

PRESS RELEASE #3 | Prague, May 16, 2018

Designing the future. Innovation, Housing and Affordable Living Converge at reSITE 2018

Sou Fujimoto, BMW-MINI, Airbnb, WeWork/WeLive and OMA's Reinier de Graaf are among the confirmed speakers at reSITE 2018 ACCOMMODATE, one of Europe's top annual international forums showcasing top solutions for cities and attended by the region's top business, civic and design leaders.

"reSITE is one of the most important conversations of its kind." –Citylab

WeWork, fresh off a \$20bn valuation will present their transition from shared office space to shared flats in their WeLive business.

Airbnb will send the Head of Policy from San Francisco to outline their plans and policy goals for the future of shared living and hospitality in Prague and other cities.

The event happening at Prague's Forum Karlin on June 14–15, 2018 catapults Prague to the center of the international design and policy world again, presenting 50 international speakers from real estate development, architecture, design, investment and innovation; focusing on top quality housing and quality of life, bringing inspiration from the world's most desirable cities.

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reSITE's 360° stage puts globally renown and inspirational experts at the center of a 1000+ audience of investors, architects, planners, innovators, cultural, municipal and real estate leaders.

The premiere of Dezeen's anticipated movie *Elevation*, a documentary on how drones will change our cities, a city run led by Michel Rojkind, book signing by Reinier de Graaf, and a series of workshops, curated by reSITE's Shared Cities: Creative Momentum team, will be included in the event.

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Theme: Future Housing

Alternative ownership, affordable and cooperative housing, new financing and regeneration models are driving the conversation about housing around the world. reSITE 2018 will present the best of those models from around the world and see how they might fit in Prague and other EU cities.

"Housing is a bit different than other types of architecture and development because it's intensely personal and always so closely tied to our well-being and quality of life in the city. We need new ideas, new innovations, new types of dwellings to respond to the changing demographics and economics of cities. Design, policy and innovation need to come together to find them." –Martin Barry, Founder of reSITE

"I'm honored to join reSITE and humbled to tackle the biggest issue cities face: where and how people live, and how to do it fairly, equitably, and sustainably. The right to the city begins with housing, and so that's where the theme of reSITE 2018 begins," explains the new program curator of the event Greg Lindsay, a writer, journalist and urbanist.

Meet the global trend-setters

Sou Fujimoto (Founder of Sou Fujimoto Architects in Japan), recently selected as WSJ's Architecture Innovator of the Year and green architecture genius, will speak about his large-scale urbanism and residential projects, including those he has designed for major French cities – Paris, Nice, Marseille.

Oke Hauser, Creative Lead and mastermind of BMW Mini Cooper's new portfolio of residential concepts **Mini Living** will present their concept,

which has created an international sensation at Milan Design Week in April with over 70,000 visitors and millions of social media interactions.

Airbnb's Head of Policy Research **Anita Roth** will join reSITE from San Francisco to outline the future policy ideas and strategies of shared living and sustainable hospitality services.

Erion Veliaj, 39 year-old dream Mayor of Tirana working to bring Albania to the 21st century, is one Southern Europe's most talented politicians. He approaches sustainability with creative solutions. His policy focuses on innovation, smart financing, 100% renewable energy, hybrid and electric cars and he doesn't consider limited public budgets as an excuse for slow urban development.

Darick Borowski, Creative Director of **WeWork** and **WeLive**, will explain the move of the \$20 billion valued company, towards **cooperative living**, flexible residential flats.

Another keynote lecture will be given by **Richard Burdett**, Professor of Urban Studies at the London School of Economics and Director of the Urban Age and LSE Cities.

The Founder of Rojkind Arquitectos **Michel Rojkind** was listed by Wallpaper magazine amongst "150 Movers, Shakers and Makers That Have Rocked the World in the Last 15 Years". His latest achievement, the Foro Boca concert and culture hall in Mexico, has amazed the planet.

The Founder of Design House Liberty, **Dara Huang**, will speak about new trends in residential architecture.

Jeanne Gang is a Chicago-based practicing architect and a MacArthur Fellow, whose work at a recent MoMA exhibition "Foreclosed: Rehousing the American Dream" will be a highlight.

OMA's **Reinier de Graaf's** first book "Four Walls and a Roof" will be revealed at the event, where we expect him to lambaste apathetic architectural ideals and explain that architecture will always be flawed as long as humans conceive, create and build it.

