

reSITE 2016

Annual Report



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



reSITE

1. 2016 in Review

2016 was the year of expansion for reSITE. With the support of Vodafone Foundation and the launch of an advisory team, our organization oversaw a sizeable increase in the budget, internal capacity, medialization of our activities, events under management, geographic expansion, and the development of a brand new website. The organization also dealt with a reorganization of the legal statues in accordance to the updates to the Czech law and reorganized by the Board of Directors and Advisory Boards. In addition to organizing 15 events in 2016, reSITE was also included in a social business incubator where members of the reSITE team gave dozens of lectures in Asia, the Middle East, and Europe. reSITE ended the year with receiving a grant from the European Commission as part of a core team consortium with Goethe-Institut and Czech Centers to manage 11 institutional partners on a cultural project across 6 countries in Europe.

2. Message from the Chairman

Since our inaugural event in 2012, reSITE's revenue has been multiplied by 35. Any creative organization that experiences such a growth in a short period of time experiences challenges relative to vision, management, programming and staffing. Given the rate of growth since our founding, we have never had the time or the opportunity to truly assess the vision, brand, and impact of the organization. Nor have we had the capacity building funds so desperately needed in order to identify new opportunities and pursue them. All revenue and fundraising goes directly to support events and overhead. If 2012-2015 was about improving quality, calibrating our interests, keeping the team together and organizing high quality events, 2016 was about capacity building, reorganizing the internal management and rethinking how we can find more impact to support our mission.



Mimi Hoang
Associate
Principal of
nArchitects



Martin Barry,
Founder and
Chairman of
reSITE

**“Climate change
goes hand in hand
with bad urban
planning.”**



**Michael Kimmelman,
The New York Times**



Main Goals of 2016:

1. **Attract International Media**
2. **Optimize Communication with Partners**
3. **Increase Fundraising Activities for reSITE 2016 and Associated Events**
4. **Hire an Internal Communications Director to Increase Media Outputs**
5. **Establish reSITE as an Opinion Leader**
6. **Improve the Quality of our Flagship Event, reSITE Conference**
7. **Increase Number of International Participants at reSITE 2016**
8. **Increase Revenue of Ticket Sales at reSITE 2016**
9. **Expand Our Program and Curatorial Work Internationally**
10. **Expand Our Reach and Capabilities with New Projects and Events in Technology and Media**

In addition to these goals, in 2016 we spent much time rethinking our message, our market and how to create more of an impact. We launched a new website, published dozens of articles in the local and international media and hosted dozens of events throughout the year in order to maintain engagement from our audience, sponsors and media.

In January 2016, reSITE, for the second time in 3 years, won a major grant from the Vodafone Foundation to work on a technology project that will

help expand reSITE's mission and impact. Through the grant, we hired a UX designer to lead an effort to redesign our website while also creating a digital platform for new media and citizen engagement through technology. We see the new reSITE Media Platform as a way to engage new audiences at home and abroad using technology to expand awareness of livable cities, urban culture and architecture. With our new media platform and partnerships we will expand our reach and impact to other cities.

In many ways, our biggest challenges were to reorganize the internal management structure. We focused on team building and expanding partnerships. We formalized all contracts, audited our partner list to focus on our most efficient and helpful partners, expanded media partnerships to test impact and spent considerable more time fundraising and brainstorming new projects. We also began an 18-24 month effort to identify and secure a major international general partner. By adding Deloitte and Veolia to compliment Penta Investments in our sponsor network, we made progress, however there is much more to be done to accomplish what we envision and to build a more sustainable fundraising base. In many ways, this continues to be the organization's biggest challenge.

As is typical at reSITE, we worked hard in 2016 to connect the vast silos of design, finance, activism and politics by organizing events, appearing in various media and working with partners. Our event in March 2016, "Win-Win: Public Private Partnerships in the 21st Century" attracted considerable interest from the private and public sector, while the civic sector remained skeptical of any PPP-type projects. Several Prague City Councilors attended the event and engaged with reSITE after in order to better understand the concept of public-private partnerships for public space and infrastructure projects. reSITE will continue to advise as requested.

reSITE continued to work with the Prague Institute for Planning and Development even though they suffered from political pressure from the Mayor's office. We spent a lot of time navigating municipal politics, simply because we want to help the City make positive changes in planning policies to focus on reSITE core issues.

reSITE continues to innovate in the fields of culture, activism, architecture and urbanism. We aim to ask questions, expand awareness of emerging trends and identify new sources of funding for soft and hard impact.

A highlight of the year, reSITE was granted the City Embassy by Pakhuis de Zwijger, Cities in Transition.

reSITE continues its core business as a non-profit organization who produces world-class networks, ideas, and events. Following nonprofit sponsorship models in the United States and Western Europe, we continue to seek support for our work and help to do more research, design competitions, installations, exhibitions, films, lectures and other public programs. To support our efforts, we attempt to expand our membership by adding new corporate and individual members in our program "Friends of reSITE". Through this model, our members are able to contribute to our annual fundraising target and become ambassadors for our mission.

“I love the subject Cities and Migration - I am a migrant. Migrations are not often about search of better life, but about the search of a bare life.”



Saskia Sassen, Columbia University



3. Organization Overview

3.1 reSITE: From Vision to Reality

reSITE is a nonprofit platform working at the intersection of architecture, urbanism, politics, culture, and economics. We act as a catalyst for action and innovative leadership; an international platform to exchange ideas about making cities more livable, competitive and resilient. We protect and promote public space, architecture, and sustainable development in cities. Based in Prague, we are at the forefront of innovative changes in Central and Eastern Europe and for the first time in the Czech Republic, are fostering collaboration, dialogue and social innovation between the public and experts in fields of design, finance and development, municipality leadership and community advocacy. Why? To stimulate action for sustainable urban design that lead to better cities. We stand for public space.

reSITE showcases how collaboration and design thinking can improve life in cities. We advise and develop leaders across the public, private and civic sector. We organize conferences, festivals, workshops, design competitions, urban games, films, bike rides, discussions, exhibitions and public space interventions.

We advocate for the creation of lovable, livable cities.

Since our founding in 2011 reSITE has become...

