage meets forward-thinking execution.

RAVR

Zurich.

Baur au lac Hotel

OUR ALL TIME · CLASSICS ·

PHOTO POINT

Antalya.

Land of Legends Hotel

At Land of Legends Hotel, the New Year decoration brings Santa's magical world to life.

A giant sparkling Christmas tree stands as the centerpiece, covered with colorful ornaments, glowing lights, and a shining star on top. Next to the tree, Santa's sleigh with his reindeers looks ready to take off, exciting children and families alike.

This cheerful and family-friendly design creates a festive atmosphere where guests can feel the joy of the season. It's also a perfect photo spot for families to capture their special holiday memories together.

WOW BOOK · BY MK ILLUMINATION ·

CREATING HAPPINESS.

4 | Travel Retail

Happy New Year
Terminal 3
Check-In
1,1A
BCD
Austrian

Vienna.

Vienna Airport

Vienna Airport elevates holiday travel with a festive lighting design that blends elegance and emotion.

Throughout the terminals, guests are greeted by illuminated pillars, glowing Christmas greetings, and oversized selfie installations that create moments of joy and connection.

Delicate gold and silver accents complement the modern architecture, while luminous lettering adds a sense of orientation and warmth. The concept was carefully designed to fit the airport's identity while providing travelers with an uplifting experience during their journey.

This festive transformation positions Vienna Airport as a welcoming gateway to the city, ensuring that the spirit of the season begins the moment passengers arrive.

Hamburg.

Grand Hall Wandelhalle

In the Wandelhalle Hamburg, one of the city's most popular shopping hotspots, we teamed up with our partner Pep Up to create an extraordinary lighting and staging project. The centerpiece of the installation is an 11-meter-high Giant Tree made of i-String Lite with 18,000 light points, which sits enthroned on a pedestal and delights visitors every 20 minutes with a sound-to-light show set to "Let It Snow."

In between, 13 international hits – including songs by Ariana Grande, Justin Bieber, and Kelly Clarkson – provide musical variety and atmospheric idle animations.

The show runs daily from 5:00 a.m. to 11:00 p.m.
Dual String Lite in warm white and white over two floors, as well as RGB spots in the attic, complement the concept and emphasize the architecture of the historic building.

An impressive project that combines history, modern lighting design, and movement to create a new landmark at Hamburg Central Station.

Berlin.

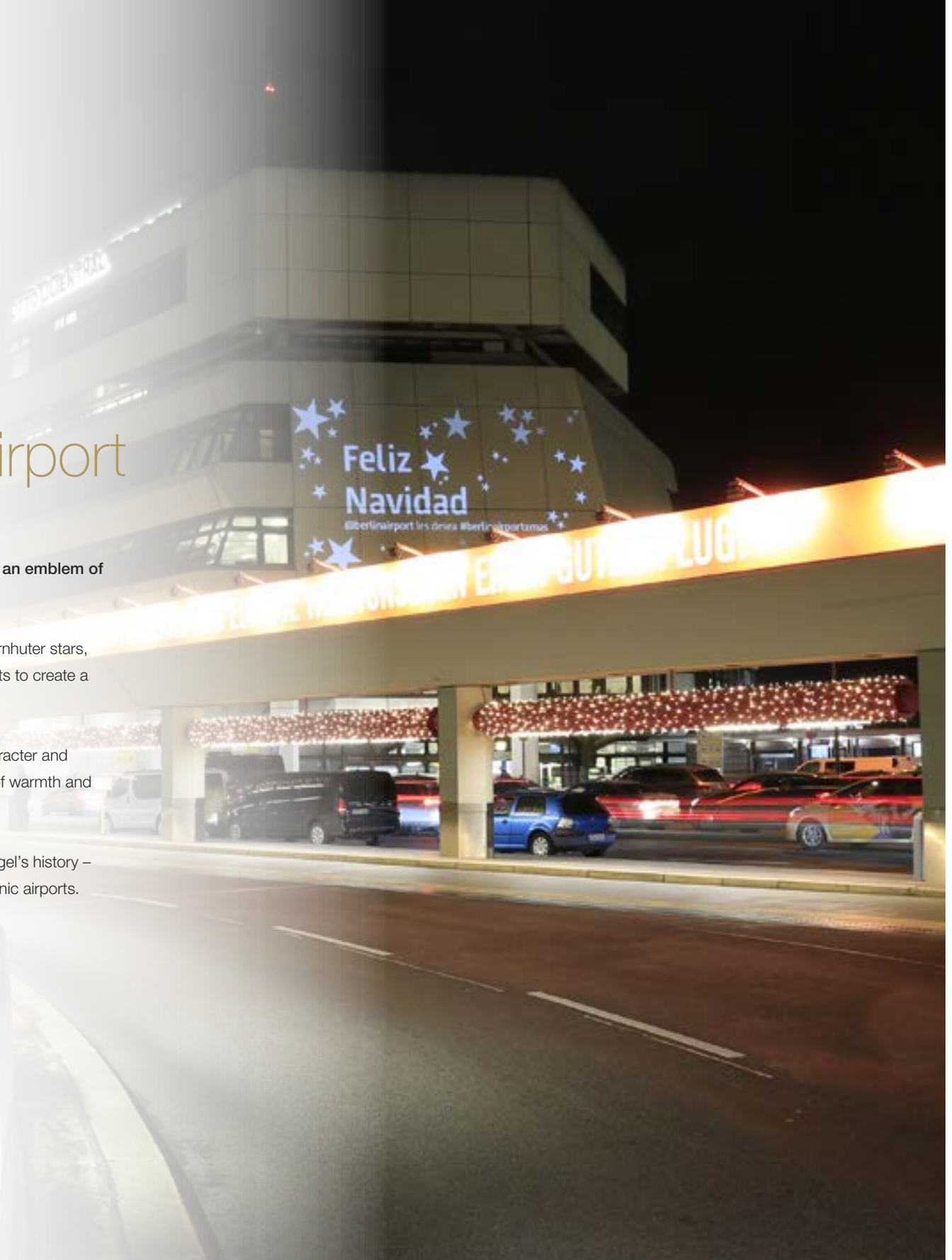
Berlin Tegel Airport

Before its closure, Berlin Tegel Airport shone as an emblem of timeless holiday charm.

