

# reSITE

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*Attendance statistics* | *Web analytics* | *Workshops* | *Exhibition* | *Partners* | *Team* | *Press*

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## THE SHARED CITY

*Annual report*

# 2015



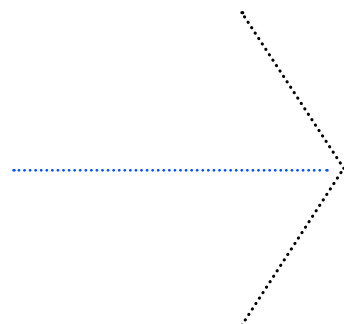
Table of contents

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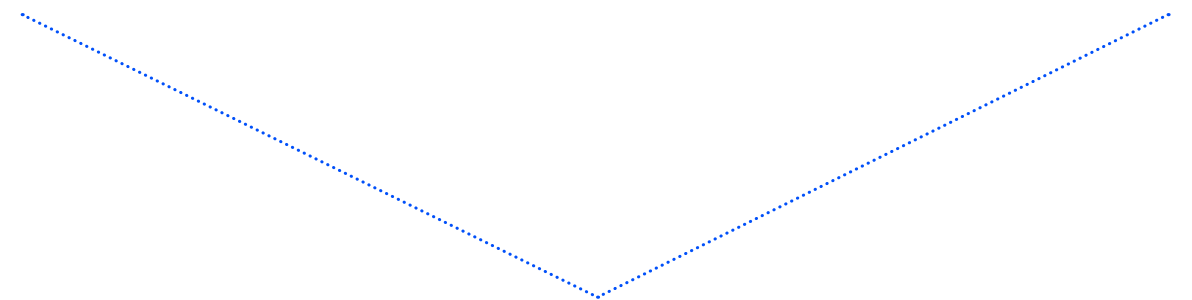
reSITE is a non-profit and international collaborative platform working to exchange and present ideas about making cities more livable, resilient and competitive.

reSITE aims to investigate and raise awareness about how to utilize architecture, planning, collaboration and social innovation to make cities better places to live by focusing on public space, public architecture and sustainable mobility. We organize international conferences and a public festival with urban games, films, bike rides, discussions & public space interventions.

**It is our  
mission at reSITE  
to connect and collaborate  
in order  
to create a city  
that is  
more livable,  
competitive  
and resilient  
for the next generation than it is  
for this one.**



**For  
over  
4  
years**  
reSITE has  
brought the  
world's best  
thought  
leaders and  
creators in  
urbanism,  
economy,  
policy,  
activism and  
architecture.



**Over the next year, we aim to  
expand this initiative to other  
cities in Europe and the Middle  
East, in order to spread the  
message and activate urban  
thinkers for more livable, resilient  
and competitive cities.**



**SHARING IS DEFINED  
AS THE JOINT USE  
OF A RESOURCE OR  
SPACE. HISTORICALLY,  
CITIES HAVE BEEN  
THE PHYSICAL  
MANIFESTATION OF  
PLATFORMS FOR  
SHARING.**

**AT reSITE 2015:  
‘THE SHARED CITY’  
WE EXPLORED THE  
INTERSECTION OF NEW  
TECHNOLOGY,  
THE SHARING  
ECONOMY AND URBAN  
DEVELOPMENT.**



Above: Opening speech by reSITE founder & director Martin Barry. Below: next to the registration desk on the first day.



## reSITE 2015

### Overview

by reSITE Founder & Director Martin Barry

Many inspiring challenges and controversial themes emerged at the now globally recognized reSITE conference and festival. For the fourth time in as many years, reSITE organized a major public program about startup technology, urbanism, architecture, politics, culture, urban development, economics, housing and civic activism at reSITE 2015. Over 800 invited and registered delegates combined their voices with speakers from over 17 countries and 70 cities, who converged on Prague for the fourth edition of the event.

What is the 'Shared City'? As defined at the events, the 'Shared City' is somewhat synonymous with the sharing economy in that it shall leverage technology, citizens, data and design to make the connections between people, goods and services more efficient. The 'Shared City' promises to be a more equitable, diverse and sustainable city by crowd sourcing progress. For two days, over 50 of the world's most well-known thought leaders in architecture, urbanism, the sharing economy, politics and real estate development debated how design, policy, development and civic activism can be integrated to create shared values, spur investment and improve the quality of life in our cities.

*reSITE 2015 identified several barriers and opportunities for the sharing economy and economic development in Prague, and Central Europe at-large. The event exposed five themes that require further action and debate:*

- *Municipal governments need to be flexible to respond to a rapidly shifting tech and development market;*
- *Prague could encourage innovation by developing an innovation district or strategic incubation zone. An art museum or cultural hub could be included in such a plan;*
- *What is the role of private developers in creating a more sustainable and equitable city? Developers need transparent and clear rules in order to positively contribute to quality of life and sustainable development;*
- *The 21st century city requires inclusive and consistent leadership from one municipal administration to the next.*
- *Social housing and income inequality are major development issues that both the city and development community need to solve together.*

reSITE 2015 featured leading local and global figures such as the "coolest mayor in the world," Jon Gnarr, of Reykjavik, Iceland, inspired the guests with his story about how anyone with ambition, a good idea and sense of humor can be mayor of their city to initiate change. Another keynote speaker, Greg Clark, discussed the city as a business and noted that the city needs to have a visitor brand, business-investor brand, citizen-resident brand and innovator brand; at once while redensifying to create a critical mass of innovators and ideas in close connection. Clark expounded upon the need for flexibility in municipal governance to respond to rapid shifts in technology and the market.

James Corner opened the second day of the conference by explaining the need for landscape and parks in the city, and how his projects like the High Line Park in NYC and London Olympic Park became catalysts for adjacent urban development. Corner contrasted views of Deputy Mayor Matej Stropnický by contending that developers have a crucial role in the city, which works well when the municipality is organized and works in partnership to create better public spaces and infrastructure. The final keynote, Michael Sorkin ended the conference with a strong appeal to younger citizens to strive for utopia that includes social and income equality and showed examples of a greener city. Gabu Heindl expanded on Sorkin's argument "social city."

Alfredo Brillembourg, of Urban-Think Tank, made an impassioned appeal to a more socially-conscious city in his presentation of Torre David, the vertical slum. Fast Company contributor, Greg Lindsay, explained how new digital technology are making the connections between people and services more efficient, further driving innovation in cities. Expanding on the technology theme, Sonja Heikkilä was at reSITE to promote her multimodal mobility app in Helsinki, which allows users to choose from all types of public and alternative transport to get around the city, effectively eliminating the need for cars. Henk Ovink described how inclusive

# reSITE 2015

## Overview

by reSITE Founder & Director Martin Barry

leadership was one of the keys to a resilient, shared city. Relative to finding out what the shared city wants, Ovink says, "it's not about us. It's about them."

Deputy Mayor Matej Stropnický advocated for a vision of the city that does not rely on developers for urban development, which stood in stark contrast to the arguments from those who have built very successful projects like James Corner.

At reSITE 2015: The Shared City, we connected the vast silos of design and politics. We debated the quality of open data, and at PragueHacks over 90 hackers created open source technology to organize networks of people dedicated to making government services simple, effective, and easy to use with apps for schools and public transport and walking in the City of Prague. We highlighted disruptive tech startups, radical social housing ideas, shared mobility projects and identified crowd-sourced projects that both disrupt and work within market conventions. Working with Kino Svetoř, we showed three Czech film premiers, all by Urban-Think Tank, including the iconic "Torre David."

*The topic of the Shared City will not disappear with the end of the conference. We are planning several events throughout the year that will investigate the intersection of the sharing economy, architecture and urban design for a more equitable, livable and shared city. We will also edit a book on the subject. For news about upcoming events, stay up-to-date by signing-up for the reSITE newsletter.*

reSITE is primarily a low budget, non-profit organization producing what is described as world-class networks, ideas and events. Following nonprofit sponsorship models in the United States and Western Europe, we seek support for our work and help us do more research, design competitions, installations, exhibitions, films, lectures and other public programs. To support this effort, we launched an exciting new membership initiative at reSITE 2015 and encouraged supporters to become a FRIEND OF reSITE.