1. **A global thought leader on urban solutions for sustainable cities;**
2. **A change maker for Central and Eastern European (CEE) urban planning;**
3. **An organizer of premier architecture and urbanism events in Europe.**

We have organized more than 75 events regarding urban development, architecture, public space and innovation. We are actively expanding in Europe and seeking opportunities overseas.

3.2 Our Network

More than 300 leading personalities from around the world have presented their views in Prague at our events. Among these experts are Professor **Saskia Sassen** of Columbia University; **Cecil Balmond**, engineer and philosopher; Jón Gnarr, former mayor of Reykjavík; **Enrique Peñalosa**, former mayor of Bogotá; **Janette Sadik-Khan**, commissioner of the New York City Department of Transportation; architect of the Superkilen park, **Martin Rein-Cano**; **Alexandros Washburn**, Chief Urban Designer of New York City, and **James Corner**, landscape architect and urban designer, both linked to the High Line project in NYC; **Craig Dykers** from the Norwegian studio Snohetta; **Michael Sorkin**, urbanist and architectural critic; Reinier de Graaf, urbanist from the cutting-edge studio OMA; **Michael Kimmelman**, architecture and urbanism critic from The New York Times; **Edward Glaeser**, professor and urban economist from Harvard University; **Adriaan Geuze**, architect and urbanist from studio West 8; **Adrian Benepe**, former Commissioner of Parks in NYC for Mayor Bloomberg; **Greg Lindsay** from the World Economic Forum and Fast Company; **Mark Johnson**, owner of CIVITAS urban design; **Barbara Wilks**, principal of W Architecture the studio responsible for the award-winning St. Patrick's Island park in Calgary; **Benedetta Tagliabue**, principal of EMBT who designed La Boqueria Market in Barcelona, and **Winy Maas**, of the leading Dutch architecture studio, MVRDV.

Photo credit



Martin Rein-Cano
Director
Topotek 1



**“It was great
being back at
reSITE. Thank you
for the perfect
organization.”**



Lukas Feireiss



Jakob Racek,
Director of the
cultural program
for Central and
Eastern Europe,
Goethe-Institut
Prag



Migrating
Cultures:
Inclusive
Design
discussion



Jaromír Hainc,
Prague's
Institute of
Planning and
development,
giving a lecture
about the
Metropolitan
Plan.

4. reSITE 2016: Breakdown

4.1 Message from the Program Director

reSITE entered its 5th year with **an ambition to address again the most current issues and urban planning challenges.** The migration crisis of 2016 created an unexpected divide between the Old Europe and the new EU member countries. The need for quality urban development and design for the people was pushed to the back burner and because of this, Prague became the best place for change. Prague is located on the imaginary border of the two worlds, the world of out-goers and the world of a prevailing in-coming population. With this location, Prague was able to be the table of discussion on the benefits and potential threats of current globalizing urban society.

How do you create a multicultural urban environment allowing also for social and economic integration leading towards greater prosperity of the urban community? How do you accommodate increasingly mobile urban populations? What are the implications for the urban planning or integration-oriented public space design? How do you avoid creating ghettos of newcomers? What challenges does it bring to the cities administration? What should a thriving urban neighborhood in the city of the 21st century live and look like? What does it mean for the City of Prague to announce the expansion of 400,000 new residents in the future?

All these questions were answered or discussed this year at reSITE 2016: Cities in Migration, the biggest international urban planning and architectural conference in Central Europe. European key actors, decision makers and town planners, architects, local politicians, investors and activists such as Saskia Sassen, Martin-Rein Cano, Carl Weisbrod, Mimi Hoang, Ursula Struppe discussed the best and most progressive ideas of 2016.

Nevertheless, reSITE refrains from an average, traditional conference. The advanced meeting format for discussion allows for an exchange in different practices used all around Europe. It brings innovation. In this year alone, reSITE has maintained public workshops, bike-rides, and introduced Ekim Tan's Play the City, the largest urban planning game in Europe.

Due to being awarded the grant from Creative Europe, reSITE is able to lead 11 partners from 6 countries during the period of 2016–2020. With reSITE being the curatorial lead, it allows for the best potential for expanding knowledge and spreading the most efficient practices.

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Osamu
Okamura,
Architect
and Program
Director of
reSITE



4.2 Conference Summary

On June 16–17th, Prague hosted its 5th annual international conference titled “reSITE 2016: Cities in Migration.” The conference registered a record 844 visitors from 23 countries, including 77 representatives of Czech and foreign media. The chairman and founder of reSITE, Martin Barry, began the conference by asking two questions: “Where are you from?” and “Where are you going?” Barry explained how these questions can evoke deep and fundamental issues of urban migration for each of us. “Cities must plan their future, not drift there. As residents we want to imagine where we want to be in 20 years, we can be anywhere, and cities must understand how to plan the ideal cultural, business and built environment. Planning and design is essential.” He emphasized the importance of a strong vision and smart urban planning for the next generation. Some of the biggest names in architecture and urban planning gave lectures during the conference, such as Columbia University Professor Saskia Sassen; the director of NYC planning, Carl Weisbrod; the architecture critic, Michael Kimmelman; and architects Martin Rein-Cano and Mimi Hoang, who intermingled their emphasis on the needs of the people, communities, migrants, refugees and new residents in their concept of urban development, housing and public space. The Prague Institute of Planning and Development presented the ongoing Metropolitan Plan for Prague, and hundreds of people were involved in a giant board game to plan the ideal city, called “Play the City.”

The conference started on June 16 by world-renowned urban sociologist, Saskia Sassen, who discussed major themes including: relationships between economics, immigration and geopolitics, and how the West should respond to the current migration crisis. “I am a migrant. Migrations are not often about search of better life, but about the search of a bare life.” She pointed to the problem of invisible boundaries within cities that always arise when people cannot find affordable housing. According to Professor Sassen, no city can be cosmopolitan or sustainable in the global economy without open arms to immigrant cultures.

“Social and urban change go hand-in-hand, and affordable housing is the number one issue today,” the architecture critic of The New York Times, Michael Kimmelman, said in his lecture. Kimmelman is often referred to as “the people’s critic.” The fascinating and inspiring story of moving the entire city of Kiruna, Sweden produced yet another type of migration story, told by Krister Lindstedt of White Architects from Sweden. His recipe for successful urban megaproject sounds deceptively simple: “To move a city physically and spiritually, we decided to talk to people.”

