

reSITE

annual report 2014





Prague. Old Town Square

Instant park on Naplavka. Created by urbanACT x reSITE in 2012



reSITE

lovable livable cities

More than **660** participants

from government administration (137), architects (110), non-profit organizations (83), academics (82), investors and developers (72) from across Central and Eastern Europe at the third-annual reSITE 2014 international festival and conference in Prague.

The **3^d** annual reSITE

festival took place in Prague. This year, the event - organized in collaboration with the Institute for Planning and Development in Prague - sought to connect the themes of how cities and landscapes are developing in the new economy. reSITE, as an international platform presents the best examples of good practice from abroad and confront them with our own approaches to urban design.

reSITE goes far beyond discussions

among specialized experts. We connect those discussions to real people and real development. Quality of life in cities, city planning and development are crucial topics for every resident and visitor of a city. Our two-day program in the newly opened Forum Karlin consisted of presentations, workshops, lectures and discussion panels that featured inspiring ideas, interesting solutions and unexpected encounters: diverse contributions with a common goal - to achieve a better life in our cities.

The conference was the flagship event of this reSITE 2014, and was attended by nearly 700 people: architects, government representatives, academics in various sciences, non-profit workers, students, developers, investors and business leaders. All of them contributed to a discussion about the development of higher quality public architecture, public space and public landscape in the changing, new economy.

50 speakers

appeared on the stage. The conference kicked-off with the famous American neo-liberal economist Edward Glaeser and was juxtaposed by the engaged "community architects" from Berlin, Juval Dieziger and Mario Husten, and further contrasted by Czech activist sociologist Tereza Stöckelova. The strategy for urban development in Prague and the Czech Republic was presented by the Mayor of Prague, Tomas Hudecek, and the Minister of Regional Development, Vera Jourova respectively. The authors of a bold and well-received zoning plan of Pradubice presented their vision and Vladimir Ledecny, the mayor of the Slovak town of Spissky Hrhov stole the show with a short but exciting speech about his urban actions. According to them the key to a functional "city for all" lies in the creation of a public space manual. All prefer building more density in downtown areas over urban sprawl. Integrating minorities such as Roma communities into the city life was also an important theme.

A leading figure in the world of architecture, Benedetta Tagliabue, presented a unique project of revitalization of the Barcelona market Santa Katarina. Adriaan Geuze from West 8 (the designer of the former brownfield Amsterdam district Borneo) gave a talk that opened many eyes of many of the architects and investors present. French landscape architect Michel Desvigne demonstrated how close and vital is the relationship between countryside and city. Urbanscale founder, Adam Greenfield challenged the popular concept of "smart cities" and warned against the danger of strictly central planning. This year reSITE saw inspiring presentations of the chief architects of major Eastern European cities: the head of the Prague Institute of Planning and Development Tomas Ctibor, chief architect of Budapest Sándor Finta, Director of Research and Project Institute of General Plan of Moscow Karima Nigmatulina or Head of Planning of Kiev Oksana Galenko. Respected American city planner Mark Johnson considers constant change as one of the cornerstones of functional urban structures while leading Polish critic Gregorz Piatek agreed that liveable cities are about dynamism. Constant transformation drives a number of community projects. Leaders such as Marco Clausen are dedicated to conversion of abandoned sites into social and ecological gardens. Berlin's Juval Dieziger and Mario Husten, co-creators of the Holzmarkt district, deal with alternative development bottom-up strategies. A discussion about civic participation was led by Florian Kohl, an architect who looks for ways to involve people in their environment through architecture.



reSITE glasses at Forum Karlin

During conference break



Preceding and in very close connection to the conference, reSITE and the Institute for Planning and Development in Prague (IPR) organized a one-day intensive workshop with experts from the United States, France, Serbia and Germany which was aimed at finding a contemporary and relevant development strategy in the area of the Prague Vaclav Havel airport.

This year's conference was accompanied by public events around the City of Prague. The events included 3 exhibitions and 2 film screenings, 4 discussion salons with international guests, 2 bike rides and a videomapping installation at the Forum Karlin. All these actions occurred in the spirit of the main theme of reSITE – to connect, inspire and help cities improve their quality of life – regardless of nationality, profession and self interest.

**We want to
leave the city
behind in
better shape
for the next
generation
than it is for
this one.**

This is a long-term game, and reSITE is here to stay.