MK Illumination's concept combined traditional Herrnhuter stars, warm white light cascades, and soft glowing accents to create a comforting and elegant atmosphere.

Designed to resonate with Berlin's architectural character and cultural heritage, the decorations brought a sense of warmth and familiarity to an otherwise fast-paced environment.

This installation remains a memorable chapter in Tegel's history – a final festive farewell to one of Germany's most iconic airports.



Dona gioia,
esaudisci un desiderio

Munich.

Munich Airport

Munich Airport's holiday concept fused Bavarian tradition with contemporary design.

Suspended illuminated shopping bags created a playful visual metaphor for movement, travel, and discovery, while regional cultural motifs added authenticity to the overall aesthetic.

The adaptable system allowed for seasonal updates, ensuring long-term value and flexibility for different campaigns. Dynamic light scenes, interactive elements, and Instagram-worthy spots turned the airport into a destination in itself, offering travelers more than transit – an inspiring experience.

By harmonizing cultural identity with innovative lighting, Munich Airport redefined the meaning of festive travel ambiance.

Zurich.

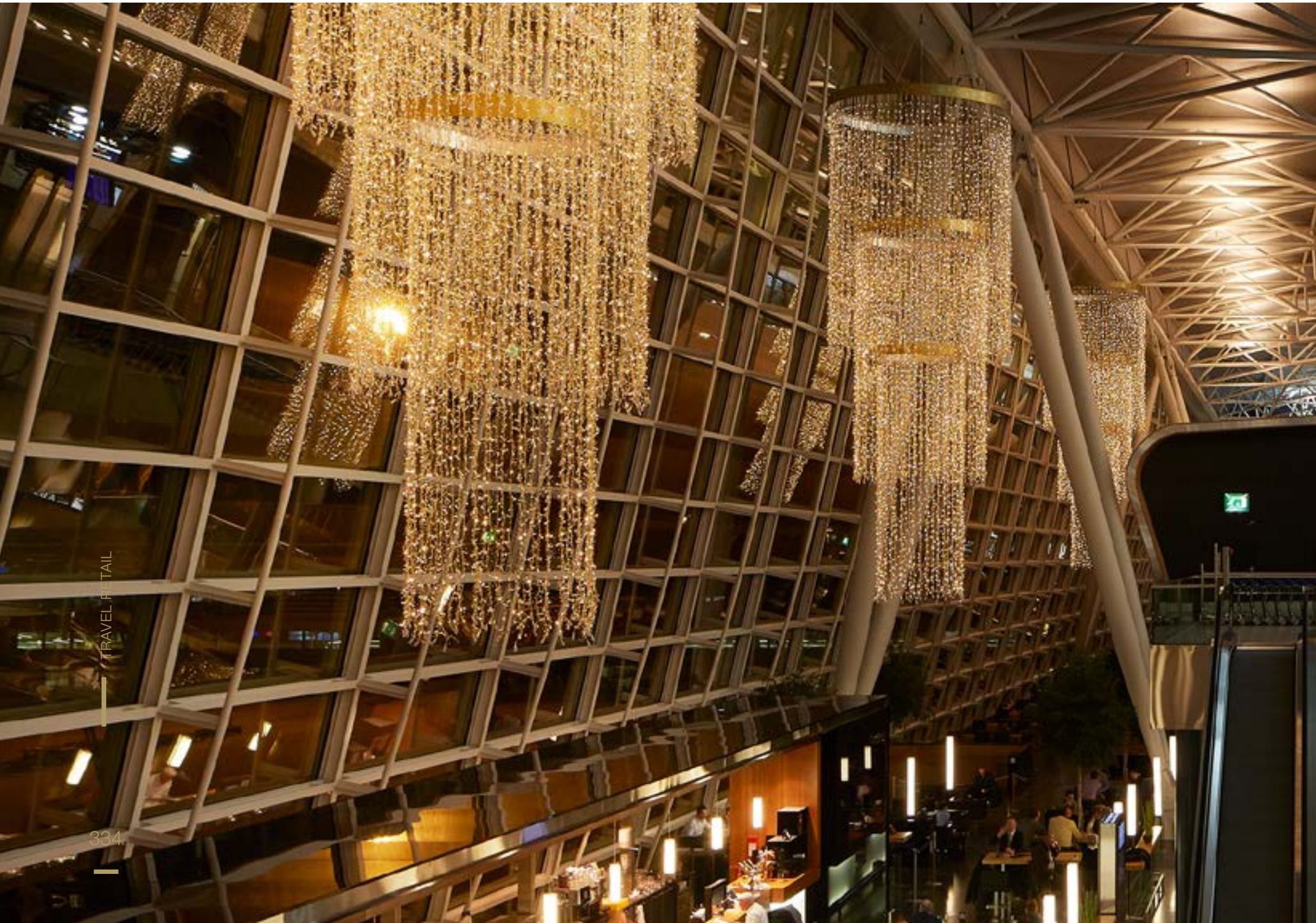
Zurich Airport

The first realization was in 2009, based on the idea of a partner company that was dealing directly with the airport.

As a reliable supplier, we were asked to enter into a long-term partnership, whereby product availability and quality played a major role.

All the chandeliers are custom made and were produced with crystals for better effect. The motifs were designed to fit perfectly with the architecture of the airport and create added value during the festive season.

In 2015, all the materials were replaced, but the concept was retained. Since then, the same decorations have been hung every year at Christmas time. In 2024 there was an expansion of 11 additional light curtains between the pillars.



Sprüngli
IWC
Swiss Business A

Kunstmuseum Luzern

Lucerne.

Main Station

After winning the tender in 2016 to bring festive decoration to Switzerland's four largest train stations, another highlight followed in 2019: Lucerne.

The goal of the concept was to immerse travelers and visitors in a truly festive Christmas atmosphere.