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Politically provocative Martin Rein-Cano introduced the genesis of Superkilen park in Copenhagen, which is inspired by the diverse cultures of all the residents in adjacent neighborhoods. “Migration has not only to do with immigrants, it also involves residents of the cities the immigrants move to.” Rein-Cano also had something to say to Prague, “Tourists in Prague are pain in the a**, immigrants would be a much better contribution to the city.”

Marcus Westbury is the founder of Renew Newcastle, a non-profit that aims to find artists, cultural projects, and community groups that will help in the redevelopment of buildings. Westbury’s initiative is trying to connect ideas and capital: “People with capital had no imagination. While people having imagination had no capital.” Renew tries to solve that problem.

The second day of the conference was devoted mainly to affordable housing as a key challenge for all cities in the status quo. New York architect and Harvard/MIT graduate Mimi Hoang started the second day of the conference off with her discussion of micro-unit apartments. Her most recent project, Carmel Place, offers apartments measuring from 25 to 35 square meters. The project reached an incredible demand from the start. Over 60,000 individuals applied for the 55 units when the project first opened. “The macro vision is important because the whole should be more than just the sum of the parts. In our project, 40% of apartments are considered ‘affordable’ (by NYC standards).” The project emphasized the importance of social cohesion, which is directly determined in the housing policy program of the City of New York.

The details of this plan was introduced by Carl Weisbrod, the Commissioner of New York City Planning. Weisbrod brings more than thirty-five years of experience to the job and has worked under Mayor Bloomberg and four other mayors both in the private and public sector. Prague Mayor, Adriana Krnáčová, attended the lecture. “Housing New York,” which started in NYC in 2014, has the ambition to build 200,000 affordable housing over 10 years. Carl Weisbrod offered inspiration for any city, including Prague: “Right in the zoning plan, we determined that at least 25 to 30 percent of newly built dwellings must be considered ‘affordable.’ We do not want economically depressed sections of the city. These units must be included in market-rate development.”

At this year’s reSITE, we decided to try an experiment. We organized a giant board game called “Play the City,” in which participants tried out different professional roles while planning a city. Game designer Ekim Tan from Amsterdam said that it was the first time she involved so many people in the game, which was played on 12 different massive game boards on the floor of the Forum Karlin venue. “It does not mean that the game should offer only the one ‘right way’ to plan. There can be many good solutions when hearing from diverse stakeholders. The game rather creates unexpected

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partnerships and relationships and helps build mutual trust,” said Ekim Tan on server Aktuálně.cz, “and first of all, the game help to understand that the right solution starts with good communication.”

A lot of inspiration was brought by guests from Germany. One of the main planners of Munich, Martin Klamt, pointed to the need for flexibility in Munich and other cosmopolitan cities. “We try to set up new dwellings very quickly. We not only need to think quickly, but also do the right thing. We must ask: do we stick to high standards or lower standards for the newcomers? We keep standards high but move quickly.” Co-founders of the Berlin-based Center for Art and Urbanistics ZK/U Philip Horst and Matthias Einhoff emphasized the need for a bottom-up approach: “Only the bottom-up approach can open our cities to new ideas of solidarity and to make them a reality.”

The idea of solidarity is also valuable to Refugees Welcome, an organization that searches for unused accommodation to offer to homeless refugees. Mareike Geiling and Jonas Kakoschke discussed what brought them to their activities: “Refugees should live in private dwellings with locals instead of refugee camps with other refugees. Learning the local language and culture is much easier when surrounded by locals in a private home.” These are just two of the many arguments against immigration camps, isolation and ghettoization.

High quality public space, recreation facilities and nicely built public environments in makeshift refugee camps is an essential part of London-based non-profit Catalytic Action. Young designers and co-founders Joana Dabaj and Riccardo Conti talked about how the “center of each project is people, not the architecture or design.”

Great attention was given to the exciting lecture of Mascha Onderwater from Amsterdam-based Bureau B+B. Her lecture focused on the transformation of Vienna’s main shopping street and the Mariahilfer Strasse pedestrian zone. The studio won the competition, but the work was far from over. Mascha used models to carefully coordinate the streets with sensitively integrated transportation, fresh furniture and colorful figures, which showed the best design approach priorities.

At the Hotel Emblem, reSITE held three events for the general public. This included two salon discussions and an integration workshop, all supported by the Czech-German Future Fund and the Embassy of the Kingdom of the Netherlands. IPR Prague and Rekola organized a cycling tour of Prague as part of reSITE 2016. The tour focused on new development sites in Prague 7 (Holešovice), Karlín and the Rohanske embankment. A 5th anniversary party was hosted by reSITE at the “Stalin” pop-up bar with a DJ and complimentary drinks. Finally, nearly two dozen children used the “reSITE Children’s Corner” and day care at the conference, which were part of the free services for event visitors.

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Kid's corner at
reSITE

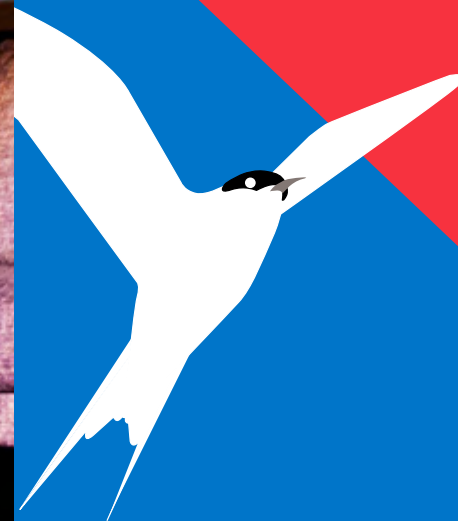


Evening salon.
Migrating
Knowledge:
Emergent City,
Hotel Emblem





**ALL talks from reSITE are
available online at
youtube.com/reSITEtalks**





Philip Horst and
Matthias Einhoff
Co-founders of
the Berlin-based
Center for Art and
Urbanistics ZK/U



SITE

If it were not for foreign
migration Prague population
would decline.