**5 DAYS IN TOTAL**  
**4 DISCUSSION PANELS**  
**4 PUBLIC DEBATES**  
**3 MOVIE PREMIERS**  
**2 CONFERENCE DAYS**  
**2 INTERNATIONAL WORKSHOPS**  
**1 HACKATHON**  
**1 EXHIBITION**  
**1 BIKERIDE**

*and other networking events*



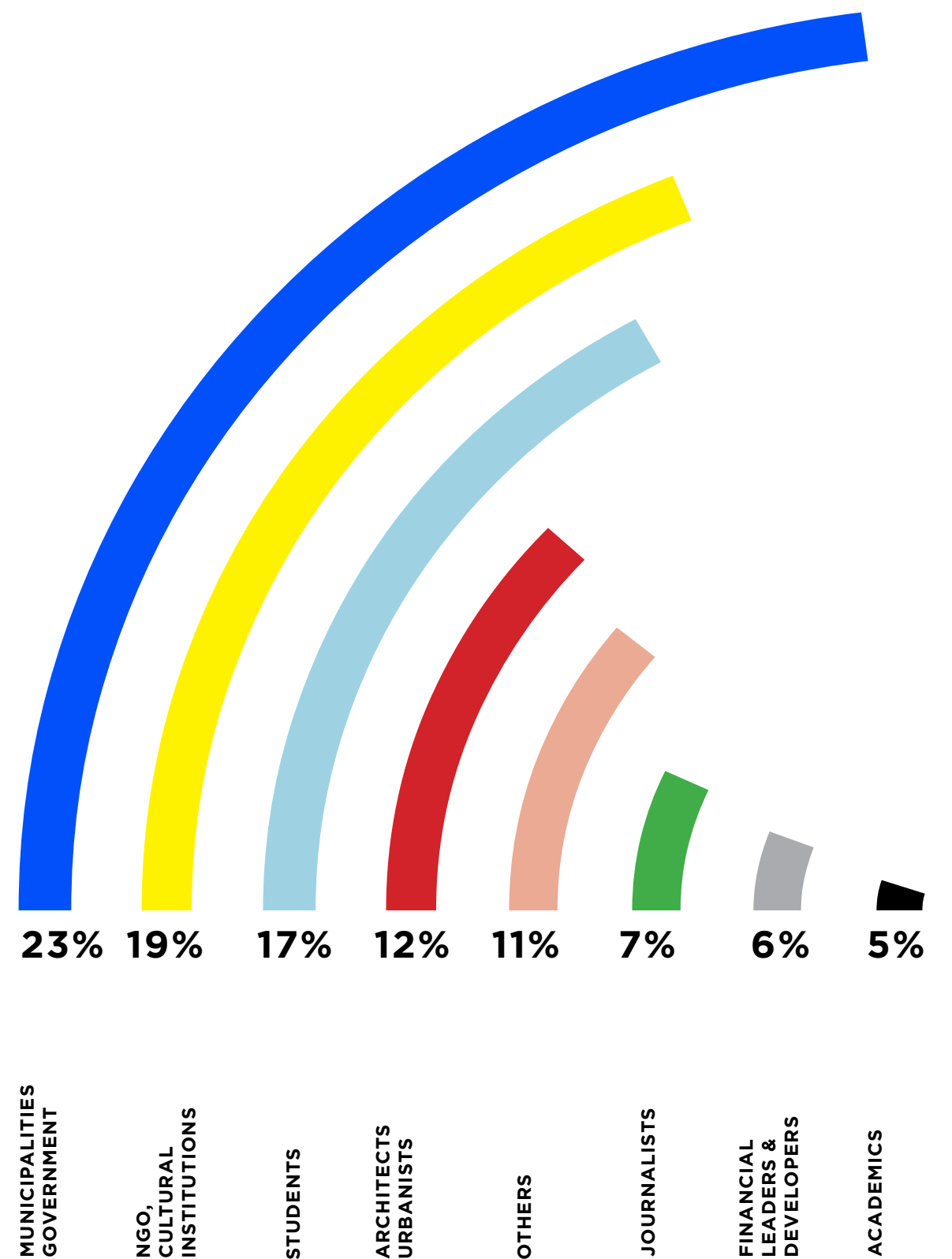


Above: reSITE conference entrance. Below: during James Corner keynote address discussion with Martin Barry.



## CONFERENCE ATTENDANCE

*Sectors*







*Kristien Ring (Self Made City, Berlin • Curator • Berlin)*



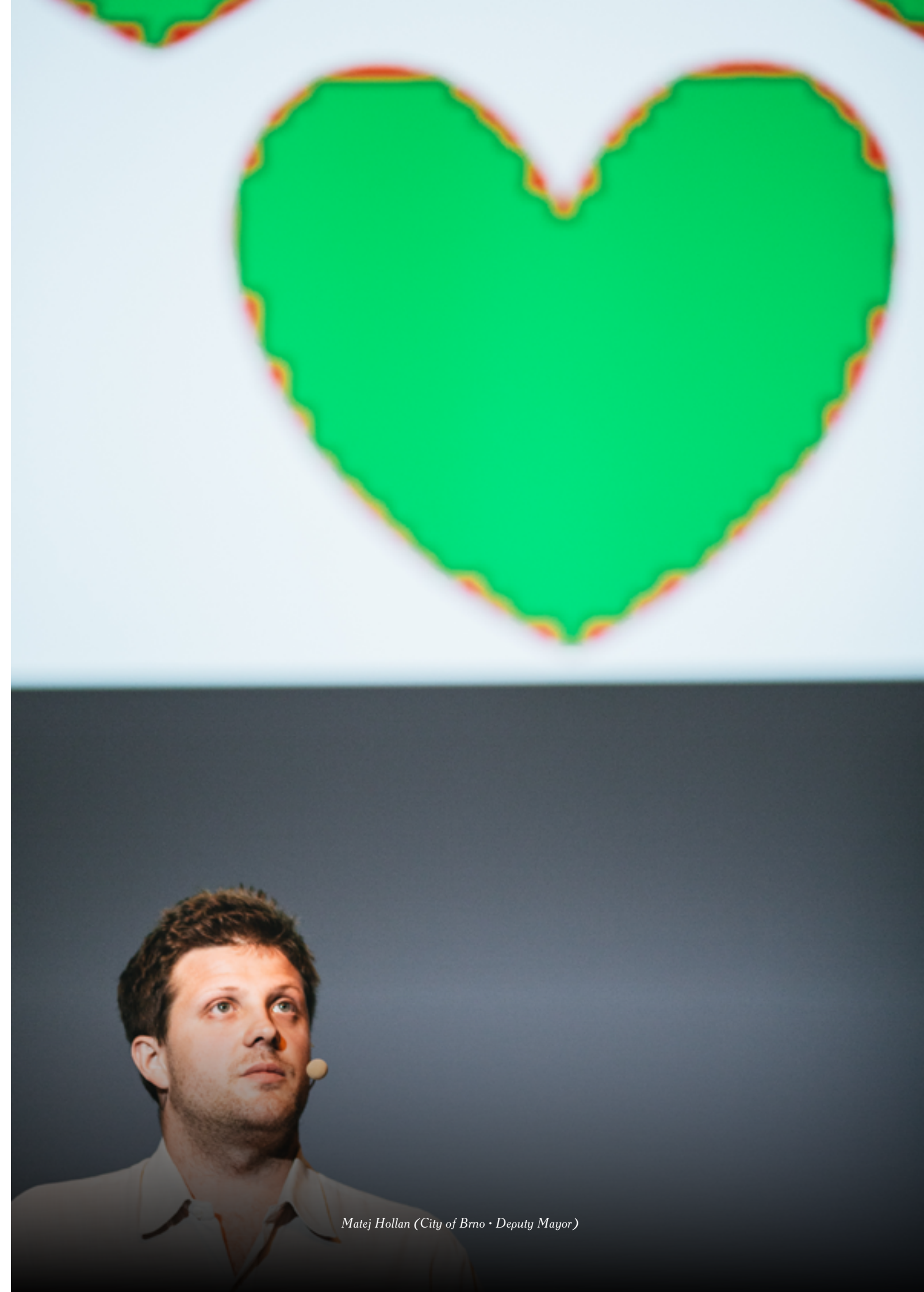
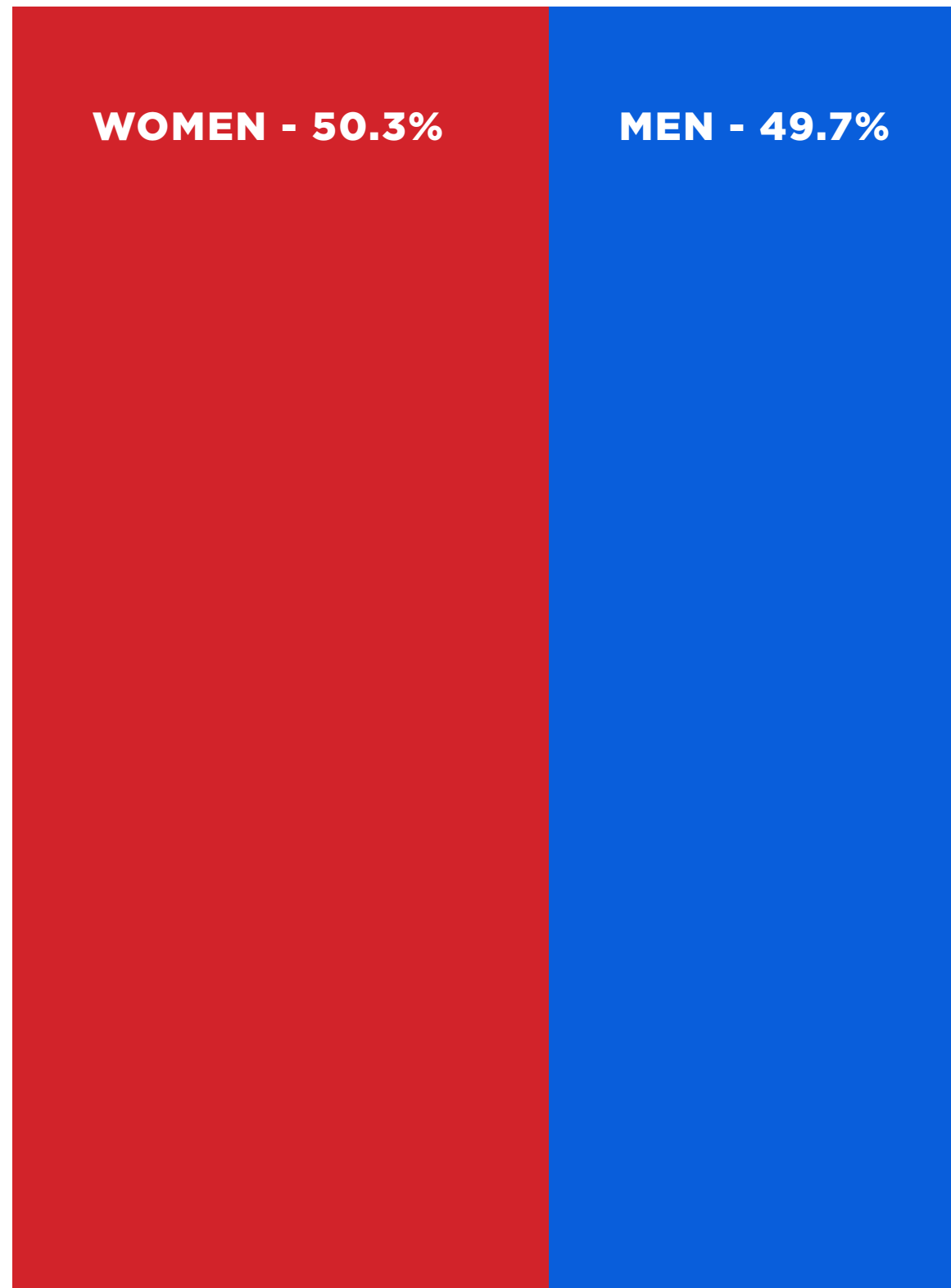
*Left page: Kristien Ring (Curator • Self Made City • Berlin). This page above: Mayor of Prague Adriana Krnácová at reSITE opening reception.*





