



Prague, June 8th, 2018

Prague's Manifesto Market opens on June 8th

Today, the doors of Manifesto Market, a cultural and food pop-up located on a former wasteland in the heart of Prague, will open to the public. Founded by reSITE and designed by a trio of young female architects, Manifesto will be operated and curated together with Aerofilms, a leading cultural brand. The design market consisting of 27 containers wants to revive a forgotten corner in the very center of Prague, connecting busy but disconnected neighborhoods. The pop-up is inspired by concepts from major world cities, such as the London Boxpark and TimeOut Market Lisbon. Combining culture and high quality street food, Manifesto will present regular screenings, dj sets, concerts, performances, and workshops. The market will offer special menus from the best local purveyors, restaurants, chefs and Czech microbreweries.

The project, connecting good ideas with resources, was initiated by the founder of the non-profit organization reSITE, Martin Barry, in collaboration with Aerofilms. Penta Real Estate lent a plot of brownfield awaiting its permanent redevelopment designed by Zaha Hadid Architects. Manifesto Market is the first fully cashless place in the Czech Republic and one of the first in Central Europe, thanks to the partnership with Mastercard.

"It has all signs of a completely crazy venture, but everybody I've spoken with – the landowner (Penta Real Estate), the Superstudio competition organizers, program curators and the potential future tenants – agrees it's a good idea. We can bring a new life to this forgotten spot, stimulate local businesses, provide an innovative venue for local culture and diversify the experience for tourists. We are doing it together with a diverse palette of collaborators and we know it won't last forever – this is part of the charm of this venture," explains Martin Barry, the Chairman of reSITE who

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initiated this idea. *"This will be a temporary construction and intervention, but we insist on high quality architecture for the venue. We think that Prague deserves a project that can compare to those that are popular in London, Lisbon, Taipei and other major cities."*

"Manifesto will mark a new opening of this location to the public," said Petr Palička, country General Manager of Penta Real Estate who owns the brownfield located right next to the historical city center.

Manifesto is a groundbreaking cultural venue we are proud to support. We are happy to present cashless payment innovation and offer the visitors the most comfortable cultural experience, that won't be interrupted by the need to look for cash," explains Mastercard's General Manager for the Czech Republic, Slovakia and Austria, Miroslav Lukeš.

"It is our long-term mission to improve the public space. This is why mmcité1 has joined this project with much excitement. We are glad that Prague will have a space similar to the concepts we know from other large cities. Design is our language: we are disclosing at Manifesto a brand new series of massive picnic tables Blocq," says David Karásek, the Design Lead and Owner of mmcité1.

The first architecture study for this temporary container installation adjacent to Masaryk railway station was a result of a student contest and reSITE has commissioned young architects from one of the winning teams to develop the project. The acclaimed Czech outdoor furniture brand mmcité1 has furnished the common outdoor areas.

The new hotspot on Prague's cultural map opens under the auspices of the Mayor of Prague 1, Oldřich Lomecký, and the Councillor of the City of Prague, Jan Wolf, along with the support of the Prague Chamber of Commerce.

What will happen in Manifesto

Besides being a long-term gastronomy festival offering the highest quality street food concepts, Manifesto Market will host regular cultural programs, art and design. One unit will be operated by The Chemistry Gallery presenting works from contemporary Czech artists such as sculptors Adam Stanko and Helena Sequens, or jewelry by Janja Prokić. The best of Prague's DJs and musicians will play almost everyday. Every Monday, a summer film screening will be curated by Aerofilms. The opening title, which will be featured on Monday, June 11, will be a newly released feature-length version of *Manifesto* featuring Cate Blanchett in 13 different roles, previously installed in galleries around the world including Prague. During the summer, cooking classes, workshops, performances and puppet theatre shows for children will be in the lineup. Stylish paper and stationary creators, kaš-mi-daš will offer calligraphy courses. The Soffa magazine is bringing a short-term installation Canapé – a design reading lounge.

Manifesto Market Grand Opening Event

When: Friday June 8, 6 pm–midnight

Program:

Moderator: Saša Michailidis

6pm | DJ Eva Porating (Radio 1)

7pm | Holektiv: Kaffeeklatch, a new cirque performance



8pm | Nebesa (Jana Kozubková vocals, guitar, Stanislav Abraham electro)
9pm | DJ Eva Porating

Gastronomy

The market will consist of over 20 businesses, including Angelato, Gran Fierro, The Craft, Etnosvet, Yazu and Kapara – two new concepts from the founder of SaSaZu, Doubleshot, Feancy Fries, Ollies, and Wine Food. Sklizeno will also have a small grocery store, opening with a charity event, blind shopping, for the benefit of Mathilda to support people with severe visual impairment. All the featured restaurants are preparing a new street-food style menu, specially crafted for Manifesto Market.

Gastronomy

- Angelato (ice cream + sorbet)
- Manifesto Bars (adhere to drinking mode!)
- Bistro 8 (fusion cuisine)
- The Craft: Burger Spot (burgers)
- CK Knödelrei (Czech cuisine, street food style)
- Get out, Taste (Indian specialties)
- Doubleshot (coffee experts)
- Container by Etnosvet (vegetarian restaurant)
- Faency Fries (more than French fries)
- Gran Fierro (Argentine cuisine)
- CHLØBÍČEK (bread with open face)
- Kapara by SaSaZu
- Ollies (a star confectionery from Ostrava)
- Sklizeno (ingredients are king)
- Yazu by SaSaZu (the best of exotic tastes)
- Wine Food (Italian specialties)

Art + Design

- Kaš-mi-daš
- Soffa
- The Chemistry Gallery
- IQOS (retail)

Green Manifesto

The green installations on the roofs of the containers and throughout the space were curated and designed by Haenke, authors of the plants installation Victoria Pragensis originally installed in the National Theater plaza, nominated for the Czech Architecture Award, now finding a new home at Manifesto. Manifesto will insist on sustainable solutions, allowing only biodegradable packaging. Plastics will be limited to a few exceptions.

Where is Manifesto Market?

Although located a few steps from transportation hubs – Masaryk Train Station, Florenc Bus Terminal, two metro stops and a shopping artery in the historical center of Prague, the land underneath the Magistrála highway used to be a desert area. It was noisy, dusty and lifeless. Bringing people, great food and diverse activities together is the major change that reSITE aims to orchestrate. The unused land was kindly

provided by Penta Real Estate, for the period of time until the preparatory work will be carried out for the permanent redevelopment of this site, returning life and activity permanently. After a set time, the Manifesto will search for another pop-up location.

Project name: **MANIFESTO**

Project initiator: Martin Barry

Investor: Abatanado, s.r.o. (Owner: Martin Barry)

Production and cultural development: Aerofilms

Culture partner: reSITE

Auspices: Jan Wolf, City of Prague Councillor, Oldrich Lomecky, Mayor of Prague 1

In Collaboration with the land owner: Penta Real Estate

In Collaboration with: Mastercard, mmcité, Trade Chamber Prague 1

Architects: Nikola Karabcová, Lucie Červená & Elvira Islas

Supervision: Martin Barry

Web | manifesto.city

Facebook | [@manifesto.city](https://www.facebook.com/manifesto.city)

Instagram | [@manifesto.yo](https://www.instagram.com/manifesto.yo)

Partner Web | reSITE.org | aerofilms.cz

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