←
Petra Kolínská,
Vice-Mayor, City
of Prague

4.3 List of Speakers

Total: 25

Day 1:

- Martin Barry, Founder, Director • reSITE • Prague • Czech Republic
- Adam Svejda, Director • Communication and Presentation Office • Institute of Planning and Development • Prague • Czech Republic
- Petr Palicka, Project director • Penta Investments • Prague • Czech Republic
- Saskia Sassen, Urban sociologist, professor, Columbia University, London School of Economics, New York, USA**
- Michael Zantovsky, Executive director • Havel Library • Prague • Czech Republic
- Michael Kimmelman, Architecture Critic • New York Times • New York • USA**
- Anu Riila, Senior Planning Officer • Working Group Migration and Integration • Helsinki • Finland
- Miri Barbero-Elkayam, Director • Mesila - Aid and Information Center for Migrant Workers and Refugees • Tel Aviv • Israel
- Marta Siciarek, Director • Immigrant Support Center • Gdańsk • Poland
- Krister Lindstedt, Architect, partner • White Architects • Stockholm • Sweden**
- Osamu Okamura, Program director • reSITE • Prague • Czech Republic
- Miriam Liskova, Co-founder • SLLA Architects • Bratislava • Slovakia & Michal Sulo, Co-founder • SLLA Architects • Bratislava • Slovakia
- Valentyna Zotova, Director • CANactions • Kyiv • Ukraine
- Philip Horst, Co-founder • ZK/U - Center for Arts and Urbanistics • Berlin • Germany
- Mareike Geiling, Co-initiator • Fluchtlinge Willkommen • Berlin • Germany & Jonas Kakoschke, Co-initiator • Fluchtlinge Willkommen • Berlin • Germany
- Zdenek Lanc, Head of UX • reSITE • Prague • Czech Republic
- Lukas Feireiss, Owner, Curator • Studio Lukas Feireiss • Advisory Board Member • Aedes • Berlin • Germany**
- Riccardo Conti, Co-founder • Executive Director • Catalytic Action • London • Great Britain

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- Joana Dabaj, Co-founder • Principal Coordinator • Catalytic Action • London • Great Britain
- Marcus Westbury, Founder • Creative director • Renew Newcastle • Melbourne • Australia**
- Charlot Schans, Project leader • New Europe - Cities in Transition • Pakhuis de Zwijger • Amsterdam • Netherlands & Egbert Fransen, Director • Pakhuis de Zwijger • Amsterdam • Netherlands
- Martin Rein-Cano, Director • Topotek 1 • Berlin • Germany**
- Berrin Chatzi Chousein, Editor-in-chief • World Architecture Community • Ankara • Turkey

Total: 18

Day 2:

- Petr Hlavacek, Director • Prague Institute of Planning and Development • Prague • Czech Republic
- Jaromir Hainc, Secretary • City planning section • Institute of Planning and Development • Prague • Czech Republic**
- Ivan Duskov, Director • Strategy and Policy Section • Institute of Planning and Development • Prague • Czech Republic
- Pavel Streblov, Senior Project Manager • Penta Investments • Prague • Czech Republic
- Mimi Hoang, Co-founder, director • nArchitects • New York • USA**
- Samu Szemerey, Advisor • Design Terminal • Budapest • Hungary
- Martin Klamt, Department of Urban Planning and Building Regulation • Munich • Germany**
- Ursula Struppe, Director • Vienna Municipal Department 17 for Integration and Diversity • Vienna • Austria**
- Petra Kolinska, Deputy Mayor • City of Prague • Prague • Czech Republic
- Mascha Onderwater, Member of the management team • Bureau B+B • Amsterdam • The Netherlands**
- Monica Marquez Bobadilla, Intercultural worker for Spanish and English speaking migrants • Association for Intercultural work • Prague • Czech Republic & Natalia Allen, Intercultural worker for English and Russian speaking migrants • Association for intercultural work • Prague • Czech Republic
- Kuba Snopek, Architect, researcher • Wrocław • Poland

Michal Melc, Senior Manager, Deloitte Czech Republic • Prague • Czech Republic

Jakob Racek, Director of the cultural program for Central and Eastern Europe
• Goethe-Institut Prag • Prague • Czech Republic

Ekim Tan, Founder, Game Designer • Play the City • Amsterdam • The Netherlands

Carl Weisbrod, Chairman • City Planning Commission • New York • USA

**“For any city
a plan is crucial
if it wants to have
any control over
its own destiny. ”**



**Carl Weisbrod,
NYC Planning
Commission**





Refugees
Welcome



Mareike Geiling
and Jonas
Kakoschke,
Co-Initiators of
Refugees
Welcome
International
(Fluchtlinge
Willkommen),
Berlin

4.4 Speakers by Professions

17 Architects:

Martin Rein-Cano, TOPOTEK1 (Berlin), Mimi Hoang, nArchitects (NYC), Michal Sulo and Miriam Lišková of SLLA Architects (Bratislava), Mascha Onderwater, Bureau B+B (Amsterdam)

7 Urbanists:

Carl Weisbrod (NYC), Martin Klamt (Munich), Krister Lindstedt, White Architects (Stockholm / Kiruna)

13 Representatives of Municipalities:

Ursula Struppe (Vienna), Anu Riila (Helsinki), Petra Kolinska (Prague), Petr Hlavacek, IPR (Prague)

17 Professors from Leading Universities:

Saskia Sassen (NYC), Kuba Snopek (Moscow), Lukas Feireiss, Studio Lukas Feireiss (Berlin)

6 Social Activists:

Jonas Kakoschke and Mareike Geiling, Flüchtlinge Willkommen (Berlin), Marta Siciarek, foreigners Support Center (Gdansk)

3 Leading Critics and Journalists:

Michael Kimmelman, New York Times (NYC), Henry Foy, Financial Times (Warsaw), Berrin Chatzi Chousein, World Architecture Community (Istanbul)

8 Curators:

Philip Horst and Matthias Einhoff, Centre for Art and Urbanistics (Berlin), Valentina Zotova, CANactions (Kiev), Samu Szemerey, Design Terminal (Budapest), Egbert Fransen and Charlot Schans, New Europe - Cities in Transition, Pakhuis de Zwijger (Amsterdam)