# CONFERENCE ATTENDANCE

*Gender*



*Matej Hollan (City of Brno • Deputy Mayor)*



# ATTENDANCE

*Geography*

**49  
SPEAKERS**

**750+  
AUDIENCE**

## FROM 18 COUNTRIES

- CZECH REPUBLIC
- SLOVAKIA
- AUSTRIA
- GERMANY
- POLAND
- UNITED STATES OF AMERICA
- HUNGARY
- FRANCE
- SPAIN
- CANADA
- SLOVENIA
- RUSSIA
- NETHERLANDS
- UKRAINE
- SERBIA
- UNITED KINGDOM
- SWEDEN
- IRELAND

## FROM 16 COUNTRIES

- CZECH REPUBLIC
- SLOVAKIA
- AUSTRIA
- POLAND
- GERMANY
- HUNGARY
- UNITED STATES OF AMERICA
- LUXEMBOURG
- BELGIUM
- NETHERLANDS
- BOSNIA AND HERZEGOVINA
- FINLAND
- KAZAKHSTAN
- BULGARIA
- UNITED KINGDOM
- ICELAND





*Special lecture: Alfredo Brillembourg (Founding Partner • U-TT • Zurich, Caracas)*



*Keynote lecture: James Corner (James Corner Field Operations • Founder • NYC)*





*Above: Keynote lecture by Greg Clark (Urban Land Institute • Senior Fellow • London). Below: reSITE x Bendox pop up bookshop.*



*Question from the audience after one of the lectures.*





Keynote lecture: Jon Gnarr (Comedian, Actor, Former Mayor of Reykjavik )

## ATTENDANCE

*Important guests*

### MUNICIPALITY - GOVERNANCE

**Adriana Krnacova**

*Mayor of Prague*

**Matej Stropnický**

*Deputy Mayor for Urban planning, Prague*

**Petr Hlavacek**

*Director, Prague Institute of Planning and Development, Prague*

**Lenka Burgerova**

*City Councillor, Municipal District - Prague 7, Prague*

**Jon Gnarr**

*Former Mayor of Reykjavik, Reykjavik*

**Jana Drapalova**

*Mayor of Brno-Nový Lískovec, Brno*

**Marek Stepa**

*Deputy Mayor of Gdynia for Development Issues • City of Gdynia • Gdynia*

**Tanja Lahti**

*Project Manager, Helsinki Inforshare, The City of Helsinki, Helsinki*

**Matej Hollan**

*Deputy Mayor for Culture, Brno*

**Peter Brocka**

*Mayor of Trnava, Trnava*

### ARCHITECTS - ACADEMICS

**James Corner**

*Founder, James Corner Field Operations, New York City*

**Gabu Heindl**

*Founder, Gabu Heindl Architecture, Vienna*

**Michael Sorkin**

*Architect, Professor, City College of New York, New York City*

**Kristien Ring**

*Founder, AA Architecture, Self Made City Berlin*

**Hiroki Matsuura**

*Partner, Maxwan, Rotterdam*

**Alfredo Brillembourg**

*Co-Founder, Urban-Think Tank*

**Henk Ovink**

*Special Envoy for International Water Affairs • The Netherlands*

**Petr Navrat**

*Team leader for public participation in planning, Prague Institute of Planning and Development, Founding partner, Urban Planner, ONplan, Prague*

**Samu Szemerey**

*Adviser, Design Terminal, Budapest*

**Mark Johnson**

*Founder & President, CIVITAS, Denver*



# ATTENDANCE

## *Important guests*

### **Yvette Vasourkova**

*Founding member, Centre for Central European Architecture, Prague*

### **Jakub Cigler**

*Owner, Jakub Cigler Architects, Prague*

### **Jiri Klokocka**

*Architect, urbanist, Sint-Lucas School of Architecture, Ghent, TU Liberec, Liberec*

### **David Chistholm**

*Partner, CMC Architects, Prague*

### **Ales Marek**

*Partner, AED Project, Prague*

## INVESTORS - BANKING

### **Pavel Kysilka**

*CEO, Ceska sporitelna*

### **Marek Dospiva**

*Partner, Penta Investments*

### **Michal Kocian**

*Owner, FINEP*

### **Serge Borenstein**

*Co-Founder, Karlin Group*

### **Petr Palicka**

*Director, Penta Investments*

### **Michael Brown**

*CEO, Calgary Municipal Land Corporation*

## JOURNALISTS

### **Jan Kolarik**

*Editor, Forbes, Prague*

### **Agnieszka Kowalska**

*Contributing writer, Gazeta Wyborcza, Warsaw*

### **Artur Cielinski**

*Vice President, Res Publica Nowa, Warsaw*

### **Adam Gebrian**

*AG-ENT, correspondent, Respekt*

### **Daniel Suchy**

*Trend, Bratislava*

### **Vojtech Kubat**

*Editor, Hospodarske Noviny, Prague*

### **Jakub Stadler**

*Editor, Tyden, Prague*

### **Zuzana Moravkova**

*Editor in Chief, ERA21, Brno*

### **Erik Tabery**

*Editor, Respekt*

### **Greg Lindsay**

*Contributing Writer, Fast Company*

**+ 30 other journalists**



# WEB DATA

Facebook

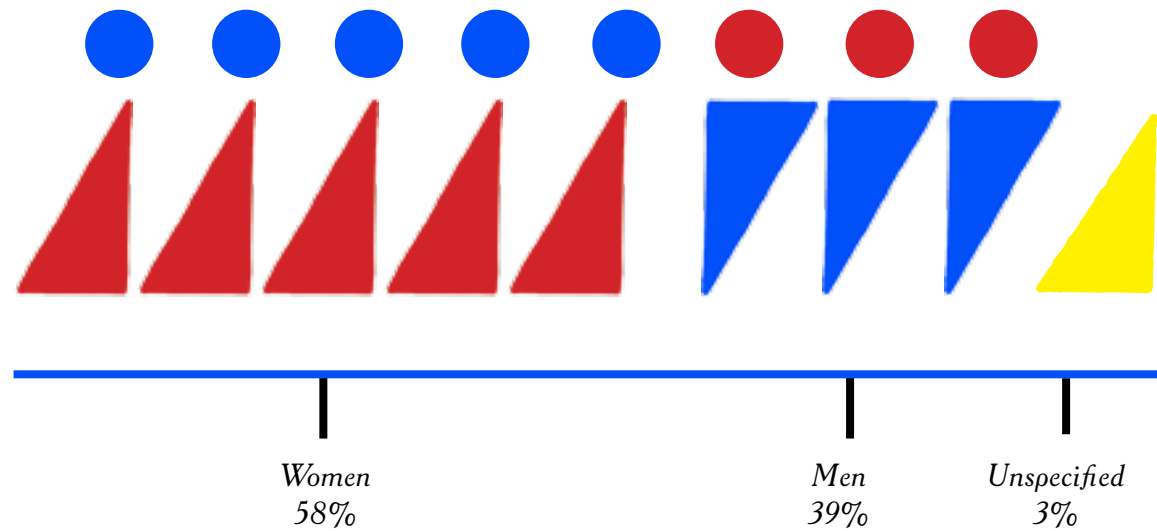
Total Page Likes: 4k

Average post reach: 25k

## AGE GROUPS

	13-17	18-24	25-34	35-44	45-54	55-64
female	0.17%	11%	35%	8%	2%	0.8%
male	0.3%	7%	21%	7%	2%	0.4%

