

Press Release

Italy / Economy / Shopping Centers

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Ipercity and Le Brentelle awarded at the CNCC Italy Awards 2025 for their cultural and social commitment in the area

Two important awards for the Padua Shopping Centers **Ipercity and Le Brentelle**, which received the “**Certificate of Merit**” at the **CNCC Italy Awards 2025**, the award promoted by the National Council of Shopping Centers to enhance the **most innovative and virtuous projects** in the retail industry in Italy.

A significant result, considering that **over 100 projects** from all over Italy were nominated for the competition.

The common feature of the two awarded projects is the **attention to the territory, culture and active involvement of the community**, with a particular **focus on schools, young people and new forms of participation**.

SES Italy, the company responsible for the management of the two awarded Centers, continues to fuel its vision of Shopping Centers as **open social and cultural spaces**, capable of inspiring, involving and building authentic ties with the catchment area.

The exhibition “**Modigliani – Lo sguardo delle donne**”, created by **Ipercity**, transformed the Shopping Center into an accessible and inclusive exhibition space, with works of art, virtual reality, audio guides and workshops.

Over 840 students involved, more than 1.100 audio listening sessions and 520 VR experiences: numbers that tell the story of a lively and participatory project.

The students who took part in the workshops were also the protagonists of a second collective exhibition, displayed in the Center’s gallery, with works inspired by Modigliani’s art.

“Ipercity is particularly keen on strengthening the range of experiences and the link with local schools, also thanks to the deep network with local institutions and partners,” says **Serena Galvan**, Center Manager of Ipercity. “We are a modern square, a place for exchange and meeting, and we increasingly aim to become an inclusive and accessible cultural hub for all.”

Le Brentelle was awarded in the ESG category for the “*Pl@st Attack*” event, an initiative dedicated to environmental sustainability and creative recycling, created in collaboration with the “*Plastic Free*” association.

The heart of the project was the exhibition of eco-mosaics by the international artist **Lady Be**, with 15 works made entirely of recycled plastic: iconic portraits, but also strong messages against gender violence.

At the same time, hundreds of students from local primary schools were involved in creative recycling workshops, also using materials from clean-up activities promoted by “*Plastic Free*”.

The children, inspired by the artist’s works, created their own compositions, giving new life to objects that would otherwise be discarded.

“Le Brentelle confirms itself as a commercial structure that has a great deal of attention to sustainability issues” says the Center Manager **Nicola Polico**. “From the photovoltaic system to the new systems, up to the large investments of recent years, sustainability is always the goal that guides the Center activities and cultural initiatives”.

SES Spar European Shopping Centers

SES Spar European Shopping Centers develop, build and operate shopping centers in six countries: Austria, Slovenia, Italy, Hungary, Croatia and the Czech Republic. Based in Salzburg, SES currently manages 31 shopping locations in Central, Southern and Eastern Europe, offering a total gross leasable area (GLA) of over 855,000 square meters. SES is the market leader in the large-scale shopping center segment in Austria and Slovenia. In 2024 shopping partners in SES shopping centers attracted over 117 million visitors, generating sales of EUR 3.54 billion. Furthermore, SES enjoys great success providing expertise in project development, construction management, store space and center leasing, and facility management as a service for external shopping mall owners of. SES centers have won several national and international awards for architecture and design, sustainability, traffic concepts and innovative marketing. SES is part of the SPAR Austria Group.

For further information – go to: www.ses-european.com and press.ses-european.com

Image material (free of charge)

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