3 Developers:

Peter Palicka, Penta Investments (Prague), Omar Koleilat, Crestyl (Prague)

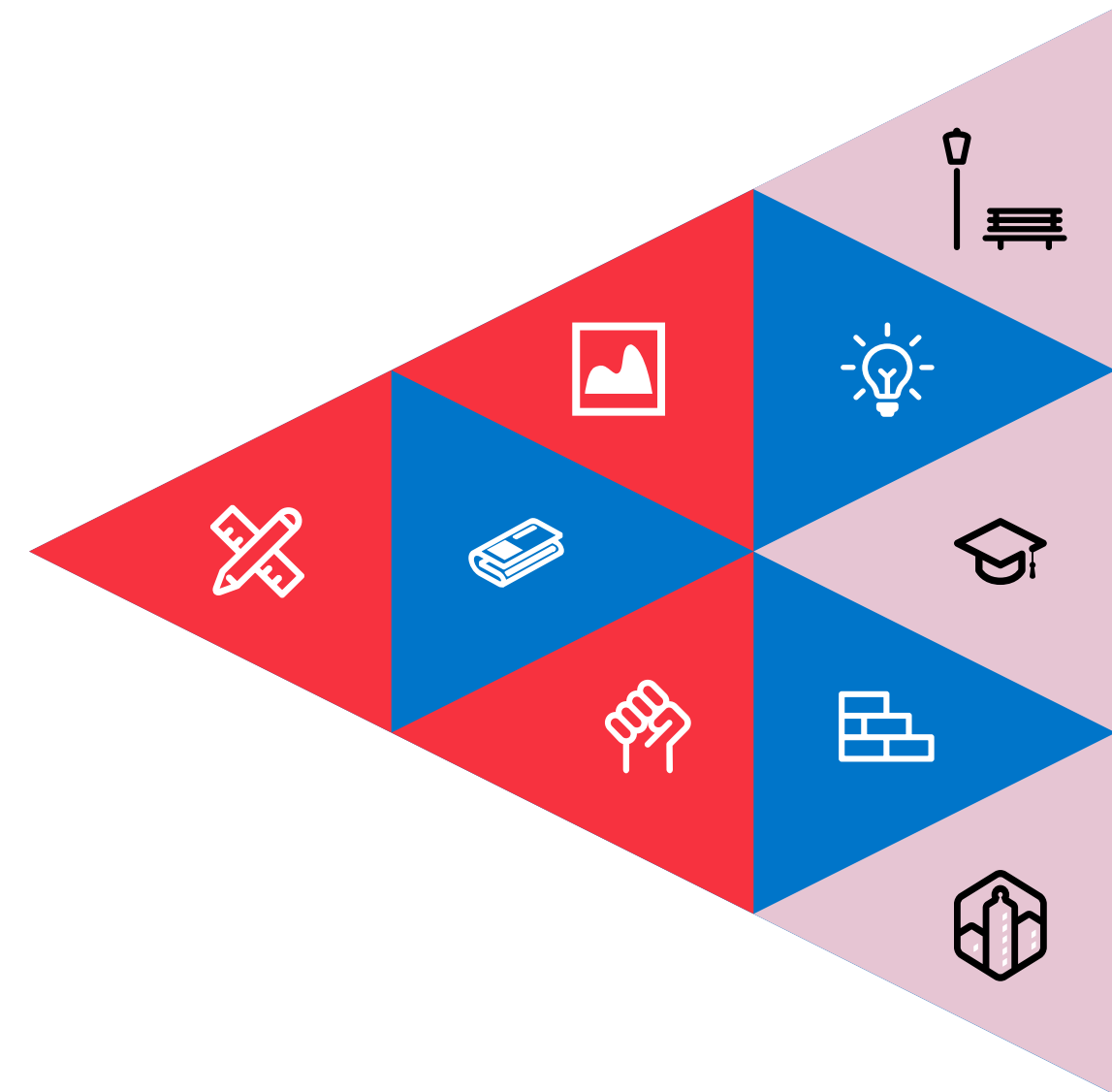
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7 Innovators in Design and Social Projects:

Marcus Westbury, Renew Newcastle (Australia), Riccardo Conti and Joana Dabaj, Catalytic Action (London), Ekim Tan, Play the City (Amsterdam)

Most of them hold several titles and has a CV of interdisciplinary and international work.