## GENDER DISTRIBUTION



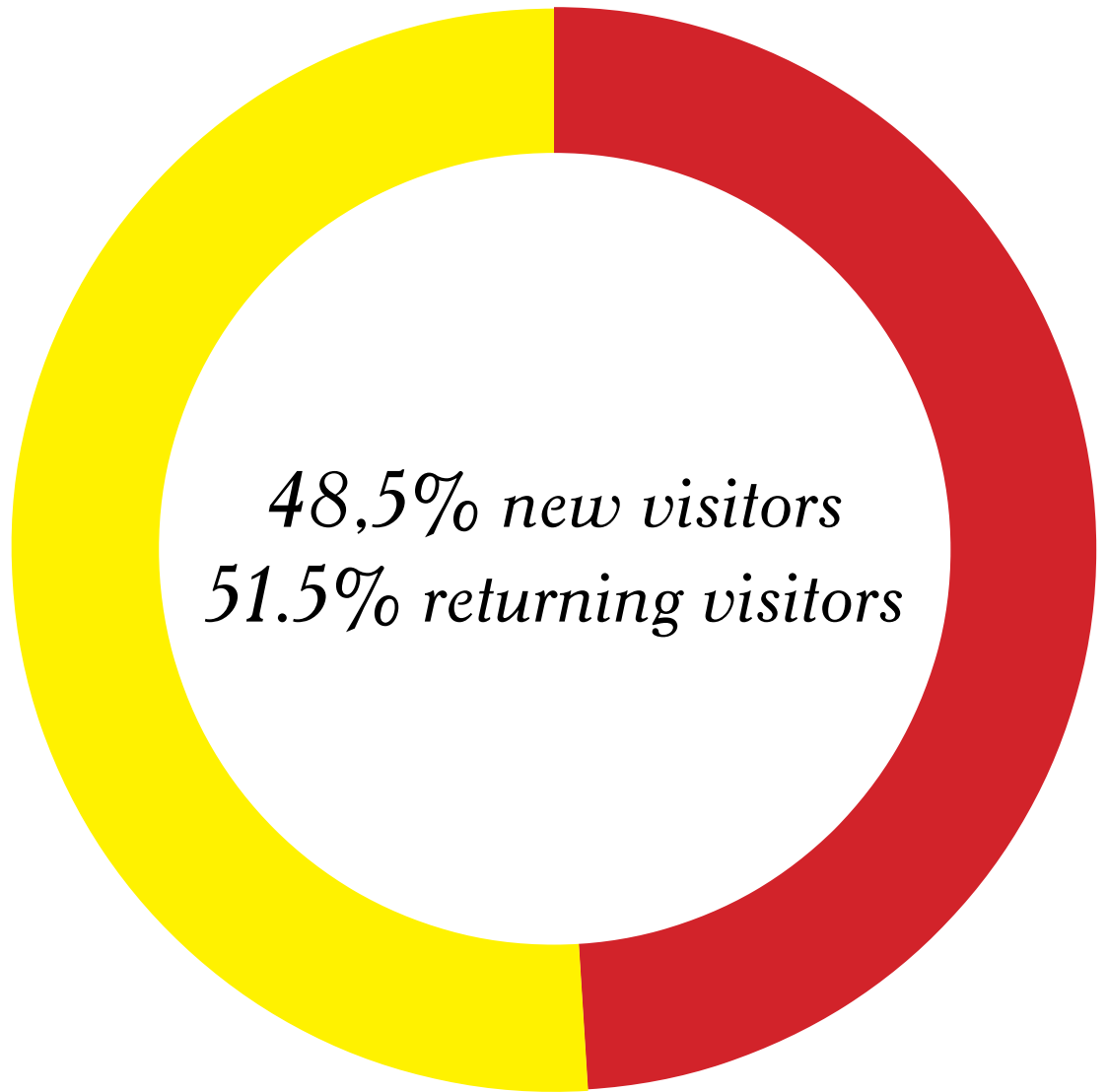
# WEB DATA

resite.cz

Total Page Views: 23,730

Sessions: 7,671

Avg. Session Duration  
00:03:09







Above and below: reSITE salons. reSITE salons are informal and open discussions with special guests in a lounge format.



# WEB DATA

resite.cz

## GLOBAL GEOGRAPHY

VISITORS MAY 31 - JUNE 28, 2015

country	facebook	resite.cz
Czech Republic	53,364	5,665
Slovakia	3,840	446
Poland	4,655	379
USA	1,435	163
Germany	846	274
United Kingdom	557	99
Hungary	458	84
Austria	420	79
Netherlands	372	89
Serbia	371	3





“

*...Many thanks!  
I enjoyed it — you  
did a damn good  
job of mounting a  
professional and  
exciting event!”*

James Corner (James Corner Field Operations, NYC)

”

# URBAN PLANNING FOR THE CITY OF PRAGUE WORKSHOP

## Overview

The workshop for urban strategy and planning, organized as a joint initiative of reSITE, City of Prague, Prague Institute of Planning and Development (IPR) and Prague 7 District, was a specific extension of reSITE 2015: Shared City conference, which took place June 18th and 19th at the Forum Karlín.

The goal of the workshop was to utilize the deep knowledge and experience from leading experts from successful and diverse cities around the globe (Rotterdam, Vienna, Denver, New York City, Calgary), who took part with presentations and leadership in the discussions within the framework of reSITE, which aimed to promote cities that are at once livable, competitive and resilient. This intensive and half-day workshop provided the staff of the IPR with a detailed presentation of the current state of the urban planning for the City of Prague, its on-going concerns about specific issues and geographic sites such as the Bubny rail yards redevelopment. Each of the international experts who participated have extensive experience in brownfield redevelopment and urban planning.

The workshop mainly took aim at a manageable redevelopment strategy, based on cooperation and participation between the public and private sectors, which has largely not existed at all on large urban development schemes; resulting in poor real estate investments not suited to a changing market. Innovative means of urban planning, with a major focus on urban economics, the quality of public space and urban mobility are addressed in reSITE workshops. These are the means to modernize the City of Prague and focus on future investment goals that would allow Prague and other small cities to compete globally. This workshop examined real economic, social and ecological values for high return investments.

## WORKSHOP OUTLINE

The workshop comprised of three parts. In the first part, participants - key stakeholders in the area - were made familiar with the history of the Prague-Bubny site and existing documentation within the strategic and planning framework of the City of Prague that redefines strategic priorities and its main development sites. Special attention will be given to the topic of Prague-Bubny Large-scale Development Area as Prague City Centre for 21st Century.

Two key speakers from Europe and the United States led the workshop and presented their experience with similar projects in strategic master planning, reuse and complex urban redevelopment. Under their leadership, the investors, politicians, other stakeholders and architects with the City of Prague IPR:

- **identified site development potential and its land-use mix**
- **using alternative partnerships and financial mechanisms**
- **increasing city competitiveness and resiliency for its sustainable development**
- **discussing project management coordination from the municipal and developer's perspective**
- **employing participative aspects/tools in urban planning and development processes**
- **alternative land-use mix taking into consideration the potential of the site**
- **possible partnerships for the management, implementation and financing of the development**
- **next steps in planning process and realization stages towards sustainable, resilient and livable city**

This was the first time that all key stakeholders worked together to discuss the redevelopment scheme at Bubny and a follow-up workshop was scheduled to bring the public and private sector back together to share concerns and create a joint development strategy.