Inspired by the elegance of an opera stage, grand curtain elements combined with Christmas baubles hanging at varying heights transformed the space into a magical, holiday experience.

PHOTO POINT

Istanbul.

iGA Istanbul Airport

Istanbul Airport is one of the busiest hubs in the world, and during the festive season, it becomes even more special with our decorations.

MK Illumination Türkiye team works tirelessly to create a festive ambiance that delights travelers and enhances their journey.

From grand lighting installations to themed decorations, every detail is designed to make the airport a pleasant and inviting place.

This is how we bring the festive spirit to Istanbul Airport, making it a joyous experience for travelers.

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I NY

New York.

La Guardia Airport

The festive decoration at La Guardia's Terminal B reimagines traditional Christmas greenery with a modern twist.

A towering Christmas tree, adorned with a vibrant mix of cool and warm white lights, brings a refined yet inviting glow to the space. The color combination is both elegant and unexpected, offering a fresh, stylistic take on classic holiday decor.

The installation complements the airport's sleek interior architecture and creates a festive moment that welcomes travelers with warmth and seasonal charm. It's a subtle but memorable enhancement that transforms the terminal into a place of light and joy during the holiday season.

CREATING HAPPINESS.

5 | Corporate Business

i-String Lite®

ANIMATED LIGHT

DUAL COLOUR

SOUND TO LIGHT

PROTECTED DESIGN · BY MK ILLUMINATION ·

Vienna.

Vienna Casino

A mesmerizing fusion of modern spectacle and classic elegance, the Casino Vienna facade transforms Kärntnerstraße into a dazzling holiday highlight. Set against the historic Palais Esterházy, this installation captivates visitors with an immersive visual experience.

At the heart of the design stands a 5.4m roulette wheel, crafted from golden aluminum and adorned with green garlands, elegant ball decorations, and an intricate interplay of i-String Lite, i-Balls, String Lite, and Rope Lite. Six illuminated surfaces frame the facade, ensuring it comes alive in motion.

The spectacle began on November 14 with a breathtaking show featuring live music, dancers, and a Sound to Light performance synchronized to Lindsey Stirling's Carol of the Bells. Running daily until January's end, the display features nine animations—from snowfall and champagne sparkles to a magical Christmas calendar. A radiant New Year's Eve firework display crowns this Vienna landmark.

Kärntner
WEMPE
Cartier

Vienna.

Vienna Casino

WATCH
VIDEO

Montréal.