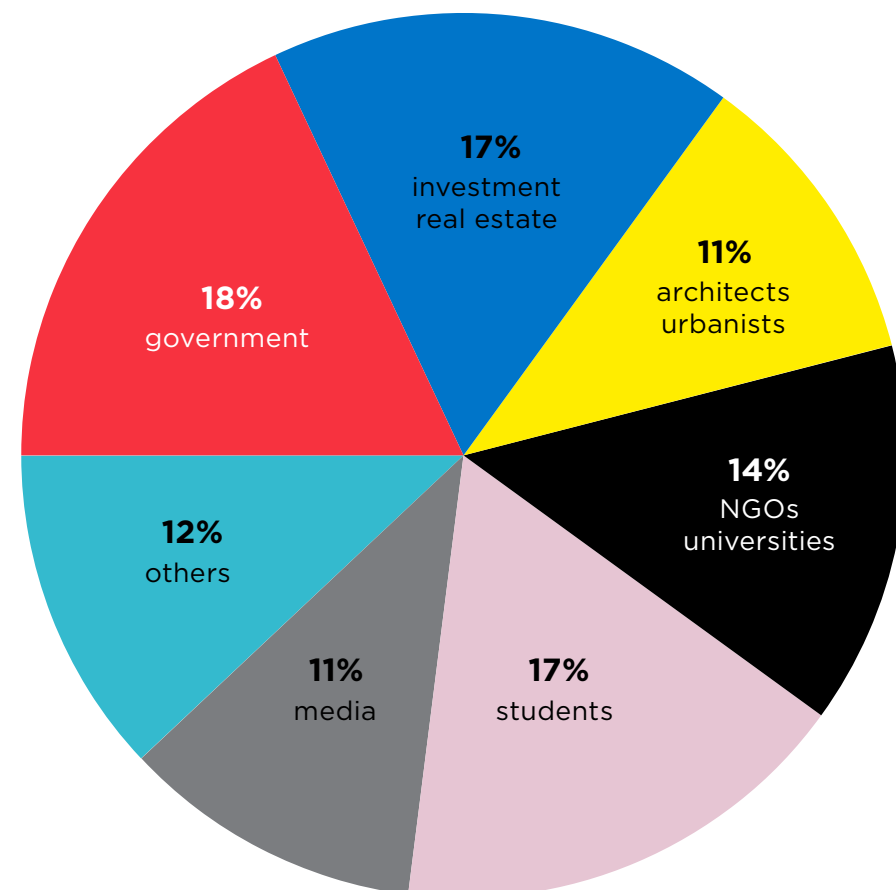
ARCHITECTURE URBAN DESIGN PUBLIC SPACE



Martin Barry
Founder
and Chairman
of reSITE

4.5 reSITE Attendees

"I thank everyone for their support and participation. There is so much interest across all disciplines and professions, which gives us hope for a positive impact on European cities. We look forward to seeing you again at reSITE 2017 on June 22-23," concluded Martin Barry. This year, the audience reached reSITE's broad target across sectors: 18% representatives of municipal governments, 17% people involved in the investment and real estate market, 11% were architects and urbanists, 14% were representatives of NGOs and universities, 17% students, 11% of media representatives and 12% other visitors. As typical at reSITE events, the demographic mixed young and old, business, government and civic actors.



4.6 Important Guests

Lenka Burgerova, Councillor, Architect, Prague 7
 Jakub Cigler, Owner, Jakub Cigler Architects
 Marek Dospiva, Partner, Penta Investments
 Eva Eisler, Artist, Designer and University Teacher, VSUP
 Berthold Franke, Executive Director, Goethe-Institut
 Petr Herman, CEO, HB Reavis
 Eduard Hoeks, Ambassador, Kingdom of the Netherlands
 Karel Janecek, Chairman of the Supervisory Board, RSJ
 Omar Koleilat, CEO, Crestyl Praha
 Ivo Koukol, Architect, ČVUT
 Adriana Krnacova, Mayor of Prague
 Miroslav Linhart, Director of Real Estate, Deloitte CR
 Vit Maslo, Partner, CMC Architects
 Petr Mrkos, CEO, Pražské vodovody a kanalizace, a.s. (Veolia)
 David Ondracka, Director, Transparency International CR
 Petr Palicka, Development Director, Penta Investments
 Carlota Rebelo, Producer, Monocle Radio, London
 Lukas Sokol, Director of Urban Design, Abu Dhabi Urban Planning Council
 Rory Stott, Editor, ArchDaily.com, Santiago de Chile





4.7 reSITE Dinner

Over the last 4.5 years, reSITE has organized a series of VIP events for our international guests, sponsors, board members and partners. These events offer the opportunity for sponsors to meet international experts and board members and offer a unique networking opportunity. The most celebrated event of the year was a dinner that takes place at Clam Gallas Palace in Prague and it gave our speakers, international guests, team, reSITE sponsors and partners, investors, friends and family the chance to talk and network in the beautiful ambiance of the garden and courtyard. The dinner gives everyone involved 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.

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4.8 Launch Party

Every spring, we host a launch party for the media and our sponsors. This year was no different. We hosted a great event for friends to come and celebrate the launch of the program for the 5th annual reSITE 2016: Cities in Migration (June 16-17). The party is a great place to meet our friends, partners and supporters. Those in attendance, including journalists from Forbes and the Czech media, were the first to learn exclusive details about the festival & conference program.



4.9 Birthday Party at Stalin

reSITE organized a 5-year anniversary party at Stalin in Prague, this magical place in Letna park where the darkest history meets the spirit of youth. The location offered our guests the best view in Prague, where we danced in a public space that didn't exist when we started reSITE 5 years ago. Endless Illusion DJ'd the event that was powered by Containall. We had a tattoo station and free drinks for all guests from the reSITE conference.

reSITE 2016



Belgrade ✕
 ● Berlin
 ◆ Bratislava
 ✕ Budapest
 Katowice ●
 ✕ Prague
 Warsaw ◆



Living in the city, we're used to sharing – green spaces, bus seats, even the air we breathe. We know that sharing a car or a flat can make it worthwhile. Instead of owning a bike we can rent one, too. Sharing has become a part of urban life.

Shared Cities: Creative Momentum is on a mission to improve the quality of life in European cities. By exploring aspects of sharing and urban design we are creating new ways of living in our cities. Together.

www.sharedcities.eu

#SharedCities
 #SCCM2020



Co-funded by the
 Creative Europe Programme
 of the European Union

Shared Cities Creative Momentum (SCCM) is a European cultural platform addressing the contemporary urban challenges of European cities. SCCM is a joint project of Goethe-Institut (DE), Czech Centres (CZ), reSITE (CZ), Academy of Fine Arts and Design in Bratislava (SK), Association of Belgrade Architects (RS), Hungarian Contemporary Architecture Centre – KÉK (HU), Katowice City of Gardens (PL), KUNSTrePUBLIK (DE), Mindspace (HU), Old Market Hall Alliance (SK), Res Publica – Cities Magazine (PL). Co-funded by the Creative Europe Programme of the European Union.

5. Projects

5.1 City as Commons (lecture, workshop, party)

reSITE and co-organizer, the City of Prague Institute for Planning and Development (IPR), in cooperation with the Kingdom of the Embassy of the Netherlands in the Czech Republic hosted a free day-long program consisting of a public workshop, public lecture and public evening discussion salon for designers, city creative strategy planners and researchers involved and interested in the collaborative economy and citizen participation to map current creative research, activities and projects related to relevant social and urban developments, and to build a network for future collaboration. The “Users as Designers” method is empowering people to make and understand products and processes, for more transparency.

The “City as Commons” lecture, workshop and salon discussion established a forum for discussing practices, theories and methods for continuing to study new approaches and frameworks for citizen engagement in urban planning and city development with a focus on new technologies to negotiate the divide between communities, developers and municipal agencies and authorities. The topic studies and presents the collaborative economy in the broadest sense of the term (see, for example reSITE 2015: Shared City), with researchers and practitioners contributing from a diverse range of disciplines spanning architecture, design, citizen participation, urban planning, the sharing economy, open data, shared consumption, makers movement, P2P finance, distributed and collaborative governance and block-chain applications.

