

The winners of the seventh AUREA Award

Innovation and visions for the future:

The AUREA Award 2025 at Europa-Park

January 24, 2025

Between 22. and 24. January 2025, the Europa-Park Resort again becomes the showcase for pioneering discoveries: Invited by Michael Mack and MACK One, leading entrepreneurs, experts and visionaries from around the world come together for the seventh edition of the AUREA Award. The Award is Europe's leading recognition of immersive technologies and experiences. In the Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR) and Extended Relity (ER) categories, outstanding innovations are honoured. Kathleen Cohen, founder of The Collaboratorium, again takes on the leadership of the jury. She is to be supported by Thomas Wagner (Co-Founder and CEO of VR Coaster), Emily Olman (CEO of Hopscotch Interactive), Frank Govaere (Animation Director, Producer and VFX-Superior at UFA), Simon Alexanderson (CTO of Motorica AI) and Dirk Freytag (President of the German Association for the Digital Economy).

The winners

Numerous businesses and products have been assessed in recent months by experienced experts in the tech sector during an intensive nomination process. The ten finalists present their concepts to the five-member jury who grant the AUREA Award in the Innovation, Impact, Interaction, Creative, and Experience/Immersion categories.

Experience/Immersion: Aquascope by Moment Factory – an interactive water park experience that transforms interiors into magical worlds. Immersive lighting, video mapping, spatial sound and interactive installations create a unique atmosphere.

Innovation: Kōkua AI by TRIPP – an AI-powered wellness coach that offers personalised mental health support. As a virtual companion, it promotes self-care and well-being.

Interaction: Skatrix Pro by Reality Crisis – a mixed-reality skateboarding experience that invites users to reimagine the world through the lens of skateboarding.

Impact: The Arrival.Space Virtual Worlds Museum – a virtual museum that preserves the history of digital worlds and showcases their development through interactive exhibitions. The web-based platform Arrival.Space provides a global stage for pioneering content and promotes appreciation of the metaverse.

Creative: Nocturnal Fugue by Botao Amber Hu – an immersive experience that allows you to experience the life of a bat through EchoVision. An innovative mask that has echolocation capabilities is used to create a unique sensory experience.

Visionary insights into the future

A particular highlight of the AUREA Awards was the keynote of Patrik Schumacher, director of the renowned architecture firm Zaha Hadid Architects. As an internationally-renowned thought leader in the fields of architecture and design, he presents innovative approaches and enthralling perspectives on the future of design and technology. The programme was complemented by further inspiring personalities and experts, invited by Michael Mack, to have enriched the AUREA Award. Musician and pioneer at the meeting point between art and technology, Nona Hendrix contributed her extensive experience and passion for innovative developments.

One further highlight was an exclusive podcast recording with Michael Mack and Alvin Wang Graylin, President responsible for Mixed Reality at HTC, which offered profound insights into the potential for immersive technologies and underlined the relevance of exchange between leading experts in the field. Through his technology-based music installations, German artist Moritz Simon Geist set a creative impulse off that impressively redefined the link between art, music and technology.

As a pioneer, MACK One promotes global exchange and innovation

Initiated by Michael Mack, managing partner of Europa-Park and found of MACK One, the AUREA Award has for years offered a stage without compare to celebrate innovation and to advance exchange about the future of immersive technologies. Michael Mack underlines: “The AUREA Award nominees impress in showing how courageous visions and state-of-the-art technologies may change our reality. With MACK One, we would like to promote exactly this innovative spirit and experience the AUREA Award as a dynamic platform for the exchange of the smartest minds in the field”.

Europa-Park Resort, pioneer in the digital innovation field

The Europa-Park Resort has, for many years, been a pioneer in the field of digital innovation. With visionary ideas and state-of-the-art technologies, the Mack family, above all Michel Mack, continues to shape the development of the Europa-Park Resort,

always setting new standards. An impressive example of this is Coastiality, which brings together real rollercoaster rides with virtual adventures, offering visitors a unique experience. With YULLBE, this innovation is further developed: participants dive into immersive worlds and experience adventures that fire up their imaginations. The groundbreaking VR experience, VR FLOWRYDE, broadens the portfolio with an attraction going far beyond the typical. Through the use of the newest ride-system from MACK Rides and the progressive Roam and Ride VR technology from VR Coaster, state-of-the-art driving techniques and Virtual Reality merge together into an unforgettable experience.



The winners of the seventh AUREA Award



Michael Mack, Managing Partner of Europa-Park and founder of MACK One, has been creating a unique platform to honour innovations for years



The finalists present their projects to the jury in the blue fire Dome