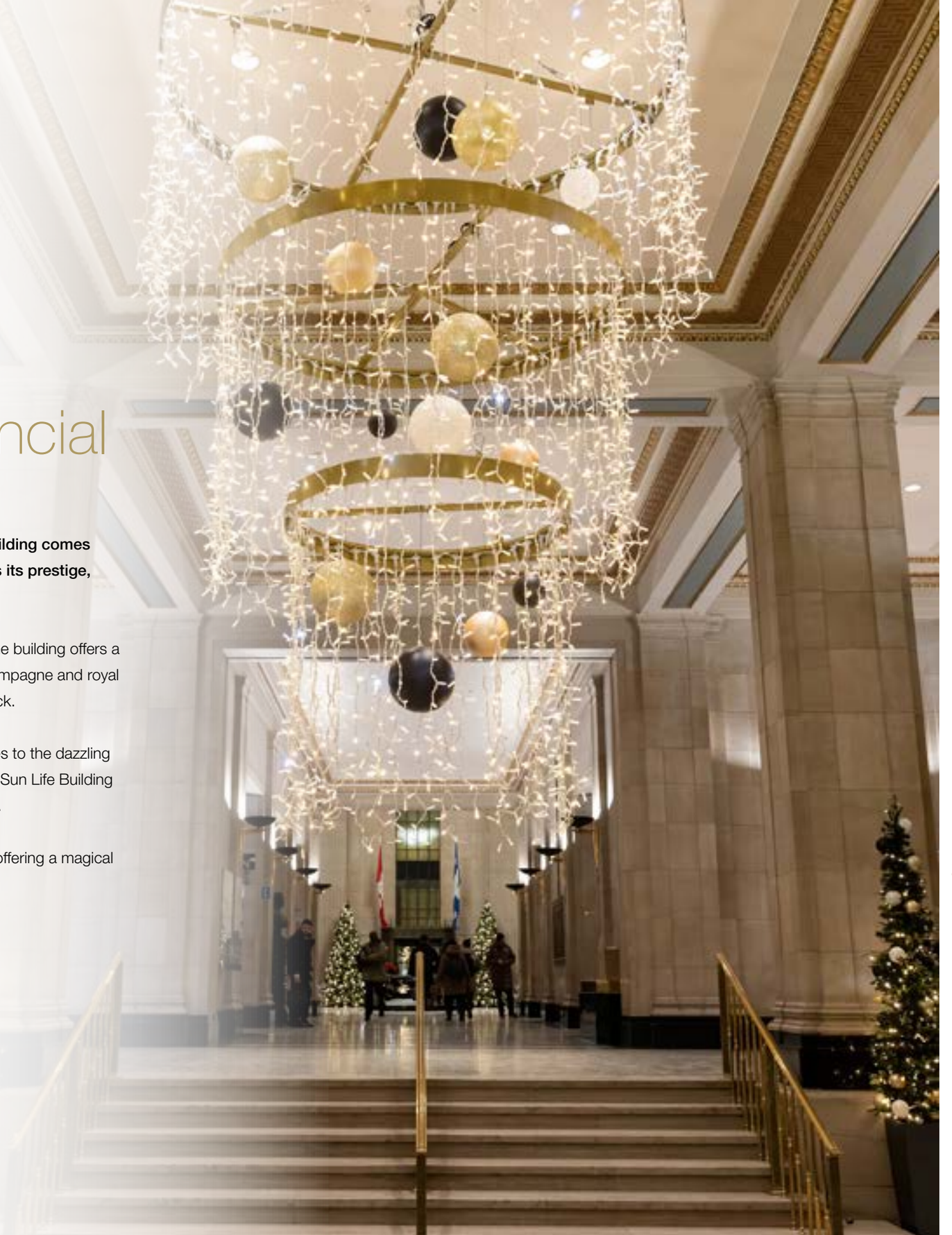
Sun Life Financial

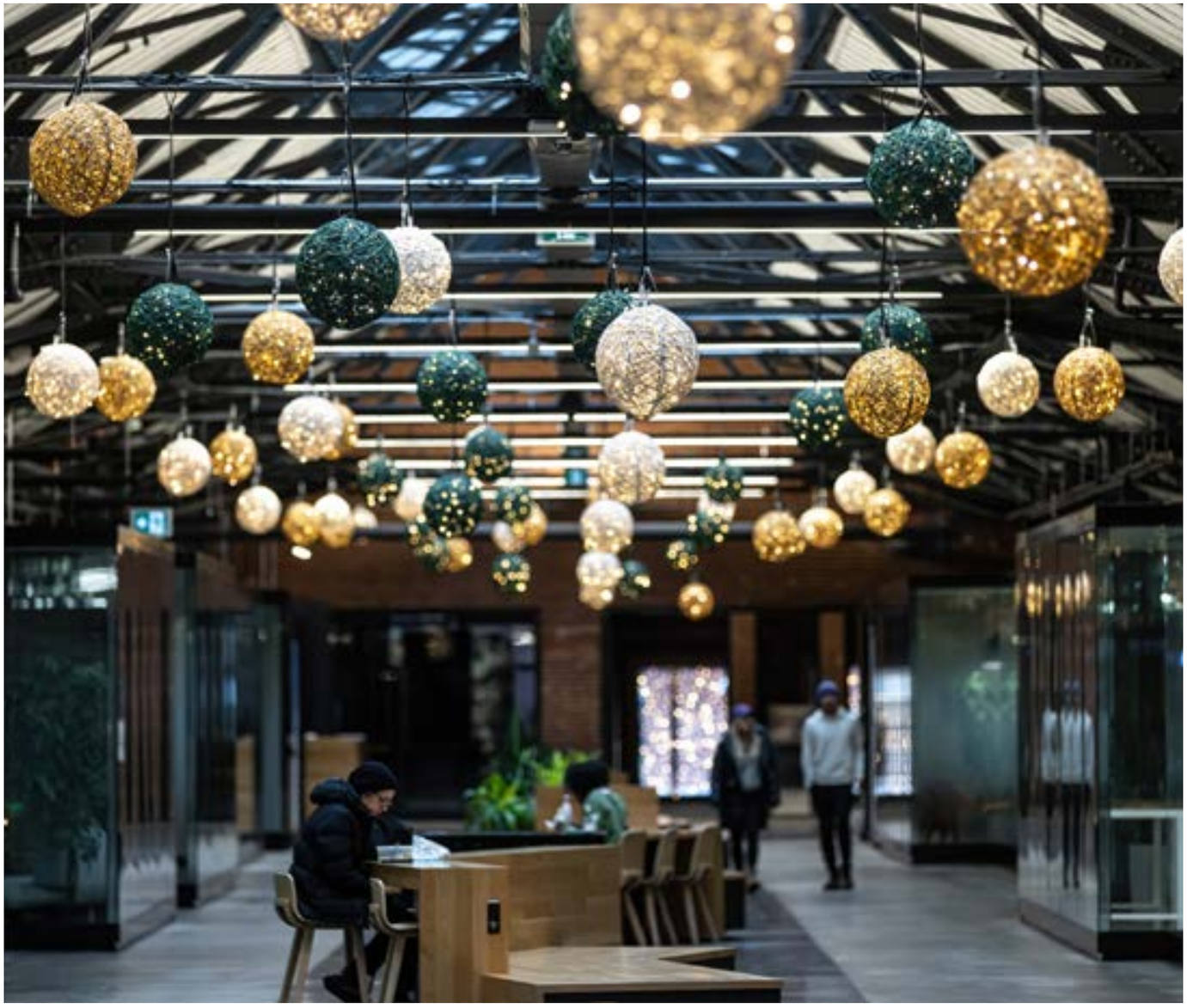
For the holiday season, the iconic Sun Life Building comes alive with a breathtaking decor that celebrates its prestige, history and architectural elegance.

Illuminated by golden hues and twinkling lights, the building offers a sophisticated and festive atmosphere, where champagne and royal gold tones meet soothing green and timeless black.

From the majestic chandeliers in its historic lobbies to the dazzling details throughout its entrances and lounges, the Sun Life Building has been thoughtfully transformed for the season.

It pays tribute to over a century of heritage while offering a magical and immersive experience.