Conference venue: Forum Karlin

The conference was sold out with over 660 people in attendance

4 DAYS IN TOTAL

4 DISCUSSION PANELS

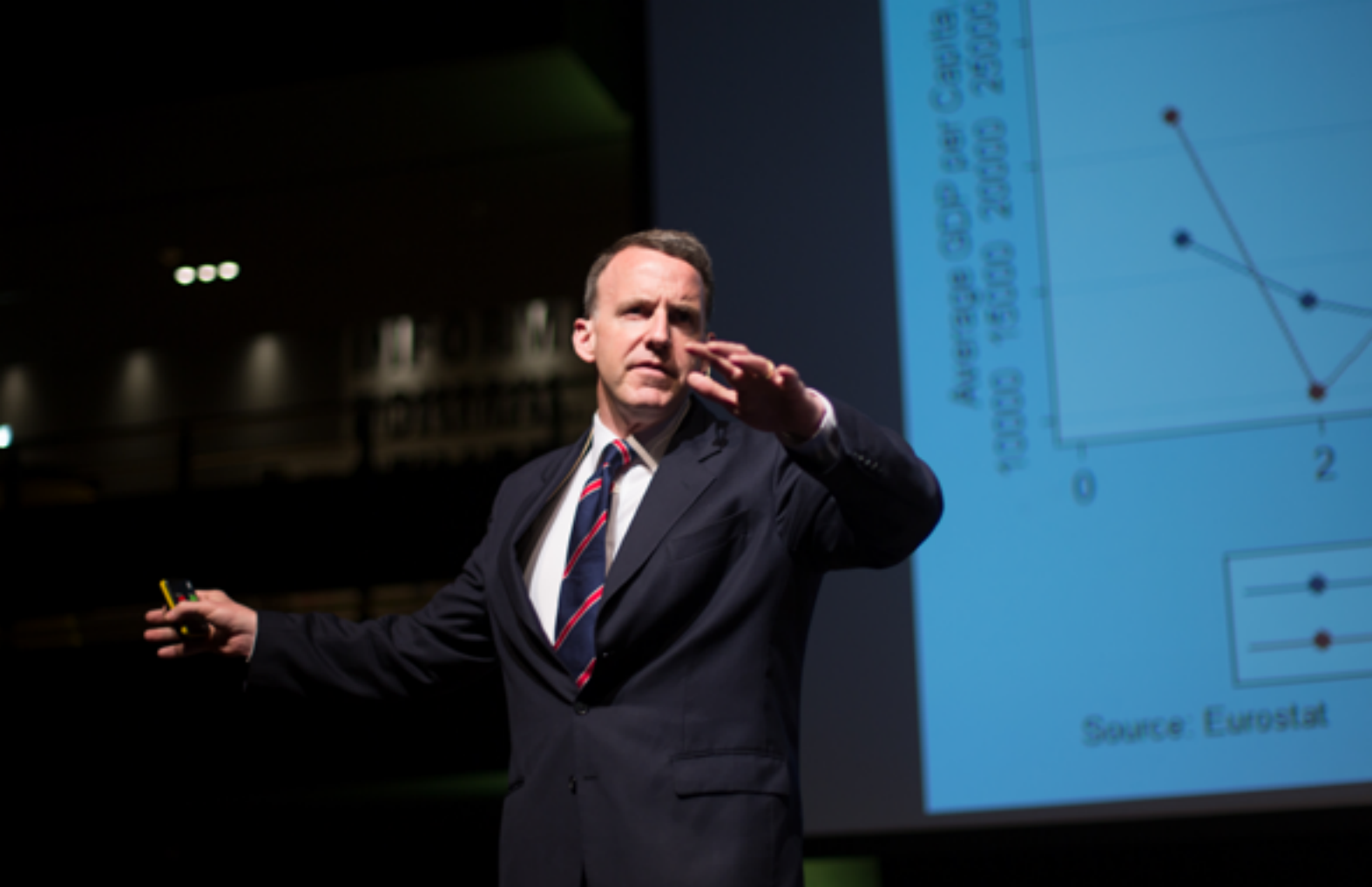
3 EXHIBITIONS

2 CONFERENCE DAYS

1 WORKSHOP

4 EVENING SALONS

+ bike rides, parties and other events



Edward Glaeser (Harvard University) during his keynote lecture

Crowd before the lecture



AUDIENCE

MUNICIPALITIES

137 (24%)