High-level editors will moderate the discussions, including **Marcus Fairs**, founder of Dezeen, Monocle's producer and reporter **Carlota Rebelo**, **Andrew Tuck** and **Rob Bole**, General Manager of Citylab – the world's most respected and read "cities" online publication.

More than a conference: extra events

FILMS

A film premiere of Elevation, a highly anticipated Dezeen's documentary production on how drones will change our cities. The film will be screened on the main stage on Thu June 14, from 4pm, with the introduction by his director, Marcus Fairs, and the artist and architect Liam Young present for a Q&A. Young and Maughan's short film In The Robot Skies will be

screened on the main stage on Friday June 15 and both filmmakers will give a talk.

SHARED CITIES WORKSHOPS

The afternoon session on Thursday June 14 will be dedicated to a series of workshops curated by Shared Cities: Creative Momentum team. The workshops leaders coming mostly from Central European countries will focus on co-living, networking of neighborhoods, sharing of data and resources. Some of the workshops will utilize gaming, immersive and experiential activities. The capacity is limited, registration needed. Priority registration for conference attendees via conference app. Remaining capacity will be open for registrations to general audience via reSITE.org.

BOOK SIGNING BY OMA'S REINIER DE GRAAF

Dutch architect, writer & partner at OMA, Reinier de Graaf will host a book signing at #reSITE2018 #ACCOMMODATE following the release of his acclaimed book "Four Walls and a Roof: The Complex Nature of a Simple Profession" named best books of 2017 by both the Financial Times and The Guardian.

RUN WITH ROJKIND

Michel Rojkind, besides being an acclaimed architect and a multitalented artist, is also known as a passionate runner. He will lead a city run. Run as a free, democratic and active way to explore the beauties any city has to offer. Free event. Registration needed via reSITE.org.

LAUNCH SALON

A public Salon will take place on Wed June 13 from 7pm at the Emblem Hotel, Prague, with Mini Living's Creative Lead Oke Houser as the main guest. Free event upon registration via reSITE.org.

TOURS

Guided tours for small groups will bring us to the residential and riverside areas of the regenerating Holesovice and Karlín districts.

reSITE DINNER AND PARTY

Thursday evening will be dedicated to the reSITE annual Dinner and Party at Bokovka in Prague's Old Town. After a first part of the evening reserved for invited international guests, the doors will open from 8 am to all reSITE's friends.

What will happen?

The conference will include a diversity of formats – keynotes, panel discussions, field trips, interactive workshops, tours, parties, an unforgettable dinner. A city run with Michel Rojkind will be organized on Saturday June 16 after the event wrap-up. reSITE is a one-of-a-kind experience combining the best ideas in the world from the bottom to the top.

Who should attend?

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The event addresses professionals – architects, urbanists, planners, designers, municipal leaders and representatives, politicians, developers and investors, researchers, teachers, students, media, cultural leaders, curators and non-profit organizations and activists.

The registrations are open, with a huge discount for students and several options for professionals, with special deals offered to professional organizations including AIA Europe. Free public events will be also part of the event.

WHAT: reSITE 2018

POWERED BY: reSITE

VENUE: Forum Karlin, Pernerova 51, Prague 8, Czech Republic

WHEN: June 14-15, 2018, 9 am – 6 pm + parallel events

PROGRAM: <https://www.resite.org/events/reSITE-2018>

REGISTRATIONS: <https://tickets.resite.org/>

FACEBOOK: [Follow the event](#)

PREMIUM PARTNER: Penta Real Estate

MAIN MEDIA PARTNERS: Citylab, Designboom, Dezeen, E15

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High-resolution photographs are available upon request.

[Video Trailer](#)

About reSITE

reSITE is a non-profit platform supporting the understanding and synergies of architecture, urbanism, politics, culture and economics. It presents the ideas and projects of internationally renowned experts to professionals and to the wider public, through events, media and consultancy. For the past six years, reSITE became a leading voice in Europe in the field of rethinking urban planning, architecture and urban development, attracting political leaders of inspirational cities to its Prague's flagship event. Being a bottom-up start-up, reSITE connects leaders across disciplines and brings a multitude of side events, debates, film screenings, exhibitions and bike rides for the general public. reSITE was founded in 2011 by Martin Barry, landscape architect, originally from New York. reSITE's guest curator is Greg Lindsay.