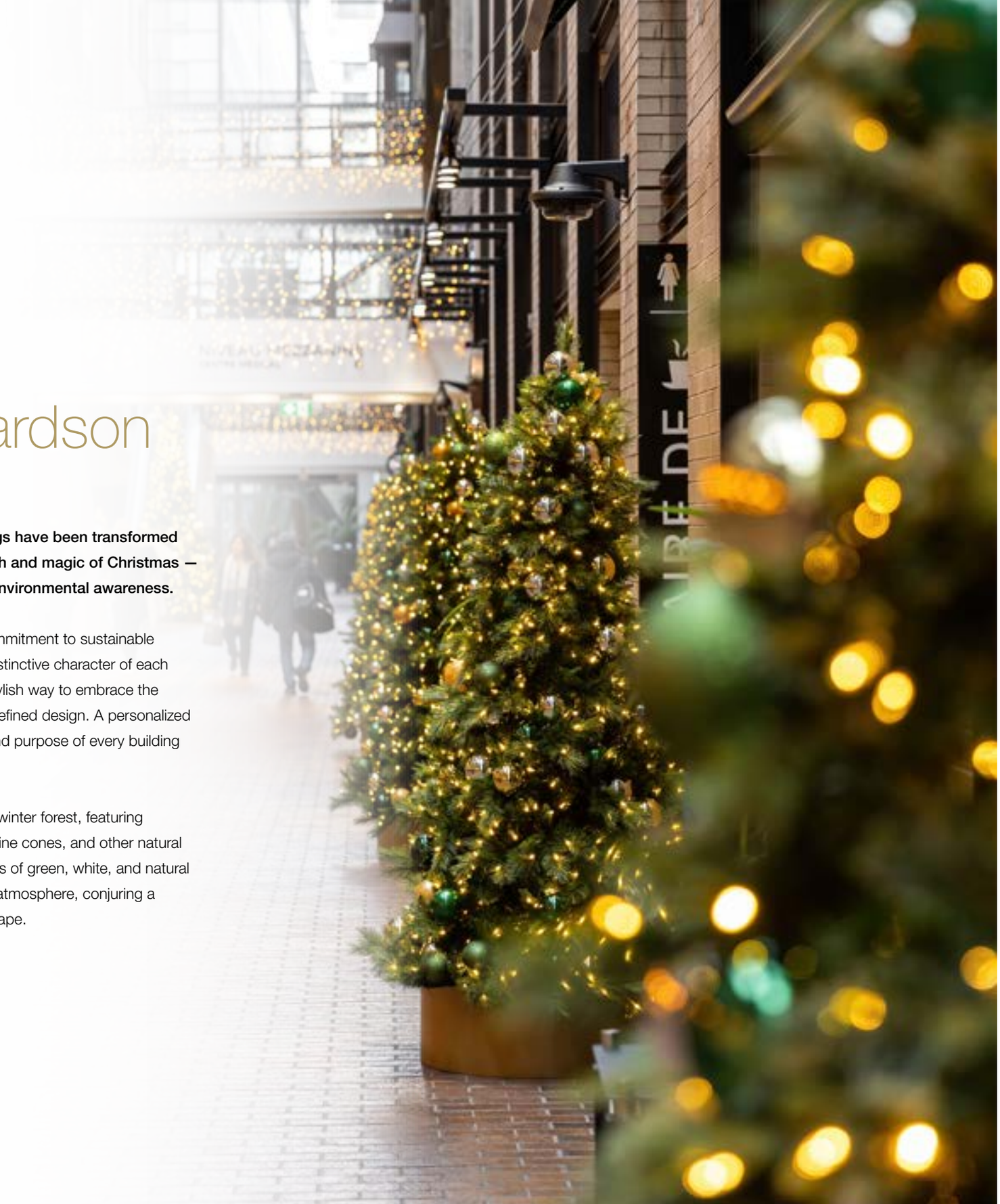
Montréal.

1700 Rue Richardson

For the holiday season, 17 buildings have been transformed with scenes inspired by the warmth and magic of Christmas — blending elegance, comfort, and environmental awareness.

This project reflects Allied's deep commitment to sustainable development while celebrating the distinctive character of each property. It offers a thoughtful and stylish way to embrace the season, where festive charm meets refined design. A personalized approach ensures that the identity and purpose of every building are thoughtfully expressed.

The creative vision evokes a stylized winter forest, featuring geometric representations of trees, pine cones, and other natural elements. The chosen palette, shades of green, white, and natural wood enhances the Nordic-inspired atmosphere, conjuring a serene and enchanting winter landscape.



OUR ALL TIME · CLASSICS ·

PHOTO POINT

Mexico City.

Torre Mitikah M

A concept inspired by a classic and elegant Christmas decoration style, combining various shades of red, gold, and white.

Traditional elements such as trees, reindeer, gifts, and poinsettias were incorporated, along with a mix of textures and materials that highlight our star product: String Lite®, as well as various Organic® elements.

The result is a warm and sophisticated atmosphere that adds a unique touch, perfectly complements the elegance of the building, and, above all, evokes emotions that capture the magic and spirit of Christmas.

ANIMATED LIGHT

MOMENTS of HAPPINESS 365 DAYS A YEAR

Malmö.

Gängtappen

Located in the western harbor, one of Malmö's most dynamic districts, the office building Gängtappen sees thousands of commuters pass by each day, making its facade a perfect canvas for dynamic visual communication.

For Valentine's Day, MK Illumination brought the facade to life using around 40,000 individually animated RGB light points, creating a bold and loving visual expression that lit up the building.

The lighting can be easily reprogrammed to refresh the look in a sustainable way, constantly offering new moments of surprise and conversation starters. To tie everything together, the trees at ground level were wrapped in glowing red light. The result? A cohesive lighting design that stops people in their tracks, spreads happiness, and strengthens brand awareness.

GATE
AVENUE

Dubai.

International Financial Center

Located in the heart of Dubai, the DIFC is not just a financial hub—it's a modern cultural district that bridges global finance, art, and innovation.

The vision behind project was to create a permanent festive lighting that enhances the district's ambience year-round while reflecting the spirit of celebration, elegance, and modern Emirati identity.

The goal was to go beyond seasonal decorations and deliver a timeless lighting narrative that is adaptable, culturally relevant, and eye-catching for both locals and international visitors.

This permanent festive lighting project transforms DIFC from a day-time business center into a 24-hour destination, representing the spirit of Dubai: innovative, inclusive, and endlessly radiant.

BUCHERER
1888

New York.

Bucherer 1888

Simple yet impactful, this installation brought a wave of color to 57th Street.

Eighteen 33-foot vertical runs of beautifully lit garlands cover the length of the facade, stretching from the ground to the roof.

The design works in perfect tandem with the architecture of the building while framing the windows and interior vitrines.

The blue lights were specifically chosen as a refreshing twist to encapsulate the presentation of their brand.

ANIMATED LIGHT

New York.

Saks Fifth Avenue x Christian 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 facade 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 facade.

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.

CHRISTIAN DIOR & SAKS

New York.

Saks Fifth Avenue x Christian Dior

WATCH VIDEO

WOW BOOK · BY MK ILLUMINATION ·

CREATING HAPPINESS.

6 | Theme Parks

i-String Lite®

ANIMATED LIGHT

DUAL COLOUR

SOUND TO LIGHT

PHOTO POINT

Frohnleiten.

