CITIES NEED TO BE COOL TO BE COMPETITIVE

DESIGN THE SPACES FOR PEOPLE AND URBAN ECOLOGY FIRST

ENCourage PEOPLE TO LIVE, WORK AND PLAY IN THEIR CITY
NÁPLAVKA / urbanACT
reSITE MISSION & TARGET GROUPS

TEN GOALS

01 Bridge the gap between design, community, policy and private development
02 Increase awareness of contemporary planning and design models
03 Connect diverse groups who can make the city more sustainable and competitive
04 Catalyze new public / private partnerships to provide better public green space and urban parks in cities
05 Highlight visionary leaders who foster creative, economically viable solutions to the contemporary city
06 Set the path for institutional change in 21st century sustainable planning and development
07 Envision new waterfront and public spaces through design competition
08 Engage the public in urban events, increasing sensitivity and responsibility for urban environments
09 Encourage long term engagement from municipalities in the reSITE mission
10 Create long term cooperation with cities like New York in order to engage leading figures in reSITE initiatives

reSITE PARTICIPANTS

DESIGNERS +
MUNICIPAL LEADERS +
DEVELOPERS +
COMMUNITY GROUPS

CONFERENCE AUDIENCE

PROFESSIONALS +
STUDENTS +
NGO GROUPS +
POLITICIANS

PUBLIC EVENTS AUDIENCE

PROFESSIONALS +
STUDENTS +
NGO GROUPS +
GENERAL PUBLIC
MONTHLY EVENTS

SEPTEMBER 2012 - APRIL 2013

10-12 PUBLIC EVENTS

10-12 monthly events to be organized by reSITE and partners:

01 Bike Ride
02 Workshops
03 Film Screenings
04 Lectures

MAIN EVENT

MAY 2013

CONFERENCE

reSITE will host the second annual international, interdisciplinary conference and public festival seeking collaborative dialogue between policymakers, designers, community NGO groups and developers.

A balanced combination of international and local experts will be chosen to present projects and policies that are effectively making cities more livable and more competitive for the future.

URBAN GARDEN FESTIVAL

reSITE and their partners will invite 4-5 internationally and locally recognized experts to design an urban landscape installation for a specific public space in the city of Prague.

reSITE PAVILION WORKSHOP

reSITE will work with various cultural institutions to invite 4-5 internationally and locally recognized experts to design a temporary pavilion that can be used for conferences about public space.

OUR FUTURE

2014 - 2020

reSITE PAVILION

A movable pavilion will travel to 1-2 cities per year. The pavilion will act as a tool to activate public space in those cities and to catalyze the conversation about improving quality of life with smart design in cities.

reSITE Pavilion will act as a beacon for the future of urbanism in those cities, bringing conferences about public space in public space.

POTENTIAL CITIES

Prague
Brno
Plzen
Ostrava
Bratislava
Budapest
Krakow
Belgrade
Bucharest
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<th>Category</th>
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<td>CONFERENCE AUDIENCE</td>
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*01 May - 01 June 2012
Conference
KEYNOTE SPEAKERS:

Reiner de Graaf / OMA
Jan Gehl / Gehl Architects
Janette Sadik-Khan / City of New York

OPENING REMARKS
Martin Joseph Barry / NYC & Prague

SESSION 1: COMMUNITY FORUM
Moderator: Igor Kovačević / Prague
Robert Sedláček / Brno
Nahid Majid / London
Danilo Capasso / Naples
Jiří Suchánek / Ostrava
Henry Hanson IV / Prague

SESSION 2: ECONOMICS OF DEVELOPMENT
Moderator: Ira Saul Rubenstein / Prague
Pavel Koch / Prague
Jan Ludvík / Prague

SESSION 3: DESIGN IN THE PUBLIC REALM
Moderator: Regina Loukotová / Prague
Eric Frijters / Amsterdam
Jakub Cigler / Prague
Igor Marko / London

SESSION 4: POLICY / CITIES THAT COMPETE
Moderator: Radek Špicar / Prague
Petr Štepánek / Prague
Nigel Atkins / Paris
Alexandros E. Washburn / NYC

