



Press Release

Austria / Sports / Photography / Shopping Centers / Exhibition

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The World's Best Adventure and Action Sports Photography to Be Showcased in Europe in 2022

Global Red Bull Illume Exhibition on Display at 23 SES Shopping Malls in Five Countries

Pure adrenaline and mesmerizing moments captured in 56 photographic masterpieces: The shopping centers operated by SES Spar European Shopping Centers are due to serve as cooperation partners for the internationally renowned Red Bull Illume, an adventure and action sports photography exhibition, for the third time, from January 2022 to February 2023. The exhibition features recent internationally award-winning, spectacular pieces of work by young photographers and captivates anyone who is fascinated and inspired by action and sports photography. Following its resounding success in 2020/21, the exhibition is currently making its way around a total of 23 SES shopping centers in Austria, Slovenia, Italy, Hungary, and Croatia. The tour is scheduled to kick off and celebrate its European premiere on Tuesday, 18 January at MAX.CENTER in Wels, Upper Austria. Center operator SES has placed particular importance on exclusive exhibitions and cooperative ventures throughout the pandemic.

Red Bull Illume is the world's largest competition for adventure and action sports photography. The world's most exceptional and creative images are showcased in high definition, simultaneously shining a light on the passion, lifestyle, and culture of the photographers. Being crowned the overall winner of Red Bull Illume is widely regarded as the highest honor among adventure and action sports photographers.

Starting in 2022, the 56 award-winning finalist images will be on display at 23 SES malls across Austria, Slovenia, Italy, Hungary, and Croatia. They will be available for viewing from 18 January 2022 to 11 February 2023. They will be presented at each shopping center for a period of approximately 10 days, in impressive 2x2-meter illuminated boxes. Exhibition admission will be free of charge. In 2020/21, the Red Bull Illume exhibition, featuring the best adventure and action sports shots, generated a great deal of excitement at SES centers. At that time, it was showcased at 13 SES centers in Austria, Slovenia, and Italy.

Never Be Boring – Center Operator SES Increases Focus on Exclusive Exhibitions

"Large-scale events at centers are not permitted at the moment due to the pandemic. Therefore, especially during times like these, we are increasingly focusing on high-quality exhibitions and exclusive cooperations at all of our shopping destinations. High-quality presentations at shopping centers, such as the new "Red Bull Illume" exhibition, are a win-win-win situation for all parties involved. Visitors get the chance to see breathtaking images, exhibitors benefit from the footfall at the shopping centers, and centers become even more attractive meeting places as a result of the exhibitions. The dispersion of visitors remains within responsible limits when



exhibitions take place at the centers – not least thanks to the spaciousness of our mall architecture,” explains Christoph Andexlinger, SES COO. “The Red Bull Illume exhibition was very well received by our visitors in 2020/21, which is why this year's edition will be on display at even more SES centers. We also see it as our mission to make art and culture accessible to people and to bridge any inhibition barriers.”

For many years now, edutainment and leisure activities have been an integral part of the shopping experience at SES in an effort to make the customer's stay at the center even more pleasant and varied. Art and culture are particularly close to the heart of the shopping center operator. EUROPARK Salzburg, for example, paved the way 15 years ago with its OVAL art and culture stage. First and foremost, the motto is: “Never be boring!” In other words, surprising visitors with new and exciting things and offering them a range of experiences within our shopping centers is among our top priorities.

Red Bull Illume Image Quest 2021

Red Bull Illume Image Quest 2021 is the sixth iteration of the event, honoring the inspirational work of photographers from around the world. Images were eligible for submission from 1 March to 1 August 2021 via [redbullillume.com](https://www.redbullillume.com) and via Instagram, using @redbullillume and #rbi21submission. An international jury consisting of 53 renowned image editors and photography experts selected the 256 semi-finalists, 56 finalists, 11 category winners, and, ultimately, the overall winner of the Red Bull Illume Image Quest 2021 from a total of 41,447 entries over five rounds of voting. Additional information can be found at www.redbullcontentpool.com/redbullillume and www.redbullillume.com.

Red Bull Illume Exhibit Tour Stops at 23 SES Shopping Malls Across Europe

The exhibit is scheduled to make stops at SES shopping destinations on the following dates:

• MAX.CENTER Wels	18 – 28 January 2022
• CITYPARK Graz	1 – 11 February 2022
• KÓRZO Nyíregyháza, Hungary	22 February – 05 March 2022
• KING CROSS Zagreb, Croatia	10 – 18 March 2022
• SILLPARK Innsbruck	22 March – 1 April 2022
• CENTER VIČ Ljubljana, Slovenia	5 – 15 April 2022
• ATRIO Villach	27 April – 07 May 2022
• IPERCITY Padua, Italy	11 – 29 May 2022
• LE BRENTELLE Padua, Italy	11 – 29 May 2022
• WEBERZEILE Ried	2 – 11 June 2022
• CITYCENTER Celje, Slovenia	15 – 21 June 2022
• EUROPARK Maribor, Slovenia	23 June – 03 July 2022
• ALEJA Ljubljana, Slovenia	5 – 16 July 2022
• FORUM 1 Salzburg	19 – 28 July 2022
• VARENA Vöcklabruck	30 July – 11 August 2022
• EUROPARK Salzburg	27 August – 08 September 2022
• Q19 Vienna	10 – 19 September 2022
• FISCHAPARK Wiener Neustadt	21 September – 01 October 2022
• MURPARK Graz	4 – 15 October 2022
• HUMA ELEVEN Vienna	18 – 28 October 2022
• MARIANDL Krems	2 – 12 November 2022
• ZIMBAPARK Bludenz-Bürs	17 – 27 January 2023
• GERNGROSS Vienna	1 – 11 February 2023

**SES Spar European Shopping Centers**

SES is active as a developer, builder, and operator of shopping centers in six countries: Austria, Slovenia, Italy, Hungary, Croatia, and Czech Republic. The company currently manages 30 shopping locations in Central, Southern, and Eastern Europe, with a total leasable area (GLA) of more than 820,000 square meters. SES is the market leader in Austria and Slovenia for large-scale shopping centers. Overall, SES retail partners generated sales revenues in the amount of EUR 2.45 bn at SES shopping centers in 2020. SES also offers its know-how in the areas of project development, construction management, leasing of shop space, as well as center and facility management to external owners of shopping malls right from the outset. SES centers have already received several national and international awards for architecture and design, sustainability, traffic flow concepts, and innovative marketing. In 2021, the ALEJA shopping center in Ljubljana, which opened its doors in May 2020, won the internationally renowned Global RLI Award in the "International Shopping Centre - New Build" category. SES is part of the SPAR Austria Group.

Additional information can be found at: www.ses-european.com and [presse.ses-european.com](mailto:presse@ses-european.com).

About Red Bull Illume:

Red Bull Illume is the world's largest adventure and action sports photography competition.

The world's most extraordinary and creative images are presented as works of art, simultaneously highlighting the passion, lifestyle, and culture of the photographers. Being crowned the overall winner of Red Bull Illume is widely regarded as the highest honor among adventure and action sports photographers.

[Find the press kit here.](#)

Additional information can be found at: www.redbullcontentpool.com/redbullillume and www.redbullillume.com

Images (royalty-free)

Image 1:

Red Bull Illume Photography Exhibition 2020 HUMA ELEVEN, © Robert Fritz

Image 2:

Red Bull Illume Photography Exhibition 2020 EUROPARK Salzburg, © wildbild

Image 3:

Winning Photograph Image Quest 2021 © Will Saunders

Additional Information**SES Spar European Shopping Centers**

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