Lumagica Light Park

Set in the enchanting landscape of Frohnleiten, LUMAGICA transforms the tranquil parks and riverbanks into a magical area of light and fantasy.

This open-air experience invites visitors to embark on an illuminated journey, where sculptural light installations, interactive elements, and storytelling merge into an unforgettable evening adventure.

Glowing animal figures, shimmering arches, and playful light art installations line the pathways, each scene inspired by the region's natural beauty and local heritage. Dynamic color compositions and atmospheric soundscapes heighten the sense of wonder, creating a world where imagination and reality blur.

Designed for families, friends, and explorers of all ages, LUMAGICA Frohnleiten is more than a light park - it's an immersive celebration of creativity and emotion, where every step reveals a new story and every moment becomes a memory.

Frohnleiten.

Lumagica Light Park

ANIMATED LIGHT

DUAL COLOUR

PHOTO POINT

Krumbach.

Shining Lights Spectacle

As winter's chill sets in, Light Park Eis Greissler transforms into a mesmerizing wonderland, where light and magic collide to create an unforgettable adventure. This themed park, nestled in the Austrian countryside, offers a dazzling escape for families and visitors of all ages.

Ten original themed worlds unfold across a glowing landscape, immersing guests in a sea of sparkling lights. Winding paths lead through illuminated installations, each capturing the essence of winter's charm. From shimmering ice-blue tunnels to radiant golden displays, every step unveils a new spectacle.

Beyond the breathtaking scenery, the park invites guests to indulge in festive delights, savoring seasonal treats in an atmosphere filled with warmth and wonder. Whether strolling through glowing corridors or marveling at intricate designs, Light Park Eis Greissler creates a truly magical winter experience.

eis
GREISSLER

Krumbach.
Shining Lights
Spectacle

i-String Lite®

ANIMATED LIGHT

DUAL COLOUR

MOMENTS of HAPPINESS 365 DAYS A YEAR

SOUND TO LIGHT

PHOTO POINT

Innsbruck.

Lumagica Hofgarten

Set against the dramatic alpine backdrop of Innsbruck, LUMAGICA turns the historic Hofgarten into a winter wonderland of light and imagination.

This immersive open-air experience invites guests to wander through a glowing landscape where art, nature, and technology unite.

Along the winding paths, visitors encounter sculptural light installations, interactive features, and themed worlds, each telling a unique story that blends Tyrolean heritage with modern creativity. Dynamic color plays, shimmering reflections, and atmospheric soundscapes evoke a sense of magic at every turn — transforming a familiar park into an extraordinary realm of discovery.

Designed for all ages, LUMAGICA Innsbruck is more than a light show: it's an emotional journey through art and nature, creating moments that linger long after the lights fade.

PHOTO POINT

Slagelse.

Lumagica Spooky LumiNights

Spooky Luminights brought a playful dose of fright and fantasy to the dark season in Slagelse.

This Halloween-themed light park invited visitors of all ages to wander through a glowing world of pumpkins, ghosts, and magical creatures — where light met legend in unexpected ways.

Along the illuminated trail, eerie soundscapes and misty atmospheres transformed the landscape into a walk-through storybook of spooky delights. Carefully crafted scenes offered moments of surprise, wonder, and fun photo opportunities, striking the perfect balance between mysterious and family-friendly.

With its imaginative take on autumn, Spooky Luminights turned the seasonal chill into a reason to explore, play, and connect — all under the glow of light.

i-String Lite®

ANIMATED LIGHT

DUAL COLOUR

SOUND TO LIGHT

PHOTO POINT

Hattingen.

Lumagica Hattingen

At the historic Henrichshütte in Hattingen, LUMAGICA stages a spectacular interplay between light and industrial heritage. The former steelworks – with its towering blast furnaces and massive machinery – becomes a monumental stage for light artistry.

Giant illuminated silhouettes, glowing walkways, and color-shifting projections narrate the story of steel, fire, and human ingenuity. Visitors are guided through themed sections that transform rusted structures into radiant sculptures, revealing the beauty hidden within industrial relics.

Combined with atmospheric sound design and curated viewpoints, LUMAGICA Hattingen offers an immersive experience where history meets innovation, turning a former factory into an open-air gallery of light.

SEE VIDEO

ANIMATED LIGHT

DUAL COLOUR

PHOTO POINT

Brühl.

Phantasialand Amusement Park

Phantasialand Brühl comes alive as a dazzling wonderland of light and fantasy. Amidst meticulously crafted themed worlds, MK Illumination stages vibrant projections, dynamic animations, and interactive effects that seamlessly blend with spectacular architecture.

Each installation tells stories filled with excitement and imagination, creating a fairytale atmosphere that invites visitors of all ages to explore and dream.

Phantasialand Brühl is more than a theme park – it is a luminous masterpiece where technology, storytelling, and emotion create unforgettable experiences.

PHOTO POINT

Rust.

Europa-Park Amusement Park

Set against the enchanting backdrop of Europa-Park, Europe's second-largest theme park, MK Illumination has been creating magical light experiences since 2012. Each winter, the park transforms into a radiant wonderland where tradition meets innovation, welcoming millions of visitors into a world of festive brilliance.

Bespoke light installations celebrate Europa-Park's themed worlds, from glowing architectural accents and sparkling facades to illuminated sculptures and Instagram-worthy photo points. Dynamic LED technology and energy-efficient designs ensure a sustainable yet spectacular display, seamlessly integrated with immersive storytelling.

Pathways become glowing journeys and themed areas turn into vibrant stages of light and emotion.

Through creativity and technical expertise, MK Illumination transforms Europa-Park into a holiday destination where joy, light, and imagination truly come to life.

PHOTO POINT

Athens.

The Ellinikon Experience Park

Inspired by the enchanting journey of The Ellinikon Pole Express, our design concept blends the crisp winter of the North Pole with the warmth of the holiday spirit.