ARCHITECTS/ PROFESSIONALS

110 (19.6%)

ACADEMICS

82 (14.6%)

CULTURAL INSTITUTIONS

83 people (14.8%)

DEVELOPERS, FINANCE

77 (13.7 %)

JOURNALISTS

70 (12.5 %)

OTHER

1 (0.8%)



Michel Desvigne. Special lecture

*Michael Kimmelman (The New York Times) and Adam Gebrian
before Kimmelman's keynote lecture*



Minister of Regional Development Vera Jourova

Mayor Tomas Hudecek opening the conference



AUDIENCE GEOGRAPHY

23 COUNTRIES

Czech Republic
Slovakia
Austria
Poland
Germany
Netherlands
Belgium
Canada
France
Russia
Hungary
Serbia

USA
Ghana
Luxembourg
Norway
Sweden
China
Israel
Italy
Denmark
Spain
United Kingdom

SPEAKERS GEOGRAPHY

16 COUNTRIES

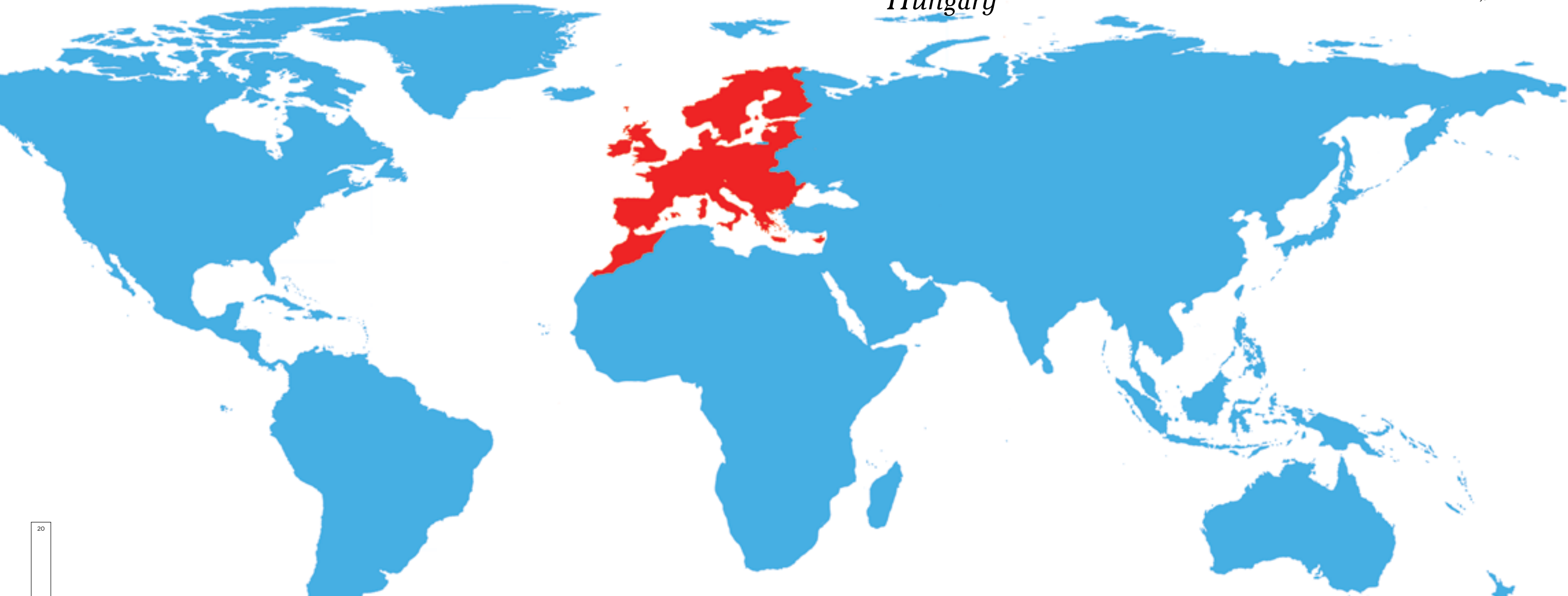
Czech Republic
Slovakia
Germany
Poland
USA
Hungary
France
Spain
Canada
Slovenia
Russia
Netherlands