International Speakers:

Mara Balestrini, Partner and Research Director, Ideas for Change, Barcelona
Frank Kresin, Research Director, Waag Society, Amsterdam

reSITE 2016



[Mara Balestrini
and Frank
Kresin: City as
Commons Salon
Discussion](#)

5.2

Win-Win: Public-Private Partnerships in the 21st Century at UN Habitat III

reSITE and co-organizer, the City of Prague Institute for Planning and Development (IPR), in cooperation with the Ministry of Regional Development of the Czech Republic and UN Habitat III hosted a free parallel conference at the UN Habitat III European Regional Meeting, a.k.a. European Habitat. The program consisted of three sessions that focused on public-private partnerships for urban development.

Overall, the European Habitat featured nearly 4,000 experts from all over the world, per the Ministry of Regional Development of the Czech Republic and UN Habitat. During the afternoon of March 17, Win-Win was featured by the lead organizers as a parallel event.

The parallel program was open to all participants of the European Habitat, and featured 14 international and local experts in the fields of economics, marketing, urban development, infrastructure finance, urban design, landscape architecture, real estate development, planning and civic participation.

In attendance were politicians, urban planners, economists, urban designers, city creative strategy planners, sociologists, architects, urban developers, landscape architects, public space designers, community organizers/activists, researchers involved and interested in citizen participation.

Urban development in Central and Eastern Europe is at a crossroads with little vision, leadership and knowledge at the political level.

We identified that urban development is essential for job creation, value creation and access to housing, alternative transit and open space. All of which provide the stage for a cultural diverse and culturally rich city. These are essential ingredients for any urban center looking to compete and generate jobs. New projects - if done properly - add value.

“PPP investments in real estate development can balance public sector risk with desired benefits.”

Shuprotim Bhaumik, HR&A Advisors, NYC, USA

reSITE 2016



Win-Win at UN
Habitat III



Shuprotim
Bhaumik, HR&A
Advisors, NYC,
USA

5.3 City Ideas Incubator

Together with UX expert Zdenek Lanc, who has worked with reSITE thanks to the Vodafone Rok Jinak grant, reSITE has developed an online tool called City Idea Incubator. This digital participation platform allows the City Hall to engage citizens in urban development easily, effectively, and on time. How does the Incubator work? The process starts with a call to initiate collaboration with citizens – from minor changes and investments in the public space such as benches, water fountains or playgrounds to ambitious zoning projects supposed to bring positive changes to whole neighborhoods.

The tool provides a common ground to select and improve inputs and ideas, moderate the discussion and push it to the next step in a productive and constructive way. By doing so, the city can get citizens on its side in just a few steps, and be sure of making sustainable investments that improve the lives of inhabitants and take into consideration the needs of communities, local businesses and economic actors.

The main contribution of such a tool is that it allows citizens to participate from the early stages of the project. Thus we will avoid the future “no”. The platform will generate a well-arranged emphatic map showing where the existing value needs to be preserved versus what needs to be changed. The data can be completed with findings and ideas from personal meetings or discussion over a physical map and other forms of participation.

Based on the poll, the City chooses the right concept for the future of the given site, and invests in beneficial projects supported by the public. The City Hall informs the public regularly through the Incubator. In case of ambitious projects in public space, the results from the incubator represent an invaluable base for announcement of public architectonic (urban planning) competition in accordance with legal regulations. In the least, the Incubator brings transparency and, therefore, trust to the whole project.

resite.cz/incubator/



Zdenek Lanc
UX Designer



City Ideas
Incubator
Digital
participation
platform

5.4 Prague Dashboard: Open Data Hackathon #2

Any city can become a better, friendlier place to live, when the private sector, government, and active citizens work together to address new challenges. To make this happen, #PragueHacks 2016 co-organized by Otakar Motejl Fund, reSITE, the City of Prague, NODE5 and Startup Yard brought together 75 UX designers, software developers, idea makers, data scientists, and urbanists. They spent a weekend together to use open data and create a new Prague City Dashboard (<http://dashboard.praguehacks.cz/>). A dozen of small, interactive widgets help Prague inhabitants to deal with their everyday needs. The winning widget Real Reality, that works as a Google Chrome plugin, is adding data about connectivity, air quality, parking zones and noise to real estate search results. Other widgets help find spots for picnic or to explore official documents from municipalities related to a precise area, in a layered map called Categorizer.

Prague Hacks is an intensive 48-hour programming marathon. Participants across sectors work in small teams, familiarize themselves with the technological requirements, and show their skills by writing software, and designing mock-ups for a widget of their own while using open data.



Prague Hacks
48-hour
programming
marathon

5.5 reSITE Talks: New Media Platform

reSITE produced 50 videos with conference lectures and discussions, in cooperation with Prague-based production company Film&Roll. We also made a series of short interviews shot in a more ambitious and creative way than in the past. We collaborated with Porto-based Canal 180 on the production of ten Small Talks recorded during the annual conference in various scenic locations of Prague. The series was selected in short film competition by New Urbanism Film Festival and featured on Archdaily, World Architecture Community, Politico.pt and other international media. Small Talks presented the topic of migration seen by different experts such as urban sociologist, Professor Saskia Sassen, architecture critic and climate change fighter Michael Kimmelman, Associate Principal of nArchitects Mimi Hoang, landscape architect Martin Rein-Cano, urban games designer Ekim Tan from Play the City, Financial Times CEE correspondent Henry Foy, Berlin-based social innovators Refugees Welcome, designers from Catalytic Action, Marcus Westbury, the founder of Renew Newcastle, and reSITE's founder Martin Barry.

youtube.com/reSITetalks



Mimi Hoang
Associate
Principal of
nArchitects

5.6 Shared Cities: Creative Momentum

“The ambition of Shared Cities: Creative Momentum is to continue a creative discourse at the intersection of architecture, art, urbanism and the collaborative economy for urban citizens and to show them that their participation and collaboration is essential for creating a pleasant and valuable urban environment.” - Martin Barry

In September 2016, reSITE launched the Shared Cities: Creative Momentum project together with eleven partners from major cities throughout Central Europe – Belgrade, Berlin, Budapest, Bratislava, Katowice, Prague and Warsaw. Within four years we aim to galvanize individuals and their communities through cultural, architectural and artistic events in these cities. With the partners we will focus on reworking the numerous components, including the potential of data, which form shared city spaces. Co-funded by the Creative Europe Programme of the European Union, this ambitious project aims to define innovative, bolder visions for the future of Central Europe’s cities and urban design, developed by the people that know them best. Its creative center is located in Prague under the leadership of the Goethe-Institut, Czech Centres and reSITE.

