The Mack family and Mayor Kai-Achim Klare with Marina Mazepa, Jamal Moore and celebrities from Germany

Relocation and relaunch of the brand: Re-opening of the "TALENT ACADEMY Europa-Park"

September 8, 2023

After nine years of existence, the TALENT ACADEMY held an opening ceremony for its new building. In attendance at the event were, among others, the Contortionist Dancer Marina Mazepa, known from "America Got's Talent", the internationally acclaimed singer, songwriter, and recording artist Jamal Moore and various well-known artists from Germany. The reopening is another milestone in the story of the successful institution, which combines the disciplines of dance, acrobatics, music, art & mindset under one roof. The expansion means that over 350 members and new participants will be able develop and express their creativity in an area of over 2,000 m².

Founder and director of the TALENT ACADEMY Katja Mack said: “It is wonderful to look at so many smiling faces and see the reactions of the guests. This is the highest recognition and shows me that the work of the past 8 months has already paid off. On Monday 11th September we will begin our extended course program. My team and I can hardly wait to fill the building with life and creativity.” The former EPSports Store building, which is located next to the Europa-Park hotel "Bell Rock", has been extensively rebuilt and renovated in recent months. As part of this, the brand has also been relaunched, which includes the further development of the logo, a new website and its own merchandise and fashion collection, among other things.

Over 100 courses are to be held weekly by almost 40 international certified coaches across eight modern studios. Another highlight of the new premises is the in-house aerial acrobatics studio, as well as the 250 m² event and workshop room. This allows for all of the courses, with the exception of ice skating, to take place at one location. Another new feature is the area of Mindset, which aims to give members something for life. Through lectures and targeted coaching, members will learn to better deal with challenges both in everyday life and in sport. In addition, the range of courses will be expanded to include adult groups.

Since 2014, dreams have been coming true at the TALENT ACADEMY in Rust: everyone can discover and live out their passion in dance, acrobatics, music, art & mindset. Whether children, young people or adults – the TALENT ACADEMY is a place full of creativity and inspiration for all age groups.

Founder & Head of TALENT ACADEMY Katja Mack

The new building