WATERFRONT PLANNING
Lisa Diedrich / Munich
Michael Rink / Hamburg

SPECIAL LECTURE: URBAN LANDSCAPES
Martin Rein-Cano / Berlin

PRAGUE TRANSFER
Introduced by: Soňa Dederová / Prague
Moderator: Lisa Diedrich / Munich
Martin Rein-Cano / Berlin
Michael Rink / Hamburg
Regina Loukotová / Prague
Pavel Koch / Prague

OPEN PRAGUE: ROUNDTABLE DISCUSSION:
PRAGUE MASTERPLAN
Moderator: Veronika Bodnářová / Prague
Adam Gebrian / Prague
Igor Kovačević / Prague
Alexandros E. Washburn / NYC
Nigel Atkins / Paris
Roman Koucký / Prague
Anthony Caine / Prague

SKANSKA: BRIDGING PRAGUE AWARD ANNOUNCEMENT
Leoš Vrzalík / Prague

CLOSING REMARKS
Martin Joseph Barry / NYC & Prague

reSITE CONFERENCE HOSTS
Martin Joseph Barry / NYC & Prague
Milota Sidorova / Nitra & Prague

“The problems cities face with urbanism are not just about more transparency. It is more about the quality of governance.”
- Paul Koch

“Look around this room. There are hundreds of people here who want things to change. Now is your time. There is no reason to wait.”
- Alexandros Washburn

“You need the vision. It is completely possible to make big changes in only two years.”
- Janette Sadik-Khan
Reinier de Graaf is an architect and Partner of the globally recognized architecture and design office OMA, founded by Rem Koolhaas and his partners in 1975 with his partners Elia and Zoe Zenghelis. OMA has offices in Rotterdam, New York, Beijing and Hong Kong and projects in over 30 countries worldwide.

Reinier de Graaf joined OMA in 1996 as project director for De Rotterdam, the Netherlands’ largest building, which is currently under construction. In 2002 he became director of AMO, the think tank of OMA, and produced “The Image of Europe,” an exhibition illustrating the history of the European Union. He led several OMA projects in the Middle East, and in 2009 led the competition-winning design for Rotterdam’s Stadskantoor. De Graaf is also working on the Commonwealth Institute redevelopment in London. He is responsible for OMA’s increasing involvement in sustainability and energy planning, which has included the publication in 2010 of “Roadmap 2050: A Practical Guide to a Prosperous, Low-Carbon Europe” with the European Climate Foundation and “The Energy Report,” a global plan for 100 percent renewable energy by 2050, made with the WWF.

As Partner of OMA he is responsible for a number of building projects in Europe, Russia, and the Middle East. De Graaf also supervises the work of AMO, a counterpart to OMA, which operates in fields such as media, sociology, technology, energy, fashion, publishing and graphic design.

Janette Sadik-Khan is the current Commissioner of the New York City Department of Transportation, appointed by New York City Mayor Michael Bloomberg in 2007.

Sadik-Khan has been a key player in Mayor Michael Bloomberg’s efforts to transform New York into a green city under PlanNYC by reducing the city’s carbon footprint 30% by the year 2030. Beginning with Sustainable Streets, DOT’s first strategic plan published in 2008, Commissioner Sadik-Khan has implemented a series of innovative projects: the creation of Broadway Boulevard and the pedestrianization of Times Square, new Select Bus Service Routes in the Bronx and Manhattan, the installation of 18 plazas, the addition of over 250 miles of on-street bike lanes, car-free summer streets, weekend pedestrian walks and a new Street Design Manual requiring higher quality street designs for New York City. Commissioner Sadik-Khan is President of the National Association of City Transportation Officials (NACTO), Chair of the Transportation Research Board’s (TRB) Committee on Transportation Issues in Major U.S. Cities, and was appointed to the Energy Secretary’s Energy Efficiency and Renewable Energy Advisory Committee (ERAC). She has published widely on transportation policy, planning, and finance and project management. She holds a B.A. in Political Science from Occidental College, and a law degree from Columbia University School of Law.

Jan Gehl is a Danish architect and urban design consultant based in Copenhagen whose career has focused on improving the quality of urban life by re-orienting city design towards the pedestrian and cyclist. He is a founding partner of Gehl Architects, urban research and design consultancy.