# URBAN PLANNING FOR THE CITY OF PRAGUE WORKSHOP

## Workshop organizers

### CITY OF PRAGUE

Prague city plan determines where and what will be built in the capital but it also states where a building restriction applies, or which location is reserved for future constructions of public interest. Prague is the fifteenth-largest city in the European Union. Situated in the north-west of the country on the Vltava River, the city is home to about 1.24 million people, while its larger urban zone is estimated to have a population of nearly 2 million. Prague is classified as an "Alpha-" global city according to GaWC studies, comparable to Vienna, Seoul and Washington, D.C. Prague is the fifth most visited European city after London, Paris, Istanbul and Rome.

### PRAGUE INSTITUTE OF PLANNING AND DEVELOPMENT (IPR)

The Prague Institute of Planning and Development (IPR Prague) is a contributory organisation established by the City of Prague. IPR Prague is the city's main conceptual workplace in the area of architecture, urbanism, development and city building, and it cooperates on significant decisions in these areas. New approach of IPR Prague is an example of the city's new approach, the goal of which is smart, realistic and conceptual planning and administration of the city in accordance with the Smart City concept.

### PRAGUE 7

The administrative district consists of the quarters Letná, Holešovice, Bubny, Bubenec, Troja as well as a small part of Libeň. Its one of the smallest Prague districts and stretches along the left bank of the Vltava. In a few recent years, there has been significant development of Prague 7 area. Especially Holešovice, once an industrial heart of Prague, offers the developers many opportunities to build both residential houses and offices. The location of these projects seems to be ideal - very close to the city centre with many former industrial sites to be re-developed.

### reSITE

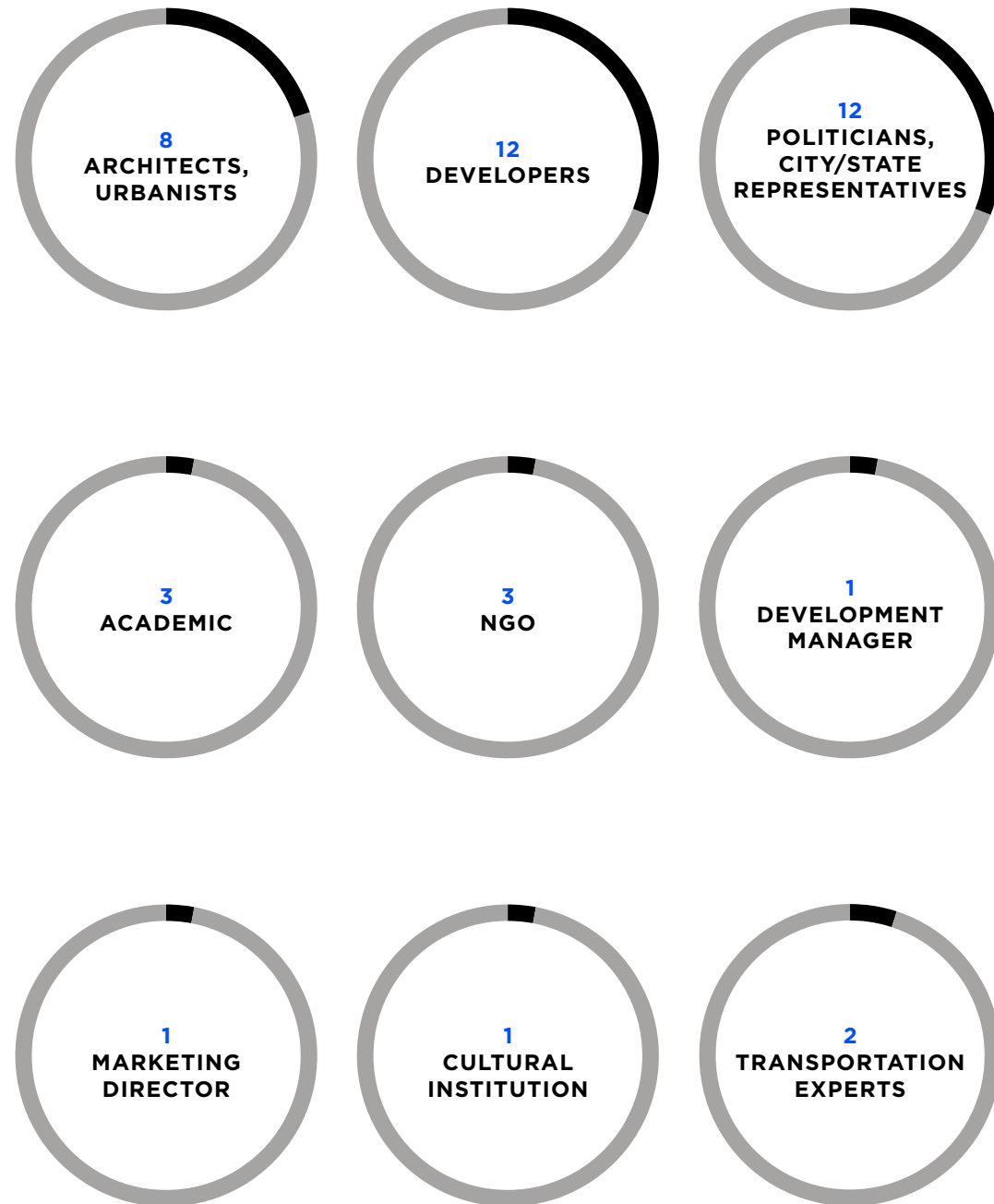
reSITE is an international collaborative platform to exchange ideas about making cities more livable, competitive and resilient. reSITE Festival and Conference highlights how contemporary, collaborative design can improve life in cities. We organize workshops, design competitions, international conferences and a public festival with urban games, films, bike rides, discussions & public space interventions. Experts at reSITE Conference discuss inspiring urban projects from world-class cities to exhibit how effective municipal leaders and financiers commissioned leading architects while working with citizens to improve their cities not just for today, but for generations to come. reSITE is exploring the real economic, social and ecological value that smarter design adds to cities. We focus on processes and solutions of people-centered cities. We promote collaboration amongst diverse experts and or focus is on livable, competitive and resilient cities. reSITE is focused on the balance between top-down and bottom-up planning.



# URBAN PLANNING FOR THE CITY OF PRAGUE WORKSHOP

Participants

43 PARTICIPANTS



Experts discuss the Bubny site with other workshop participants, real estate investors and the City of Prague





# OPEN DATA WORKSHOP

## Overview

The international workshop Open Urban data, coorganized by Prague Institute of Planning and Development is a specific extension of reSITE 2015 conference called The Shared City.

The goal of this workshop is to utilize the knowledge and experience of leading experts in the field of opening data from cities with positive practice (Helsinki). This half-day intensive workshop will offer this theme for the representatives from Prague Institute of Planning and Development and other central European cities. Open Data catalyzed by European directive have been becoming quite actual catalyst towards more open and accessible information and more effective municipality. Open data will be discussed in different thematic directions and layers.

Workshop will focus on effective utilization of open data by municipalities especially in 2 areas - the process of opening data for transparent and effective municipalities and using geodata for more effective urban planning and development.

data about schools – these data are not provided in standard way, they are not stored anywhere publicly. The project is mainly storage platform with open API and a showcase how to present these data.

### WALKINGAREAS

Presentation of web map application, in which is used geo processing tool to calculate walking area to Prague public transport stops (metro, tram) and shows demographic information about the area.

## SPEAKERS AND TOPICS

### TANJA LAHTI

Open data in Helsinki.

### SONJA HEIKKILA

Project Mobility as a Service by Tekes (international organization for innovations).

### JIRÍ ČTYROKÝ

Prague city, Open data in Prague (themes, providers), current situation, problems faced, Open geodata.

### NEVERRUN

Presentation of project: <http://neverrun.github.io/>, which is based on real-time data of transportation. These data are not open in Prague, in the application are only estimation times.

### OPEN SCHOOL DATA

Presentation of the whole platform for



Top: Tanja Lahti presenting. Bottom: part of Sonja Heikkila's presentation





# PRAGUE HACKS - HACKATHON

## Overview. Participants

The event, dubbed “Prague Hacks: Improving City Life,” was a non-profit event; the largest of its kind, and was held at the popular open working space Node5 as well as being live-streamed online.

The City of Prague made available reams of data, including geodata, data on transport, crime and safety, elections and government, as well as land use, and more. Those joining the Hackathon will propose their own ideas for open-source, or business applications for that data, and divide themselves into teams to tackle different problems that interest them. Organized in partnership with Otakar Motejl foundation.

### APPS CREATED

#### Naše školy [WINNER]

*Team: Marek Lisý, Šimon Rozsival, Martin Egrt, Honza Kašpárek, Lenka Moutelíková, Tomáš Fejfar, Michal Zwinger*

Naše školy is a platform for open school data that are currently not standardized nor stored anywhere publicly and thus can't be used for school comparisons, search of free spots, etc. We build a storage platform with API and a showcase app to demonstrate what can be build on a properly accessible school data. We have used Prague 7 and Prague 8 school data to start with.