A curious family of polar bears joins in the celebration, embodying the universal theme of togetherness. Through shared gifts and festive joy, they remind us that the magic of Christmas connects all creatures, big and small.

The contrast of winter's chill with the glowing warmth of the season symbolizes unity amidst diversity, creating a space where light and shadow, cold and warmth coexist harmoniously.

This design invites all to embrace the spirit of the holidays, where joy and wonder fill the air, uniting everyone in a festive celebration of love and togetherness.

i-String Lite®

ANIMATED LIGHT

DUAL COLOUR

PHOTO POINT

Jerusalem.

Botanic Garden

For the first time in Israel, the Jerusalem Botanic Garden was transformed into a spectacular light park by MK Illumination Israel, featuring 17 breathtaking, hand-crafted light sculptures. The theme— "animals awakening at dusk"—created an enchanting trail of light and wonder.

Despite the logistical challenges of importing six containers to Israel, our dedicated six-person installation team completed the project within just two weeks. The results were phenomenal: over 150,000 local visitors experienced the light park in two months, as international tourism remained paused.

This groundbreaking project firmly established MK Illumination as the leader in light art in Israel. It delivered an European-style winter wonderland, uplifting spirits during difficult times and becoming the country's premier winter event.

The light show generated massive attention, with hundreds of media articles, TV and radio features, and thousands of social media shares. The Jerusalem Botanic Garden Light Show was more than an event—it was an extraordinary experience that united and inspired a nation.

i-String Lite®

ANIMATED LIGHT

DUAL COLOUR

SOUND TO LIGHT

PHOTO POINT

Merano.

Lumagica Merano

Nestled within the renowned Gardens of Trauttmansdorff Castle, LUMAGICA Merano is a visual symphony of light and nature.

More than 300 bespoke light installations highlight the park's unique flora and terrain, creating illuminated trails that meander through exotic gardens and panoramic terraces.

Interactive features invite visitors to engage playfully, while an awe-inspiring sound-to-light show brings water and color together in a mesmerizing finale. Each zone celebrates a theme – from Alpine mystique to Mediterranean elegance – making every step a new discovery.

This breathtaking combination of horticultural artistry, cultural storytelling, and technological brilliance transforms the gardens into a seasonal wonderland, redefining the visitor experience in Merano's most iconic landscape.

SEE
VIDEO

PHOTO POINT

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!

Sevenum.

Toverland Amusement Park

i-String Lite®

ANIMATED LIGHT

DUAL COLOUR

SOUND TO LIGHT

PHOTO POINT

Bergen.

Lumagica Light Park

Set against the historic backdrop of Bergen, LUMAGICA Light Park brought the magic of Christmas to life with light, nature, and wonder.

The experience combined iconic city landmarks with artistic light installations that encouraged exploration, interaction, and joy for all ages.

One of the most beloved features was the glowing “BERGEN” sign framed by sparkling hearts and festive trees, creating the perfect photo moment in the heart of the park. Nearby, majestic illuminated animals – including a towering moose – sparked curiosity and awe in young visitors, turning the park into a winter fairytale.

With its mix of tradition and innovation, LUMAGICA Bergen created a magical world where people gathered, played, and made memories under the lights.

ANIMATED LIGHT

DUAL COLOUR

PHOTO POINT

Isla San Marcos.

Lumagica Light Park

The first LUMAGICA park in Mexico has been inaugurated with specially designed sculptures of the country's animals.

The rooster is an imposing sight, with his wings open in a fighting position at a height of 4m; around the sculpture, feathers fly as if the rooster has just lost them in the fight.

The bull is 6m long and 3m high, posed in an attacking stance that makes him 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, measuring 10m x 5m, our Organic product was the main material used in combination with programmed RGB lighting that made brilliant and extraordinary color combinations.

ANIMATED LIGHT

DUAL COLOUR

PHOTO POINT

Warsaw.

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 Botanical Garden of the University of Warsaw, with the answers waiting just around the corner.

PHOTO POINT

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.

PHOTO POINT

Johannesburg.