Ukraine
Serbia
United Kingdom
Sweden

TOP 5 COUNTRIES

	people	%
<i>Czech Republic</i>	408	61,81
<i>Slovakia</i>	74	11,21

	people	%
<i>Poland</i>	40	6,06
<i>Germany</i>	31	4,69
<i>Hungary</i>	17	2,57



*I wanted to thank you for a great event.
I was again deeply impressed with how
professional reSITE is. You did a wonderful
job!*

*reSITE is becoming the most influential
venue in the field of urbanism in our country
and maybe soon in Europe. I appreciate
especially the effort to mutually combine
the theory and a practice of planning, which
became separated throughout the last century.*

*Prague, as a metropolitan city, has always
flourished thanks to the mixture of various
cultures on a small area. It has suffered
under hostile regimes, which imprisoned
relations to the outer world. I am very
pleased that after 40 years of an intellectual
emptiness (due the communistic regime) you
are enriching and opening the thinking about
urbanism in Prague, the mother of cities*

PAVEL HNILICKA
architect, advisor for the Strategic Plan of Prague

*Cities are the future. And it's very
much organizations like reSITE that are
crowdsourcing brilliance, which will make
cities flourish*

EDWARD GLAESER



IMPORTANT GUESTS

MUNICIPALITY - GOVERNANCE

Vera Jourova

Minister for Regional Development, Prague

Tomas Hudecek

Mayor of Prague, Prague

Tomas Ctibor

Director, Prague Institute for Planning and Development, Prague

Pavla Melkova

Director, Office for Public Spaces, Institute for Planning and Development, Prague

Vaclav Mencil

Member of Czech Parliament, Prague

Irena Vostracka

Director, Department of City Development, Pilsen

Niombo Lomba

City Councillor, Stuttgart

Oksana Galenko

Director, Department of City Development, Kiev

Sandor Finta

Chief Architect of Budapest

Vladimir Ledecsky

Mayor, Spissky Hrhov

Karima Nigmatulina

Acting Director, Institute of Master Planning for the City of Moscow, Moscow

ARCHITECTS - ACADEMICS

Adriaan Geuze

Co-Founder, West 8 Landscape Architecture and Urban Design, Rotterdam

Edward Glaeser

Professor of Economy, Harvard University, Cambridge

Evgeny Asse

Dean, Moscow School of Architecture, Moscow

Michel Desvigne

Founder, Michel Desvigne Paysagiste, Paris

Jan Svejnar

Professor of Economy, University of Columbia, NYC

Benedetta Tagliabue

Co-Founder, EMBT, Barcelona

Tereza Stockelova

Assistant Professor of Sociology, Charles University, Prague

Heiko Roehl

Environmental Manager, University of Freiburg, Freiburg

Florian Kohl

Founder, FAT Koehl Architects, Berlin

JOURNALISTS

Michael Kimmelman

Chief Architecture Critic, The New York Times, NYC

Grzegorz Piatek

Corespondent, Gazeta Wyborcza, Warsaw

Daniel Suchy

Trend, Bratislava

Jan Kasl

Architect, Advisor on Strategic Plan of Prague, Prague

Pavel Hnilicka

Architect, Advisor of Strategic Plan of Prague, Prague

Adam Greenfield

Founder, Urbanscale, London

Adam Gebrian

AG-ENT, correspondent, Respekt

Jan Machacek

Editor, Respekt

Marek Svehla

Columnist, Respekt

+ 70 other journalists



FACEBOOK

8.06 - 09.07.2014

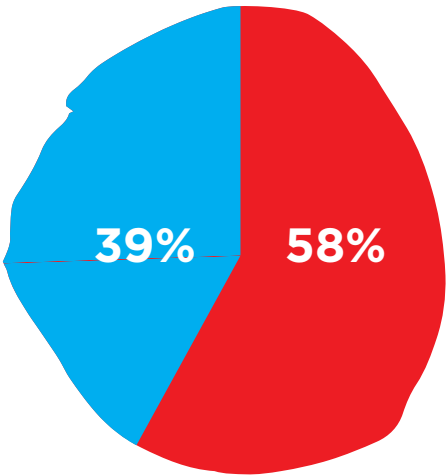
Total Page Likes: 3.3k

Average post reach: 5.8k

57.19 % new visitors
42.81 % returning visitors

Gender

Women 58% Men 39%
Unspecified 3%



Age groups

	13-17	18-24	25-34	35-44	45-54	55-64
female	0.152%	13%	35%	6%	2%	0.85%
male	0.243%	8%	21%	6%	1%	0.577%