Jan Gehl started to explore the field of human-centered architecture together with his wife, who is psychologist. They set out to study the borderland between sociology, psychology, architecture, and planning in order to bring the human needs to the foreground of planning.

Gehl is an Architect MAA & FRIBA, Professor Emeritus of Urban Design at the School of Architecture in Copenhagen. Gehl has been awarded the Sir Patrick Abercrombie prize for exemplary contributions to town planning by the International Union of Architects as well as an honorary doctorate from Heriot-Watt University in Edinburgh. Gehl has received honorary fellowships to the Royal Institute of British Architects (Int. FRIBA), the American Institute of Architecture (FAIA), the Royal Architectural Institute of Canada, and the Planning Institute of Australia.
Craig Dykers
American architect, co-founder of Norwegian based landscape architecture studio, Snøhetta, living and directing the Snøhetta office in New York came to Prague to talk about public spaces in context of nature and “human” nature.

Craig Dykers co-founded the architecture, landscape and interior design company of Snøhetta, and he is Principal of the New York City office of the Norwegian-based firm. Snøhetta has developed a reputation for maintaining a strong relationship between landscape and architecture in all of its projects. His major projects include design of Bibliotheca alexandrina in Egypt, the Norwegian National Opera and Ballet in Oslo, the recently opened National September 11 Memorial Museum pavilion at the former World Trade Center site and the redesign of Times Square in New York.

Alexandros E. Washburn
Having background in both, biology (undergraduate major from UNC Chapel Hill) and architecture (Masters from Harvard University), Alexandros E. Washburn’s approach to urban design is known for its well balanced fusion of ecology and urbanism.

He began his design career in Washington, DC, where he joined the personal staff of the legendary advocate of architecture, Daniel Patrick Moynihan, with oversight of environment and public works. Alexandros was in charge of New York’s Pennsylvania Station redevelopment. After successful completion of this task, in 2001 together with Barbara E. Wilks formed the successful practice W Architecture and Landscape Architecture. He was teaching at Columbia University and Princeton University before being appointed the Chief Urban Designer for the Department of City Planning in the City of New York.

Washburn made numerous media appearances during reSITE Festival including a full hour program “Hyde Park” on Czech TV and with feature articles in Hospodářské noviny and Lidové noviny.

Jakub Cigler
Jakub Cigler, Partner, creative and talented architect of Cigler Marani Architects, is celebrated for his international and local works. During his 15 years in the industry he has worked for and collaborated globally with different prestigious firms. Combine this with his years of experience in Prague, Czech Republic, both practical and theoretical, and you have a talent equipped with a valuable knowledge of global differences in architectural design and planning.

The seven-year university lecturer in architecture is one of few Czech national members of the Continental Europe Chapter of the American Institute of Architects (AIA). Of Jakub's numerous residential, commercial, office, housing and hotel designs many have become prominent completed works. The most prestigious of these include: The International glascentrum, The Hague, Holland; Rob van den Doel Glass Gallery, Prague, Czech Republic; Museum Van Der Togt, Amstelveen, Holland and the design of the Nationale Nederlanden Headquarter entrance hall, Amstelveen, Holland.
Festival

NEW STAGE OF THE NATIONAL THEATRE
BRIDGE THE GAP BETWEEN THE CONFERENCE EXPERTS AND GENERAL PUBLIC

+ urbanACT INSTANT PARK
+ URBANIZED FILM SCREENING
+ BRIDGING PRAGUE COMPETITION
+ TEMPO 30 WORKSHOP
+ CULBURLB SHAPING CITIES SYMPOSIUM
+ ARCHITECTURAL BIKE TOURS
+ TANGO IN PUBLIC SPACE
+ FARMER’S MARKET
+ DESIGN EXHIBITION
+ URBAN GAMES
+ 3 PUBLIC DISCUSSIONS
+ RIVERFRONT DESIGN WORKSHOP
+ DRAWING PUBLIC SPACE WORKSHOP
Skanska Bridging Prague was in an international ideas competition, which sought visionary solutions for the transformation of the Vltava riverbanks in Prague. More than 650 studios from all around the world registered for the competition and more than 100 proposals were judged by an international jury. The competition was organized in cooperation with the Architectural Institute in Prague / ARCHIPI. The general sponsor of the competition, Skanska, offered prizes of 3000, 2000 and 1000 euro in addition to gifts for the honorable mention finalists.