#### NeverRun

*Team: Jakub Žitný, Felix Palmer, Jaroslav Jirava, Petr Čmela, Lenka Vraná, Jan Sovka*

NeverRun is for everybody who commutes daily with public transport. It shows the position of transport vehicles all around you.. Now you know if you should rush to catch a metro train or relax instead.

The team used data supplied by Magistrát hl. m. Prahy in order to simulate live server giving the position data of all means of transport.

#### WalkingAreas

*Team: Arnošt Müller, Martin Tesař, Michal Med*

WalkingAreas is a web mapping application that shows walking areas to Prague metro stops and selected train stations. In addition, each stop shows graphs of demographics. The user of this app can click on the map to calculate walking areas and demographics in any location within the city of Prague.

# PRAGUE HACKS - HACKATHON

## Workshop organizers

#### FOND OTAKARA MOTEJLA

The aim of the Fund Otakar Motejl, a subsidiary of the Open Society Fund, is to promote and foster effective public administration, backed by an active civil society. Making public administrations more effective with open data, FOM wants to transform the public sector into a transparent service and to ensure that citizens have access to information about its activities and expenditures.

#### STARTUP YARD PRAGUE

StartupYard is a seed accelerator for technology startups. Its goal is to help companies build a viable product, launch fast and prepare to attract funding. Since 2011, StartupYard has accelerated 35 companies, of which 19 are still active, 14 have raised angel capital, and 4 have been acquired. StartupYard is a member of Global Accelerator Network and is based in Prague, Czech Republic.

#### reSITE

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#### Partners

GisMentors, Institut plánování a rozvoje hl. m. Prahy, IBM, Nadace Vodafone, Node 5, Microsoft.

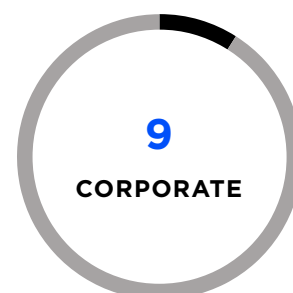
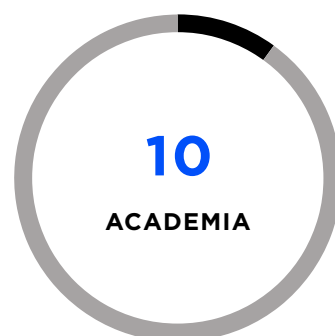
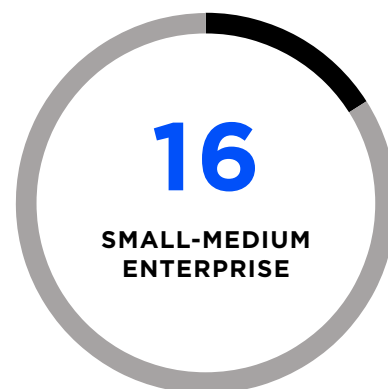
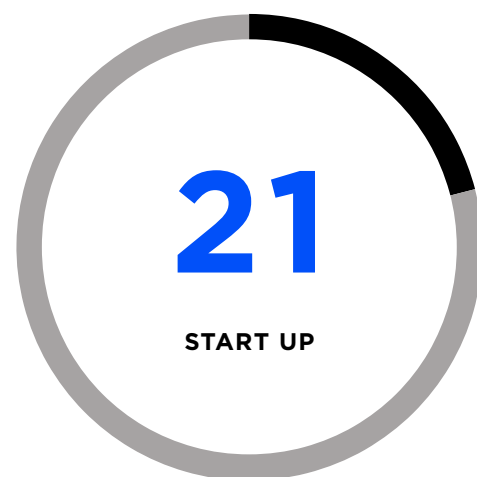




# PRAGUE HACKS - HACKATHON

*Attendance. Other Data*

67  
SELECT PARTICIPANTS



Top and bottom: workshop participants during the session





# FILM PREMIERE: TORRE DAVID

*And three other films*

reSITE and Aerofilms presented a screening of 3 films, including the Czech premiere of “Torre David”, directed and produced by the award-winning studio of Alfredo Brillembourg and Hubert Klumpner of Urban-Think Tank (U-TT) in Zurich and Caracas. “Torre David” was accompanied by two short films “Mumbai: Maximum City Under Pressure” and “MK’s Upstairs Shack”. The screening was followed by a discussion of Alfredo Brillembourg (U-TT, Zürich) and Michael Sorkin (City University of New York, NYC). Moderated by Czech curator, Helena Doudova.

These films touched off a debate between Sorkin and Brillembourg, the filmmaker, about urbanism and architecture that attacks poverty in the global south. The discussion scraped below the surface of citizen-led urbanism, income inequality and social housing, themes raised across many reSITE 2015 events.

# 3 PUBLIC SALONS

*Shared Housing, Shared Transport, Shared Culture*

2015 marked the second year of the reSITE Salons, a collaboration with the Mahara Club at the internationally recognized Emblem Hotel. It is here where we combine drinks and debates. The reSITE Salons brought together global and local thought leaders to discuss topics curated with our participants that have direct relevance to our city and culture here in Prague.

## SHARED HOUSING

New products of short-term shared housing like AirBnB or couchsurfing have been appearing in Czech Republic. Others like co-housing or baugruppe however are more long-term and require active participation and financial investment from the residents. Is there a demand for co-housing in Czech Republic and Central Europe. While Germany and Austria has advanced this model of housing, it is completely unknown to post-communistic countries of Central Europe. With the first prototypes being built in Prague and Bratislava, they are seeking for the critical mass of clients. Again, both create new economic and social model of housing.

*Participants: Stefan Aue (Curator, Wohnungsfrage Project, Berlin) with Kristien Ring (Curator at Self Made City, Berlin). Moderated by Gabu Heindl (Founder and Owner of Gabu Heindl Architektur, Chairperson of the Austrian Society for Architecture, Vienna).*

## SHARED TRANSPORT

Past few years significant forms of shared transport have appeared in Central Europe. Bike sharing (Rekola, City bike sharing systems) or commercial, private products of car-sharing (Spolujizda or Uber) have been known also in the Czech Republic. As they slowly make their way to the market, their general pattern - and the difference is using the technology to get closer to their clients. Through smartphone application virtually every car can become a potential taxi (Uber) or bikes no longer stay at official bike-sharing stations, but are parked all around the city. The application allows you to find the nearest bike for easy

ride. And while technology brings transport closer to citizens, we have witnessed few controversies related to personal data abuse. What are the pros-and-cons of using technology for shared transport? Can public transport as highly promoted form of traveling in modern cities compete with such products? How important shared transportation can become? And besides reducing traffic, what is their economic contribution to the city?

*Participants: Martin Kalab (Head of Advertising and Deputy Head of the Marketing Department at Wiener Linien Marketing, Vienna), Rob Khazzam (International Launcher at Uber, Toronto)*

*and Vít Ježek (Project Coordinator at Rekola, Prague). Moderated by Greg Lindsay (Contributing writer for Fast Company).*

## SHARED CULTURE

Imagine 5 prominent Central and Eastern European cultural managers, urbanists, activists nurturing culture and awareness about architecture and urban planning around one table. Shared culture will be debated from various aspects. How can we seek sustainability of top bottom, bottom up cultural projects in capitals and second cities? What are the constraints and on the contrary vital aspects of both models? How do different financial and management models as well as different target audiences influence shared culture - and on the contrary how does shared culture manifesting itself through recently popular creative hubs, co-working spaces influence economics, social climate and citizens in these cities?

*Participants included: Samu Szemerey (Advisor at Design Terminal, Budapest), Jiri Sulzenko (Programme Director of Pilsen 2015, Pilsen), Michal Hladky (Minister of Culture, Director of European City of Culture Kosice 2013, Východné pobrezie, Kosice) and Karol Piekarski (New Media Program Manager at the City Ogrodow, Katowice).*





# PUBLIC DEBATE

## *“Activists at town halls”*

Co-organized with Aspen Institute Prague a public debate titled “Activists at town halls” ask the questions like: What motivates non-politicians to run for local election? What does the post-election reality look like? How can artists and activists improve city governance?

Participants: Jón Gnarr (Former Mayor of Reykjavík, comedian, writer, Reykjavík), Peter Bročka (Mayor of Trnava, Trnava), Matěj Hollan (Deputy Mayor of Brno, Žit Brno, Brno) and moderated by Bohdan Bláhovec (Screenwriter, Film Director, Prague).