RESITE.CZ

8.06 - 09.07.2014

Total Page Views: 22,241

Sessions: 7,163

4,100(57,2%) new visitors
3,063 (42.8%) returning visitors

Avg. Session Duration
00:02:42

COMPARATIVE WEB DATA

GEOGRAPHY

8.06 - 09.07.2014

	facebook	resite.cz
Czech Republic	22,718	5,465
Slovakia	3,866	446
Poland	4,785	174
USA	1,400	155
Germany	902	156
United Kingdom	908	99
Hungary	1,590	63
Austria	458	61
Netherlands	39	48
Russia	668	35





Evening Salon: Adam Greenfield (London School Of Economics, Urbanscale)

*Evening Salon: Amy Armstrong (Rockefeller Foundation 100 Resilient Cities)
Igor Kovacevic (CCEA) and Mark Johnson (Urban designer)*

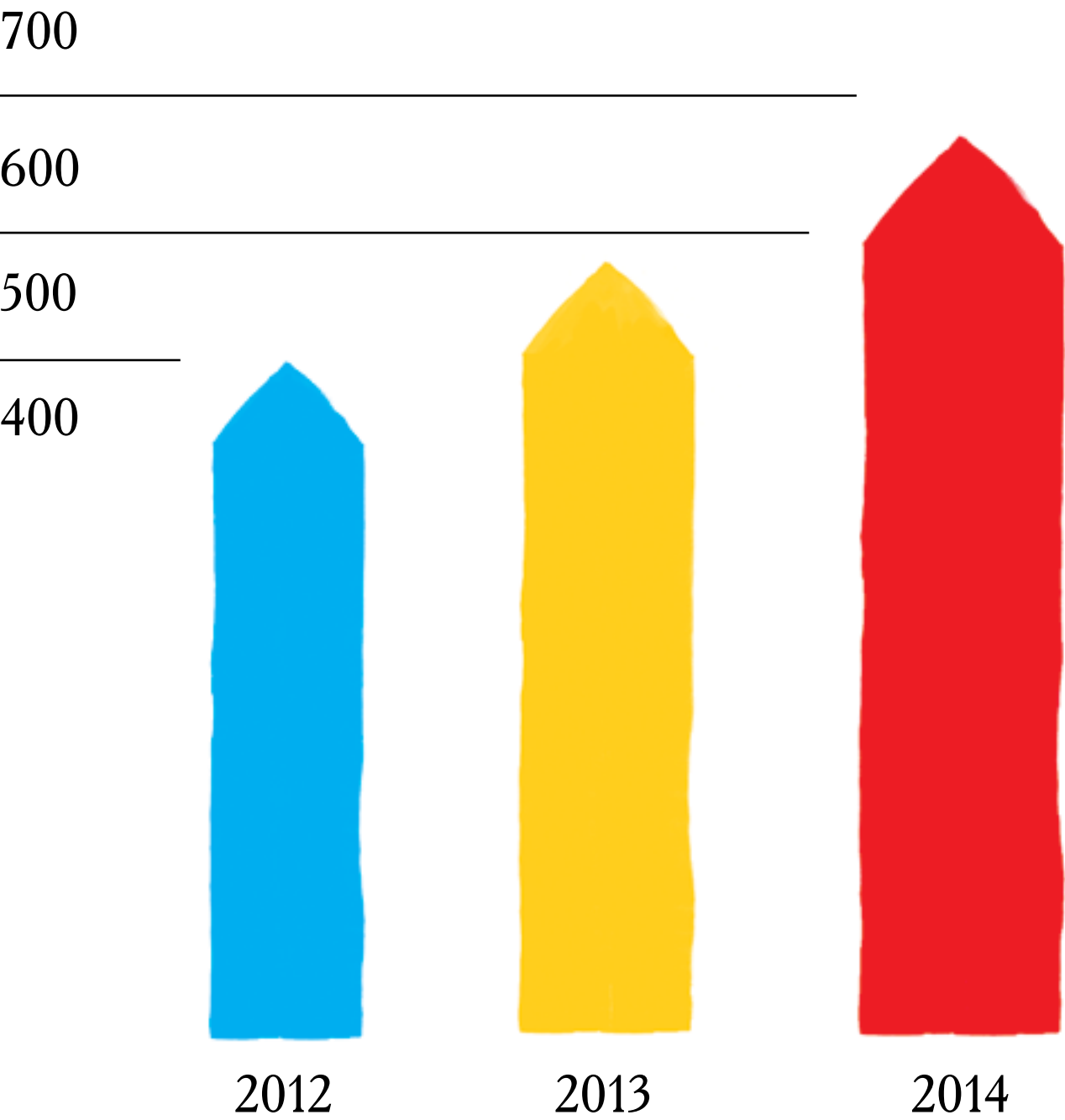


reSITE volunteers helping at the registration. Day 1

Special lecture: Eugene Asse (Moscow School of Architecture MARCH)



reSITE: PAST & PRESENT



reSITE Conference has grown consistently since our inaugural event. Thousands more have attended reSITE Festival public events

EXPANDING PLATFORM



SUPERVISORY BOARD

- Adrian Benepe**
Trust for Public Land, NYC
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NYC Planning, NYC
- Andrew S. Langsam**
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Balmond Studio, London
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Snohetta, NYC
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Ceska Sportelna
- Nigel Atkins**
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- Osamu Okamura**
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- Milota Sidorova**
Project Coordinator
- Katarzyna Dorda**
Conference Coordinator
- Yulia Yakushova**
Creative Director

reSITE DESIGN

- Workshops**
International
- Competitions**
International
- Exhibitions**
Prague

reSITE PAVILION

reSITE CONFERENCE

- Production Manager**
Prague
- Design - Balmond Studio**
London
- Production Assistant**