Competitors were asked to propose a comprehensive proposal for the Vltava River and its immediate surroundings. The project focus was in the central of Prague and defined by two crossings - the Railway Bridge in the south and Libenský bridge in the north. This is a considerably long stretch of the river with a very diverse landscape and urban character on both sides.

The jury for the competition included Czech and international experts like Adam Gebrian; Ondřej Hoffmeister; Igor Kovačević; Lisa Diedrich, Editor of ‘scape: international magazine of urbanism and landscape architecture; Michael Rink, Consultant to the Director of Urban Planning in Hamburg; and Chief Urban Designer for the City of New York City, Alexandros Washburn.

The winning proposal, “River Works,” submitted by a Canadian architect, Pete North, envisions a strengthened park and greenspace network in and around the underutilized sites found on the river front. The park network performs various ecological and infrastructural functions with engineered storm ponds and porous river edges. The project seeks to link, connect and protect both the river and the historic urban context.

North’s proposal worked with the river in a very soft way. He focused especially on cultivation and reconstruction of the banks by adding wooden piers, sidewalks, bike paths or flowerbeds while also creating a green infrastructure that would protect the lowest areas of the city from flooding.
A multidisciplinary student workshop was organized under the umbrella of the urbanACT project. The workshop was organized by students from the Faculty of Architecture at CVUT and Arts Management at University of Economics. The requirements of the workshop was that the team needed to be from diverse academic training and would need to work together to create a temporary urban intervention near the Vltava River.

The project met reSITE goals of providing an ecologically, socially and economically vibrant place that could activate the riverfront on all of those levels.

The participants from various academic fields in the country proposed a site-specific urban intervention on the Vltava riverfront. The goal of the workshop was to design and construct an “instant park” on the Naplavka section of the Vltava river in Prague 2.

Architects from Collaborative Collective / Czech Republic and Oximoron / Slovak Republic advised this student organized workshop.
JANETTE SADIK-KHAN
/ COMMISSIONER, DEPARTMENT OF TRANSPORTATION / CITY OF NEW YORK

You did a great job organizing the conference....My very best to you and many thanks for a wonderful trip and program.

CRAIG DYKERS
/ PRINCIPAL, SNOHETTA / NEW YORK & OSLO

My greatest admiration to you and your efforts. Thank you for everything.

ALEXANDROS WASHBURN
/ DIRECTOR OF URBAN DESIGN, DEPARTMENT OF CITY PLANNING / CITY OF NEW YORK

Congrats on an excellent conference! The conference was great. I have been to many of these events and I can say this is one of the best I have been to from a content, media and organizational point of view.

DAVID CHRISTHOLM
/ PRINCIPAL, CMC ARCHITECTS / PRAGUE

Congratulations on the success of reSITE...It’s quite a refreshing phenomenon I am witnessing here, after nearly twenty years of practice in the Czech Republic.
SPONSOR OPPORTUNITIES

Opportunities exist for General Sponsors, Main Sponsors, Sponsors and Donors. Each role will allow the sponsor to play a major role in the future of reSITE while allowing both reSITE and the sponsor to reach a large audience in 2012-2013.

With this partnership, the sponsor can be highly visible in this ground breaking initiative. The sponsor opportunities schedule can be used as a general reference for media and communications [marcom] outputs. Specific campaigns can be tailored to meet unique demands.

**EXPLANATION**

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<td>P - partner</td>
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*based on the agreement with the media partner
Milota is a postgraduate candidate of urban landscape design at Slovak Agricultural University in Nitra, currently as intern at Czech Technical University in Prague. Her graphic design background and frequent travels influenced a broad and four-dimensional vision of urban design. She advocates an interdisciplinary approach in landscape architecture and urban design so that cities are understood as complex networks of human stories and actions, visible and invisible powers. Cities are for people and people should be active - that is the main cause she took over reSITE coordination.