*Top: stage during the discussion.*

*Bottom: Peter Bročka (Mayor of Trnava, Trnava), Jon Gnarr (Former Mayor of Reykjavík, comedian, writer, Reykjavík)*



*Jon Gnarr (Comedian, Actor, Former Mayor of Reykjavík )*





# DINNER

*Vip event for speakers and guests*

Over the last 3.5 years in June, reSITE has organized a series of VIP events for our international guests at the conference and festival. The most celebrated event is a dinner that takes place at the reSITE headquarters and gives our speakers, international guests, our team, reSITE sponsors and partners, investors, friends and family the chance to talk and network in the beautiful ambiance of our garden and courtyard. It gives everyone involved

in reSITE events the opportunity to meet each other, share a meal and discuss future collaborations. It is the highlight of a year full of hard work where all involved in making reSITE an annual success are rewarded with local food, select drinks, good spirits and positive energy for the future.



Top: reSITE Headquarters at the VIP Dinner  
Bottom: Penta Investments (Marek Dospiva, Petr Palicka) with Jakub Cigler (Cigler Architects) and Anna Jezkova (chairwoman of the board, reSITE | Atkins & Langford, Partner)





# FRIENDS OF reSITE

## Membership

We launched an exciting new membership program at reSITE 2015. Many do not know that reSITE is a non-profit organization with many costs above what our sponsor network can support. So, we now invite all of our fans and followers to support our activities so that we might improve upon our program and be more effective social innovators.

As a Friend of reSITE, you can meet your new global network of like-minded friends, design and city lovers. Support for reSITE's work in this way puts members at the center of critical design thinking at home and abroad about how to make our cities better places to live. Expanding the network of reSITE supporters is essential to help the work we already do, and will help us do more research, design competitions, installations, exhibitions, films, lectures and other public programs. The donation is partially tax-deductible.

### MEMBERSHIP FOR COMPANIES

#### COMPANY BENEFACTOR: 12,800 EUR

- Invitation to the annual conference VIP dinner & VIP reception
- Exclusive meetings with annual conference speakers
- Advance invitations and preferred seating at special events
- Tickets to selected events
- Prominent acknowledgment in the annual report

#### COMPANY PATRON: 3,670 EUR

- Exclusive meetings with annual conference speakers
- Advance invitations and preferred seating at special event
- Tickets to selected events
- Prominent acknowledgment in the annual report

#### COMPANY FRIEND: 1,830 EUR

- Advance invitations and preferred seating at special event
- Tickets to selected events
- Prominent acknowledgment in the annual report

### INDIVIDUAL MEMBERS

#### INDIVIDUAL BENEFACTOR 375 EUR (OR 32 EUR MONTHLY CONTRIBUTION)

- Advance invitation to exclusive events
- Two (2) tickets for exclusive events
- Mention in the annual report
- Preferred seating at annual conference

#### PATRON 225 EUR (OR 18 EUR MONTHLY CONTRIBUTION)

- Advance invitation to exclusive events
- One (1) ticket for exclusive events
- Mention in the annual report

#### FRIEND 55 EUR (OR 5 EUR MONTHLY PAYMENT)

- Advance invitation to exclusive events
- Mention in the annual report

#### STUDENT 35 EUR (OR, 3 EUR MONTHLY PAYMENT)

- Advance invitation to exclusive events

**NOTE:**  
Only yearly contribution: 12 months from the date of registration



*Above: Jon Gnarr posing at the opening reception.*

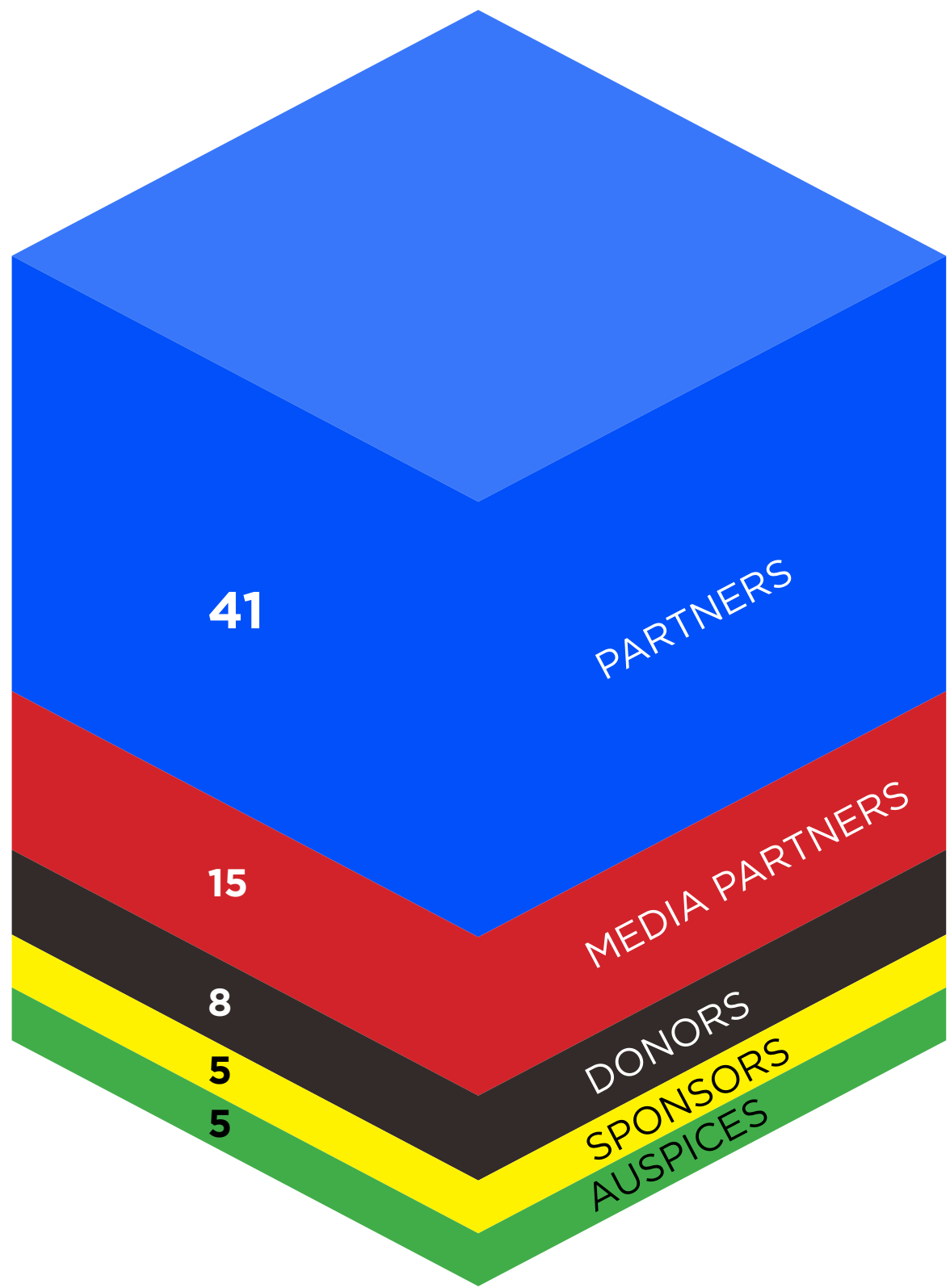
*Below: crowd gathers around Petr Hlavacek (Director • Prague Institute of Planning & Development) during conference lunch break.*







**PARTNERS**  
*reSITE network 74+*





# PARTNERS

reSITE network 74+

## Auspices



## Co-organizer



## Conference supported by



## Main sponsor



## Founding partner



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# PARTNERS

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## Design partners



## Technical partner



## Hotel partner



## Venue partner



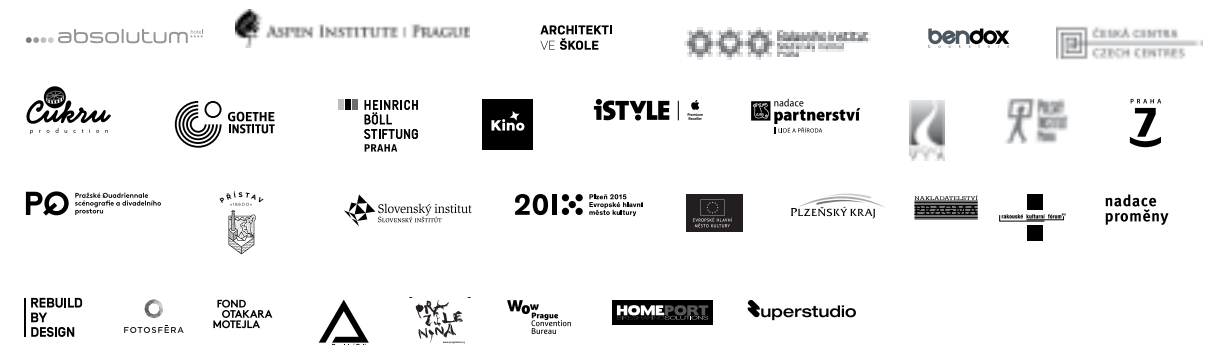
## Transportation partners



## Main media partner



## Partners



## Media partners



We are also grateful to the first Friends of reSITE for their support: Lukáš Petr (DISprojekt s.r.o., Třebíč), Henry W A Hanson IV (Sustainable Communities s.r.o., Slavonice), Zdeněk Rýznar (Hranipex, Humpolec), Jakub Tesař (J. William Fulbright Commission, Praha) and John Caulkins.