Prague
- Conference Production**
Prague
- Conference Coordinator**
Prague
- Registration Coordinator**
Prague
- Program Committee**
Prague

MARKETING/COMMUNICATION

- PLEON-Impact/Ketchum**
- Post-Arch**
- Sm-art Communications**

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Office Manager
- Karolina Koutenska**
Accountant

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- Yulia Yakushova**
Creative Director
- Katarina Jancovicova**
Graphic Designer

SELECTED PRESS COVERAGE

CZECH PRESS

EURO

MUSÍME PRAHU ZAHUSTIT
Hana Boříková

HOSPODÁŘSKÉ NOVINY

KANCELÁŘ A MĚSTO
Greg Lindsay

PRAGUE POST

reSITE FESTIVAL IS GEARING UP

ART + ANTIQUES

CHCI LEPŠÍ MĚSTO A CHCI HO
HNED!
Osamu Okamura

VEŘEJNÁ SPRÁVA

DVĚ CESTY KE ZVLÁDNUTÍ
VEŘEJNÉHO PROSTORU
Matěj Šišolák

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Robert Břešťan

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NEW YORK BY SI ZASLOUŽIL
MÉNĚ AUT A ROZVOJ LODNÍ

DOPRAVY, MYSLÍ SI HOST
FESTIVALU reSITE
Aleš Mečtř

HOSPODÁŘSKÉ NOVINY

LIDEM VADÍ, ŽE DEVELOPEŘI
ZABÍRAJÍ KRAJINU. MĚSTA SE
VŠAK DÍKY NIM MĚNÍ K LEPŠÍMU
Martina Marečková

HOSPODÁŘSKÉ NOVINY

NOVOU ČTVRŤ V PRAZE
NAVRHUJE UZNÁVANÝ ATELIÉR
ZE SLOVINSKA
Martina Marečková

RESPEKT

ZAČNĚTE V KRAJINĚ
Adam Gebrian

EKONOM

VĚK PRŮMYSLVÝCH MĚST? NA
ZÁPADĚ UŽ SKONČIL
Marek Hudema

RESPEKT

V ARCHITEKTUŘE JDE O ŽIVOT
Karolína Vránková

INTERNATIONAL MEDIA

ARCHDAILY

reSITE 2014: CITIES AND
LANDSCAPES OF THE NEW
ECONOMY

A10

reSITE 2014

TIP

reSITE 2014
Martin Barry, Milota Sidorova

WORLDLANDSCAPEARCHITECT

reSITE 2014 : CITIES AND
LANDSCAPE OF THE NEW
ECONOMY

URBAN GATEWAY

reSITE 2014: CITIES AND
LANDSCAPES OF THE NEW
ECONOMY

ECTP-CEU

reSITE CONFERENCE 2014: CITIES
AND LANDSCAPES OF THE NEW
ECONOMY

EPITESZFORUM (HU)

reSITE 2014 KONFERENCIA

RESPUBLICA (PL)