Martin perceives landscape architecture and urbanism as an essential way to shape the future of cities and reestablish the way individuals interact with ecology and culture in urban public spaces. He believes that thoughtful, good urbanism and planning require strong and clear leadership with lively collaboration amongst different disciplines. Martin seeks to help cities become more competitive with a thoughtful and collaborative approach to urban design.

Martin is a former Fulbright Scholar in the Czech Republic where he taught landscape architecture at the Faculty of Architecture, Czech Technical University in 2011-2012. In September 2011, he founded reSITE. He is an Associate at W Architecture and Landscape Architecture where he leads and works with multi-disciplinary teams on complex landscape, architecture and urbanism projects in New York City, Saudi Arabia, China, United Arab Emirates, Haiti and Mexico. He is a young leader in his field, working on public space plans for urban waterfronts, universities and resorts, rooftops and multi-use developments to large masterplans, city plans and urban design standards with leading figures such as Enrique Norten, Rafael Pelli and Michael Sorkin while serving as a design consultant for private developers, municipalities and royalty such as the royal family in Saudi Arabia.

Martin is an architect and Rector of ARCHIP (Architectural Institute in Prague), the first private architectural college with English instruction in Prague. Her architectural practice (Gemarc studio) augments her academic activities. She strongly believes in changing the approach toward the built environment through education. Organizing the international competition within reSITE Festival 2012 showed the advantages of design competitions within Czech Republic, where barely any competitions are being announced.

Anna Ježková is a partner at Atkins and Langford Development, a firm with more than 20 years of experience on the Czech market. Anna is currently pursuing a graduate degree in Urbanism at Paris Sorbonne and manages several development projects both in and outside of Prague. Over the past few years, she has been been working with a team at the Ministry for Regional Development preparing the housing policies for the period 2011-2020. Anna was extremely influential in the development and success of the inaugural reSITE Festival and Conference.

Yulia is a freelance illustrator by day and visual advisor by night. She has been working as a freelance illustrator for various magazines, advertisement agencies, theaters, websites and cultural events in Europe and Asia for the last 8 years. Her illustrative art has frequently appeared in Esquire, BBDO, Malene Birger, Ahmad tea any many more. She provides oversight, and artistic direction and perfection in all analog and digital visual communication for reSITE. Her exemplary standards and attention to detail ensure that all reSITE media is at the highest level.
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<td>Euro / Pavla Kreuzigerová</td>
<td>Jak se rejžuje na náplavce?</td>
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<td>2.6.2012</td>
<td>Lidové noviny / ADAM GEBRIAN</td>
<td>Dočasné intervente v Praze</td>
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<td>Právo (ČTK)</td>
<td>Architekti navrhli, jak by mohly vypadat náplavky</td>
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<td>Výstava architektů představuje návrhy vltavských náplavek v Praze</td>
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<td>31.5.2012</td>
<td>ekolist.cz / Zdeňka vítková</td>
<td>Rušte parkovací místa. Pomalu a potichu, radi dánkský architekt Jan Gehl</td>
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<td>31.5.2012</td>
<td>stavitel.ihned.cz</td>
<td>Jak udělat město lepším místem pro život?</td>
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<td>29.5.2012</td>
<td>ekolist.cz / Pavel Fojtík</td>
<td>Festival reSITE: Přehrada v centru Prahy nebo ping pong u Národního divadla</td>
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<td>blog.ihned.cz / Vit Masare</td>
<td>Hummery z New Yorku v pražských ulicích</td>
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<td>28.5.2012</td>
<td>Metro / ADAM GEBRIAN</td>
<td>ČJJE VEŘEJNY PROSTOR?</td>
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<td>Ožijí pražská vltavská nábřeží</td>
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<td>Lidové noviny / VERONIKA BEDNÁŘOVÁ</td>
<td>Na domech je nejdůležitější chodník</td>
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<td>ČRo - regina.cz / Eva Dvořáková</td>
<td>Co s načátným večerem a vikendem</td>
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<td>Neseďte doma a vyráste za zábavou. Poradí vám Tipy na výlet</td>
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<td>25.5.2012</td>
<td>novinky.cz / Stanislav Dvořák</td>
<td>Co dělá bublina u Národního? O víkendu nabídne film, vytvárně dílny a hry pro rodiny</td>
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<td>Festival reSITE</td>
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<td>Moderní obec</td>
<td>Křest českého překladu knihy Města pro lidi</td>
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<td>lidovky.cz / Tereza Houdková</td>
<td>Překážky? Lenost, nevědomost a nezájem, říkají organizátoři reSITE</td>
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<td>zpravy.rozhlas.cz / David Śťáhlavský, MaD</td>
<td>Praha jako místo pro život – to je téma diskuzí festivalu reSITE</td>
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<td>21.5.2012</td>
<td>ceskapozice.cz / Guest Writer</td>
<td>Suburbia in Central Europe</td>
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Jak žít v Praze? Co s nábřežím? Odpoví festival reSITE
21.5.2012 / ct24.cz

