



Prague, July 27th, 2018

## Prague's Manifesto Market becomes the new food and culture magnet in the Czech capital

Manifesto, a gastro and cultural market located on a former wasteland in the heart of Prague, became city's new and hot must-visit place. Pointing to the organizer's penchant for the future city and international flare, the market is completely cashless. Founded by the design-focused nonprofit organization, reSITE, and designed by a trio of young female architects, Manifesto is built by 27 containers.

Manifesto is not a typical marketplace or food hall. In an intimately designed and comfortable place, the curators make cuisine from white table cloth restaurants accessible at street food prices. The daily cultural program presents top local DJs, live music, performances, summer cinema and classes and is free.

*"Prague desperately needed this." – Reflex weekly*

*"A space that Prague was missing to be perfect." – Instagram*

*"The operators of Manifesto have placed Prague next to London and Lisbon where similar concepts exist." – E15 daily*

No less inspiring, Manifesto has revived a forgotten corner and "no go zone" in the very center of Prague, to bring locals in contact with visitors, businesswo/men and hipsers. Two dozen top local purveyors, restaurants, chefs and Czech microbreweries offer special menus that cannot be found elsewhere in the city.

Manifesto is a truly collaborative project, connecting good ideas with resources, and was initiated by the founder of the non-profit organization reSITE, Martin Barry, in collaboration with local cultural powerhouse, Aerofilms. Penta Real Estate lent the former brownfield as they await the 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 a partnership with Mastercard. Another private partner is the design brand mmcité.



*"Evaluating the first weeks of existence of Manifesto that opened on June 8<sup>th</sup>, 2018, everything has come together beyond our dreams. The place is buzzing with interesting stories and life since the very first night. Everyday, we welcome a very diverse cross section of visitors – as many locals as foreigners – and we counted more than 25 nationalities working at Manifesto. All those people are crucial to making a now landmark destination in Prague, which came together seemingly overnight. With unexpectedly huge demand, we are now rolling-out special experiences like tasting dinners, food tours, and special events like birthday parties and wedding brunches. We want to offer everyone a special experience at Manifesto, tell them the secrets behind the food specialties and meet our Michelin-starred chefs in person,"* explains Martin Barry, Manifesto's Founder and the Chairman of reSITE.

## Manifesto Market: what's there

Manifesto is open daily from 11 am to 10 pm with several breakfast spots opening during weekdays from 8 am. 20 well curated food and drinks concessions offer street food-style concepts from Czech to global specialities: Argentinian menu from Michelin star awarded chef Miguel Nicolás Innella at Gran Fierro, authentic Asian food at Yazu, Israeli-Mediterranean flavors at Kapara, the best of Czech recipes reinvented at CK Knodelrei and Chlobicek – open-faced sandwiches, or the very popular Poke Haus with first-in-Prague Hawaii-inspired bowls. There are options for vegetarians and vegans, such as Dosas and Etnosvet, the best gelato of the city, Angelato, and three bars serving local microbrews, fresh lemonades and no-straw seasonal cocktails.

Visitors can also find a selection of products from Czech designers and artists at Czech Labels and The Chemistry Gallery, and a stylish paper shop Kaš-mi-daš. Only cards and mobile payment apps are accepted at Manifesto.

## Manifesto Upmarket

In August, Manifesto will start a limited series of new fine-dining experiences. Tasting dinners will be curated by the best chefs operating at Manifesto such as Michelin star-awarded chef, Miguel Nicolás Innella. One custom designed table will be available for booking from August, with 20 dates available for this high-end experience in 2018. Another new concept will be guided food tasting tours of the market. Reservations for private events and product launches will also be accepted in response to a growing demand.

### Gastronomy

- Angelato (ice cream + sorbet)
- Manifesto Bars (adhere to drinking mode!)
- The Craft: Burger Spot (burgers)
- CK Knödelrei (Czech cuisine, street food style)
- Dosas (Indian specialties)
- Doubleshot (coffee experts)
- Container by Etnosvet (vegetarian restaurant)
- Faency Fries (more than French fries)
- Gran Fierro (Argentinian cuisine)
- CHLØBÍČEK (bread with open face)



- Kapara by SaSaZu
- Ollies (a star confectionery from Ostrava)
- Poke Haus (design your own poke bowl)
- Sklizeno (ingredients are king)
- Yazu by SaSaZu (the best of exotic tastes)
- Wine Food (Italian specialties)

#### Art + Design

- Czech Labels
- Kaš-mi-daš
- Komono
- 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. The plants installation called Victoria Pragensis, originally designed for the piazza of the National Theater, and nominated for the Czech Architecture Award, is now finding a new home at Manifesto. Manifesto insists on sustainable solutions, trying to limit other than biodegradable packaging.

VORSILSKA 10  
PRAGUE

reSITE.org

## Where is Manifesto Market?

Manifesto is located on Na Florenci street in Prague 1, a few steps from transportation hubs – Masaryk Train Station, Florenc Bus Terminal, two metro stops and a shopping artery Na Prikope in the historical center of Prague. The land underneath the Magistrála highway used to be a desert area, noisy, dusty and lifeless – those characteristics have changed completely. The market is temporary, the unused land was kindly provided by Penta Real Estate, for a comfortable 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.

#### About and practical information

##### Manifesto Market

Web | [www.manifesto.city](http://www.manifesto.city)  
Facebook | [@manifesto.market](https://www.facebook.com/manifesto.market)  
Instagram | [@manifesto.market](https://www.instagram.com/manifesto.market)  
[#manifestomarket](https://www.instagram.com/manifestomarket) [#manifestoprague](https://www.instagram.com/manifestoprague)

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

Partner Websites | [reSITE.org](http://reSITE.org) | [aerofilms.cz](http://aerofilms.cz)

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IS OUR PLAYGROUND.