*Above: bikeride. Below: Conference 2015 audience.*

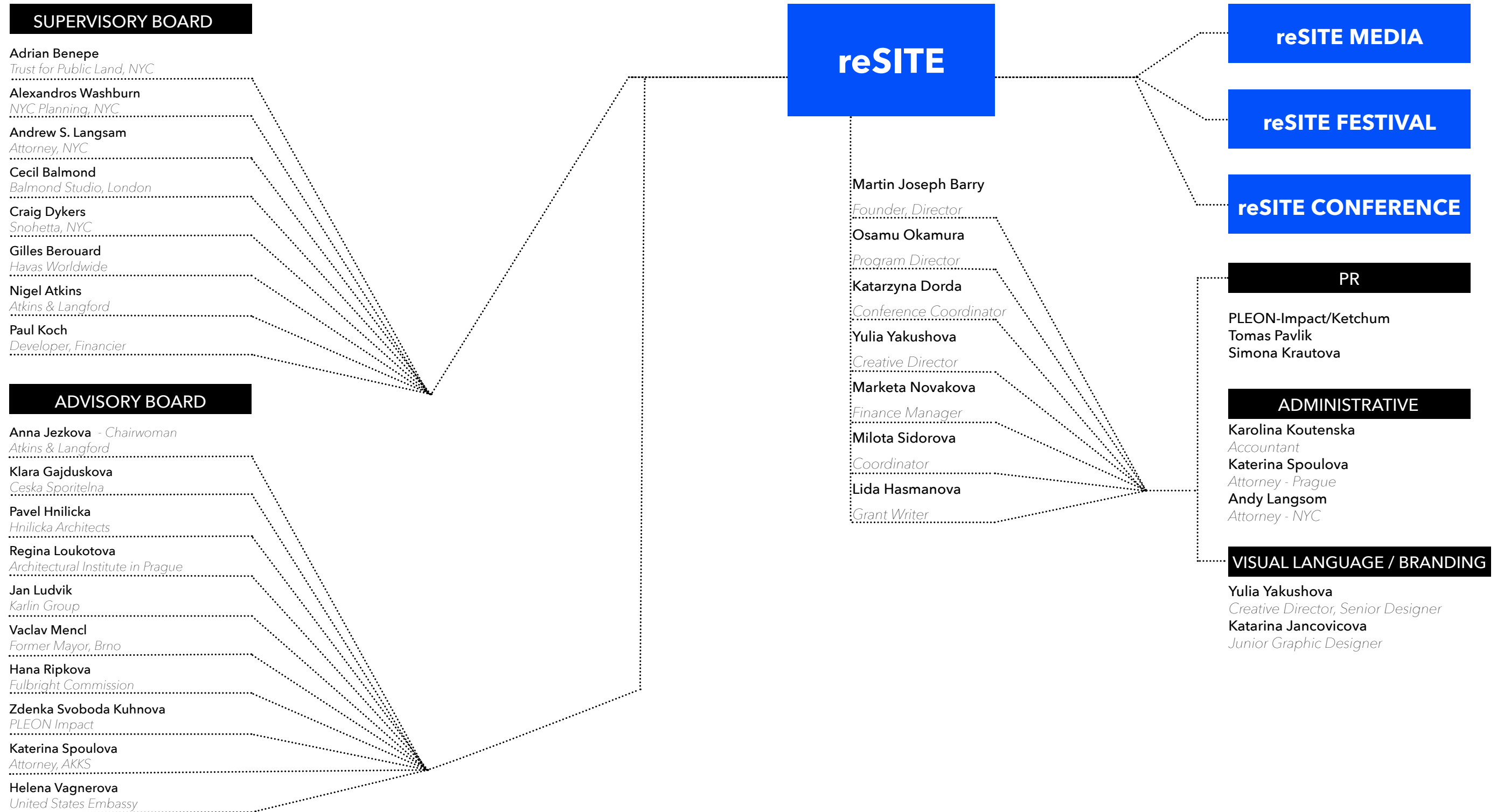


*Above: lunch break. Below: children's corner urban workshop.*





# TEAM



## PRESS

*Selected coverage*

Please inquire for full annotated press coverage. A small selection is included here for representation only.





developer urbanismus architektura Praha bydlení architektura tunel Blanka reality

## Americký urbanista: Tunel Blanka? Za 15 let se bude o takové stavbě rozhodovat jinak

Marketa Marešová 24. 6. 2015 00:00 (aktualizováno 12:37) reality 0

- Do diskuse o zástavbě jednoho z největších pražských rozvojových území Praha-Bubny je nutné zapojit sousedy - obyvatele Prahy 7, říká v rozhovoru pro HN americký urbanista a krajinný architekt Mark Johnson.
- Na plánování celoměstsky významných celků se má podílet vedle města a investorů i místní komunita.
- Město musí samo přijít se svou vizí rozvoje bývalých drážních pozemků - určit si, jaké funkce by měly v budoucnu mít.



"Město by mělo ukládat svou schopnost vnímat, určit vizi, kterou považuje za nejlepší pro tuto území, a pak o tom jednat s komunitou a developerem," myslí si Mark Johnson, autor HN - Matěj Slávek

reSITE

mapa Island příroda kůže starosta rozhovor společnost

## Komik a bývalý starosta Reykjavíku Jón Gnarr: Slibil jsem, že své předvolební sliby poruším

Vojtěch Kubík - redaktor 24. 6. 2015 00:00 (aktualizováno 29. 6. 2015 07:00) rozhovor 0

- Ke vzdálenému Reykjavíku přilákal pozornost celého světa, když hlavní město Islandu dokázal vyvést z ekonomické krize.
- I díky svému humoru a nekonvenčnímu přístupu.
- "Humor mi došel asi jen v ten den, co nás zvolili. To mi sklápelo. Ve skutečnosti jsem totiž nevěřil, že bychom mohli vyhrát," říká v rozhovoru o svém zvolení starostou islandské metropole.



"Nesmíme doufat, aby náhodou měli ovdádlí společníci," říká Jón Gnarr.

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Panorama města urbanismus New York park

## Město, jako je Praha, musí mít magnet, říká autor slavného parku High Line James Corner

Vojtěch Kubík - redaktor 24. 6. 2015 00:00 (aktualizováno 30. 6. 2015 18:26) panorama 0

- James Corner je autorem slavného parku High Line, který vrátil Eivot do zaslíbené části newyorského Manhattanu.
- "Svět je dnes malý, proto je důležité, aby moderní město mělo své 'atrakce', které dají lidem důvod zůstat," říká.
- Corner ale obdobné magnety pro obyvatele vidí i ve sportovní infrastruktuře, gastronomii nebo kvalitních univerzitách.



Park High Line vznikl na 2,3km trase bývalé nadzemní dráhy na newyorském Manhattanu.

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Praha urbanismus architektura

## Dobré město nedělají krásné domy, ale kvalitní veřejný prostor, říká newyorský architekt

Vojtěch Kubík - redaktor 24. 6. 2015 00:00 (aktualizováno 08:02) panorama 0

- Do Prahy zavítal architekt známého newyorského parku High Line James Corner.
- Na české metropoli oceňuje přírodní podmínky i kvalitní síť mostů přes Vltavu.
- "Dobré město nikdy nedělají jen budovy nebo parky. V Praze přináší různorodost veřejný prostor," říká.



Zakladatel a šéf amerického urbanistického studia Field Operations, James Corner, autor HN - Matěj Slávek

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Above and below: discussion panel "Social Equality in Public Space: Self-organized, Self-made, Self-sufficient?"  
 Pavla Melkova (Prague Institute of Planning & Development), Tessza Udvarhelyi (The City is For All, Budapest), Yvette Vasourkova (Founding member, Centre for Central European Architecture), Michael Sorkin (Architect, Professor, City University of New York, Founder, Michael Sorkin studio, NYC), Alfredo Brillembourg (Founding Partner, U-TT, Zurich, Caracas)



*"I'm missing  
 Prague! Great —  
 and brilliantly  
 organized — event.  
 Congratulations  
 and many thanks  
 for the invitation  
 and the  
 hospitality."*

Michael Sorkin (Sorkin Studio, NYC)



# CONTACT



*resite.cz*



*facebook.com/reSITEfestival*

*All the photos from the conference and festival are available on our Facebook page*



*@resite\_*

*Quotes, updates and leads on future events coming from the reSITE Twitter handle*



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*Find all presentation, exclusive interviews and reSITE video archive on our Vimeo page*



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*Photography courtesy of Dorota Spinkova, U-TT Chair ETH Zurich/Daniel Schwartz  
& Tomas Princ*