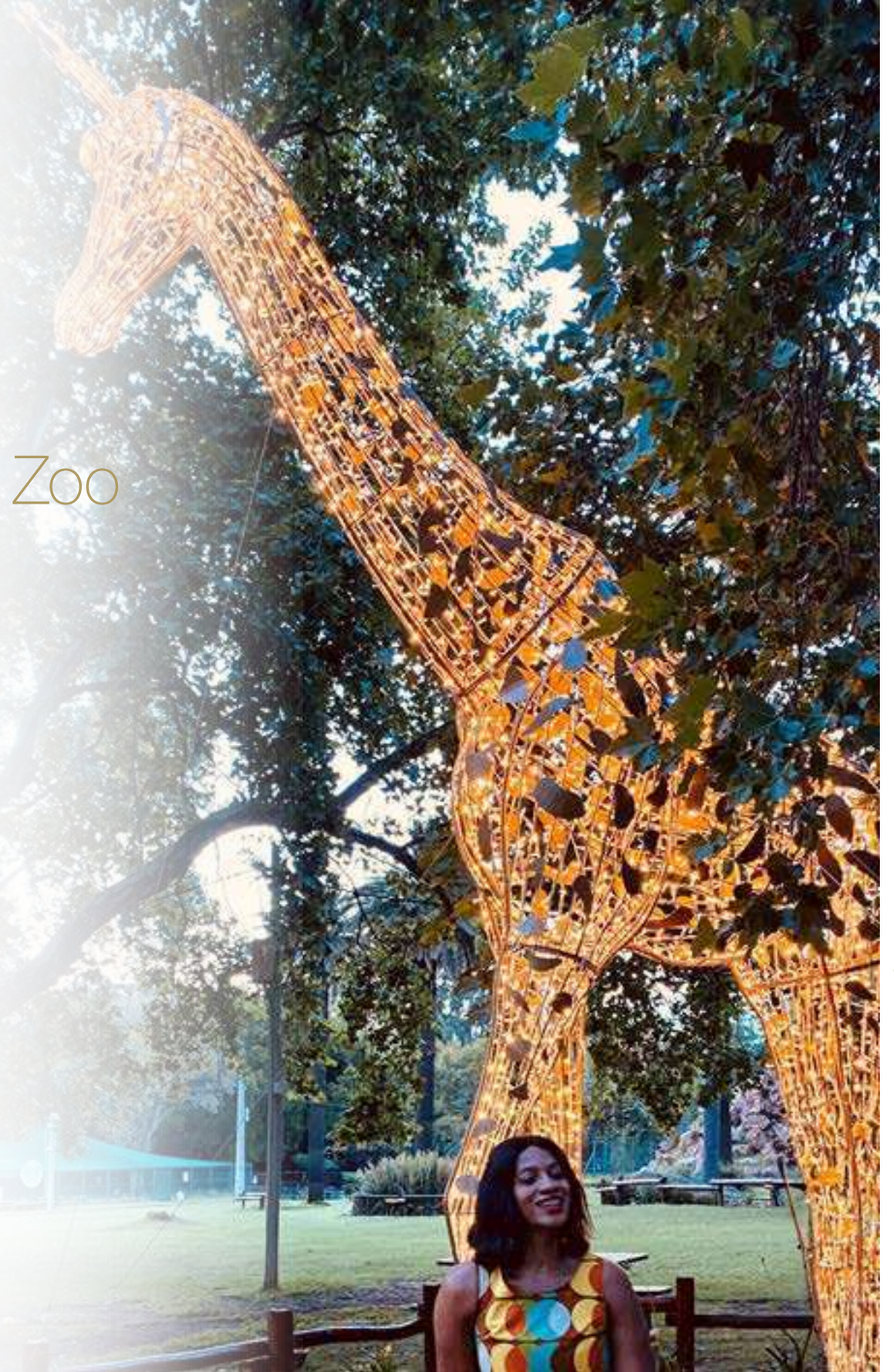
The Johannesburg Zoo

The festival features an impressive collection of illuminated life-size animal characters alongside classic 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.



ANIMATED LIGHT

DUAL COLOUR

PHOTO POINT

New York.

Lumagica Harvest Moon

Nestled in the landscape of New York State, LUMAGICA Lightpark invites visitors into a world of festive imagination and light.

In one area, a majestic tiger and its glowing cubs rest on natural rocks, silently watching over guests as part of an illuminated “Christmas Zoo”. Each animal figure was carefully placed to create a sense of wonder and storytelling as visitors explored the park.

Further along, the market area offered warmth and comfort with seasonal food, beverages, and live Christmas music — a place where families could pause, enjoy, and soak in the magical atmosphere.

The combination of immersive light installations, themed zones, and interactive experiences made LUMAGICA not just a light park, but a destination of joy and connection during the holiday season.

New York.

Lumagica
Harvest Moon

WOW BOOK · BY MK ILLUMINATION ·

CREATING HAPPINESS.

7 | Mobile Amusement

ANIMATED LIGHT

Wattens.

Swarovski Light Festival

Set against the sparkling backdrop of the Swarovski Crystal Worlds, MK Illumination transformed a classic Ferris wheel into a radiant centerpiece of the Light Festival.

Rising majestically against the night sky, the installation combined festive elegance with dynamic illumination, creating a captivating visual experience for guests from near and far.

The Ferris wheel came alive through animated, color-shifting LED lighting, casting brilliant reflections that echoed the magic of crystal and light. Each rotation revealed a kaleidoscope of colors, turning this beloved funfair icon into an unforgettable photo hotspot.

Designed for maximum visual impact and visitor engagement, the project blended playful charm with Swarovski's luxurious aesthetic. MK Illumination's creative vision and technical precision made the Ferris wheel more than just a ride — it became an illuminated symbol of joy, wonder, and festive brilliance.

WOW BOOK · BY MK ILLUMINATION ·

CREATING HAPPINESS.

8 | Festivals

PHOTO POINT

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.

Chongqing.

Lijia Paradise Street

The design concept of the decoration is to combine quality life, art, and humanities with natural ecology to comprehensively create an art space that aligns with contemporary aesthetics.

A tranquil lake transforms into a dreamlike scene as a boat drifts through the moon's reflection, with shimmering fish dancing joyfully under the moonlight.

Lanterns and illuminated sculptures float gently on the water, bringing warmth and wonder to the night.

The interplay of light, reflections, and organic forms invites visitors to pause, dream, and feel deeply connected to nature's poetry.

Chongqing.
Lijia Paradise Street

ANIMATED LIGHT

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 high Christmas tree.

SEE
VIDEO

ANIMATED LIGHT

Wakayama.

FeStA LuCe

MK Illumination Japan is the full 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 an 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.

i-String Lite®

ANIMATED LIGHT

MOMENTS of HAPPINESS 365 DAYS A YEAR

PHOTO POINT

Malmö.

Eurovision Song Contest 2024

As host city for the Eurovision Song Contest 2024, Malmö wanted to mark the occasion with a sustainable burst of color. MK Illumination designed and delivered a series of unique photo frames—originally created for Eurovision but thoughtfully designed for reuse at events and celebrations all year round.

Local school classes were invited to decorate the frames using recycled fabrics and leftover materials in the official Eurovision color palette. The result was a vibrant, creative expression of community involvement, helping children understand the value of reuse and how discarded items can be given new life.

In addition to the photo frames, the city also received oversized illuminated letters. Made from durable plywood and finished with plexiglass fronts, the letters are lit from within using RGB LED lighting that can shift color. Across the city, visitors and residents could also rediscover beloved decorations from past seasons. Malmö's iconic Unicorn and large heart motifs—typically used during the winter months—were brought back to life to help set the stage for this major event.

MAL

Malmö.
Eurovision
Song Contest 2024

MA

Malmö.
Eurovision
Song Contest 2024

CREATING
HAPPINESS.

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Trientlgasse 70, 6020 Innsbruck

Editor: Heléne Nilsson

Art Direction & Layout: Tonia Wiedenmann

Print: Gutenberg-Werbering GmbH, 4020 Linz

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