Je Praha městem pro život? Na to odpoví urbanisté, architekti i Prážané na právě začínajícím festivalu reSITE
21.5.2012 / ČRo - regina.cz / Anna Königsmarková

V Praze začíná reSITE, festival městského života a veřejného prostoru
21.5.2012 / ekolist.cz

Festival reSITE
21.5.2012 / Euro

Festival reSITE: nabízí umění na ulici, netradiční procházky centrem či cyklojízdy
21.5.2012 / maminka.cz

Unikátní filmový dokument: architekti diváky provedou 12 metropolemi
21.5.2012 / reality.iDNes.cz / Lenka Weberová

Kulturní servis
21.5.2012 / Respekt / PAVEL TUREK, JAN H. VITVAR, KAMIL FILA

Praha a veřejné prostory, jak bychom si je přáli. Jen na týden
20.5.2012 / lidovky.cz / Tereza Houdková

Dokument Urbanized chce měnit města. I ta česká
19.5.2012 / lidovky.cz

Festival reSITE představí metropoli z jiného pohledu
19.5.2012 / Mladá fronta DNES

U Národního divadla vyroste bublina pro světové urbanisty
15.5.2012 / Metro / ADAM VÁCHAL

Je Praha městem pro život? Odpověď nabídne festival reSITE
15.5.2012 / moderniobec.ihned.cz

Urbanisté a architekti míří do Prahy
15.5.2012 / prvnizpravy.cz

Města pro lidi - vyzvávající kniha dánského architekta Jana Gehla vychází v češtině
14.5.2012 / webreporter.cz

Změňte pražskou náplavku, vyzývá soutěž. Apríl?
2.4.2012 / lidovky.cz

Taking action toward a better Prague
5.4.2012 / ceskapozice.cz / Guest Writer

Ta řeka je koneckonců naše
17.4.2012 / Prague HN / Martin Kontra

O Řece
16.4.2012 / Metro / ADAM GEBRIAN

FESTIVAL RESITE
11.4.2012 / ERA 21

Mezinárodní festival o vytváření kvalitních městských prostorů
11.4.2012 / stavitel.ihned.cz / Vinšová Hana

Urbanizovaný dokument přichází do Česka
9.4.2012 / tyden.cz / ČTK

Změňte pražskou náplavku, vyzvá soutěž. Apríl?
2.4.2012 / lidovky.cz

UrbanACT pro lepší veřejný prostor v Praze
29.3.2012 / stavitel.ihned.cz

Hledáš se náměty?
9.5.2012 / Stavitel

Festival reSITE
4.5.2012 / Art + antiques

Festivalové téma: Nábřeží
25.4.2012 / Doma DNES / Alena Němečková, Filip Grygera

reSITE poprvé aneb Vytváření kvalitních městských prostorů
25.4.2012 / Moderní obec

Do uzavření přihlášek do soutěže reSITE zbývají tři dny
25.4.2012 / stavitel.ihned.cz / Hana Vinšová

Ta řeka je koneckonců naše
17.4.2012 / Prague HN / Martin Kontra

O Řece
16.4.2012 / Metro / ADAM GEBRIAN

FESTIVAL RESITE
11.4.2012 / ERA 21

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Taking action toward a better Prague
5.4.2012 / ceskapozice.cz / Guest Writer

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