KONFERENCJA reSITE 2014
: MIASTA I KRAJOBRAZY W
CZASACH NOWEJ EKONOMII

URBNEWS.PL (PL)

KONFERENCJA reSITE 2014:
MIASTA I KRAJOBRAZ W NOWEJ
GOSPODARCE

TREND (SK)

AKO TVORIŤ MESTO PRE
VŠETKÝCH
Daniel Suchý

CZECH RADIO

ČRO REGINA

INTERVIEW OSAMU OKAMURA -
reSITE PROGRAM DIRECTOR

ČRO RADIO WAVE

INTERVIEW MARTIN BARRY -
reSITE DIRECTOR

ČRO VLTAVA - MOZAIKA /

INTERVIEW OSAMU OKAMURA -
RESITE PROGRAM DIRECTOR

ČRO RADIOŽURNÁL /

INTERVIEW OSAMU OKAMURA -
reSITE PROGRAM DIRECTOR

ČRO DVOJKA

INTERVIEW OSAMU OKAMURA -
reSITE PROGRAM DIRECTOR

RADIO 1

INTERVIEW OSAMU OKAMURA -
reSITE PROGRAM DIRECTOR



Marco Clausen (Prinzessinnengarten, Berlin)

Edward Glaeser



78 TOTAL PARTNERS

26 PARTNERS

21 SPONSORS & DONORS

5 AUSPICES

26 MEDIA PARTNERS

OUR PARTNERS

Auspices



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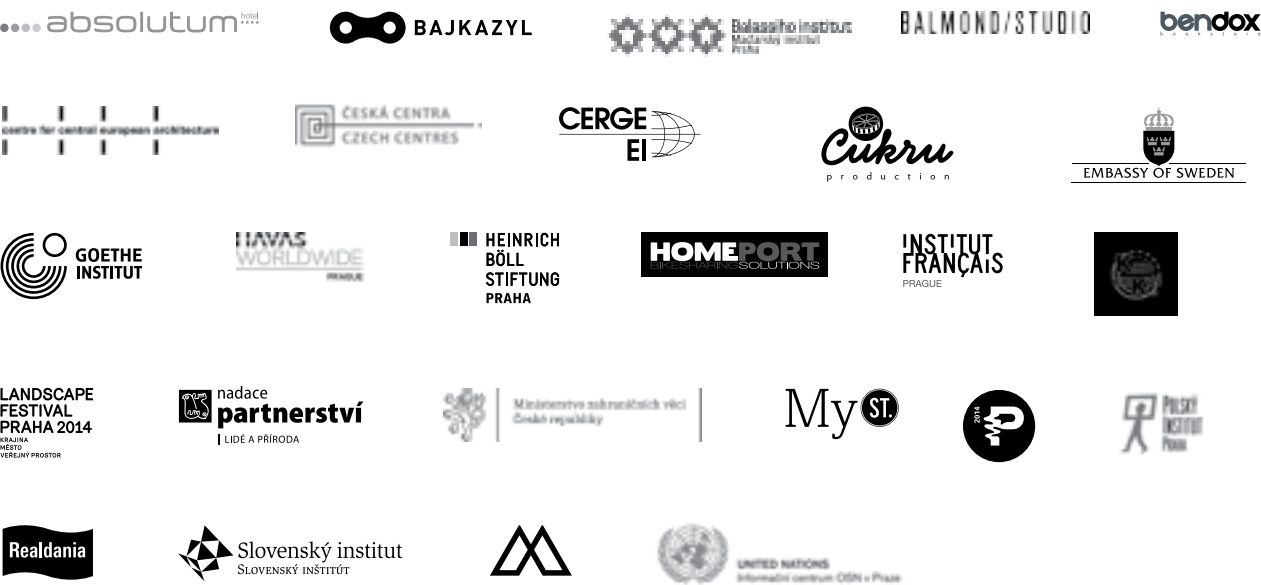
Design partners



Technical partners of the conference



Partners



Main Media Partners

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Media Partners



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Marian Beneš*

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