Who: 11 partners from 6 countries

Where: Belgrade, Berlin, Bratislava, Budapest, Katowice, Prague and Warsaw

Domains: Culture, architecture, urbanism, art and design

Events: **Festivals, films, exhibitions, discussions, residencies and research**

When: June 2016 – February 2020

5.6.1 Publishing 2.0: Workshop and Public Discussion

15-16 Dec 2016

Foyer², Goethe-Institut Prague

11 partners

3 experts

1 curator

reSITE lead the first Curatorial Lab of the Shared Cities: Creative Momentum project: a workshop for project partners with three international guests from prestigious publishing houses, to experiment, explore the possibilities and limits of architectural and urbanist publications.



Publishing
2.0 public
discussion
and opening
of Shared
Cities: Creative
Momentum
project



Publishing
2.0 public
discussion
and opening
of Shared
Cities: Creative
Momentum
project

Guests

Lukas Feireiss (author / curator, Studio Lukas Feireiss, DE)

Anne König (editor, Spector Books, DE)

Hans Oldewarris (publisher, 010 Publishers, NL)

Workshop organized and moderated by Helena Doudova (curator, reSITE, Prague-Berlin).

Publishing 2.0. New Formats in Architecture Publishing?

The open talk “Publishing 2.0” referred to the shift from print to digital media. Images and content are produced and shared at immense speed, readers are becoming co-authors, established magazines are challenged by bloggers and self-publishing platforms. What is the new role, respectively new opportunities for architecture publishing in this changed landscape?

International guests shared their points of view and started a conversation with 50 invited experts and audience from Prague and the Czech Republic.

The event took place in a newly designed space Foyer² located at the Goethe-Institut, Prague. This space for ideas offers one of the best views of Prague and is a space for creative work, a lounge for cultural events, a place for co-working and a bar for meetings in the centre of Prague, open to anyone. The space was transformed by the Berlin architecture group ifau - Institute for Applied Urbanism.

Shared Cities: Creative Momentum (SCCM) is a European cultural platform addressing the contemporary urban challenges of European cities. SCCM is a joint project of Goethe-Institut (DE), Czech Centres (CZ), reSITE (CZ), Academy of Fine Arts and Design in Bratislava (SK), Association of Belgrade Architects (RS), Hungarian Contemporary Architecture Centre – KÉK (HU), Katowice City of Gardens (PL), KUNSTrePUBLIK (DE), Mindspace (HU), Old Market Hall Alliance (SK), Res Publica – Cities Magazine (PL). Co-funded by the Creative Europe Programme of the European Union.

#SharedCities #SCCM2020

**Shared Cities:
Creative Momentum
is on a mission to
improve the quality
of life in European
cities. By exploring
aspects of sharing
and urban design,
we are creating new
ways of living in our
cities. Together.**

6.

Data Analytics: Social Media and Web

6.1

Facebook Demographics



Largest audience - Women 25-34 (36%)

Device - Laptop (around 60-65%)
Average Weekly Reach - 19,500
Weekly page views - 700



Most likable content: high-quality visual content, such as event photos or architectural projects; Martin's review of architectural projects in the Czech Republic; videos with tagged speakers; team pictures & notable announcements.

Fans: Country, City and Language

| | | | | | |
|----------------|-------|------------|-------|--------------|-------|
| Czech Republic | 2,764 | Prague | 2,115 | Czech | 1,812 |
| Slovakia | 471 | Bratislava | 277 | English (US) | 1,212 |
| Poland | 308 | Brno | 167 | English (UK) | 901 |
| USA | 185 | Warsaw | 124 | Slovak | 301 |
| Germany | 118 | London | 72 | Polish | 253 |
| United Kingdom | 114 | New York | 58 | German | 83 |
| Portugal | 75 | Berlin | 51 | Spanish | 70 |
| Italy | 69 | Budapest | 49 | French | 64 |
| Hungary | 66 | Krakow | 47 | Italian | 64 |
| Ukraine | 59 | Kyiv | 45 | Portuguese | 63 |
| → TOTAL | | 5200 | | | |

People reached during the event month
(people who are not our Fans, but who
have seen our posts) (May 22 - June 20)

| Country | | City | | Language | |
|----------------|--------|------------|--------|--------------|--------|
| Czech Republic | 45,663 | Prague | 30,960 | Czech | 32,983 |
| Poland | 17,777 | Warsaw | 6,443 | Polish | 15,718 |
| Ukraine | 2,419 | Brno | 167 | English (US) | 12,472 |
| Netherlands | 1,920 | Krakow | 2,403 | English (UK) | 8,040 |
| Slovakia | 1,624 | Wroclaw | 1,818 | Russian | 1,928 |
| USA | 1,620 | Plzen | 1,252 | Slovak | 1,719 |
| Germany | 1,590 | Ostrava | 1,174 | German | 1,614 |
| United Kingdom | 1,105 | Kyiv | 1,090 | Dutch | 1,244 |
| Austria | 760 | Gdansk | 1,045 | Ukranian | 1,088 |
| Finland | 558 | Bratislava | 836 | French | 882 |



Facebook Growth
Likes

January 1, 2016 - 4,364 → June 20, 2016 - 5,120

Facebook event page

<https://www.facebook.com/events/1647711778814895/>

1.2K Interested in the event

Facebook Ads: Audience Response

| | |
|-------------|--|
| Women 25-34 | 75% of clicks & 60% of reach (16,048) |
| Men 25-34 | 24% of clicks and 60% of reach (10,248) |
| Women 35-44 | 19% of clicks and 15% of reach (4,048) |

6.2



Website Growth

Jan 1, 2017 - June 20, 2017

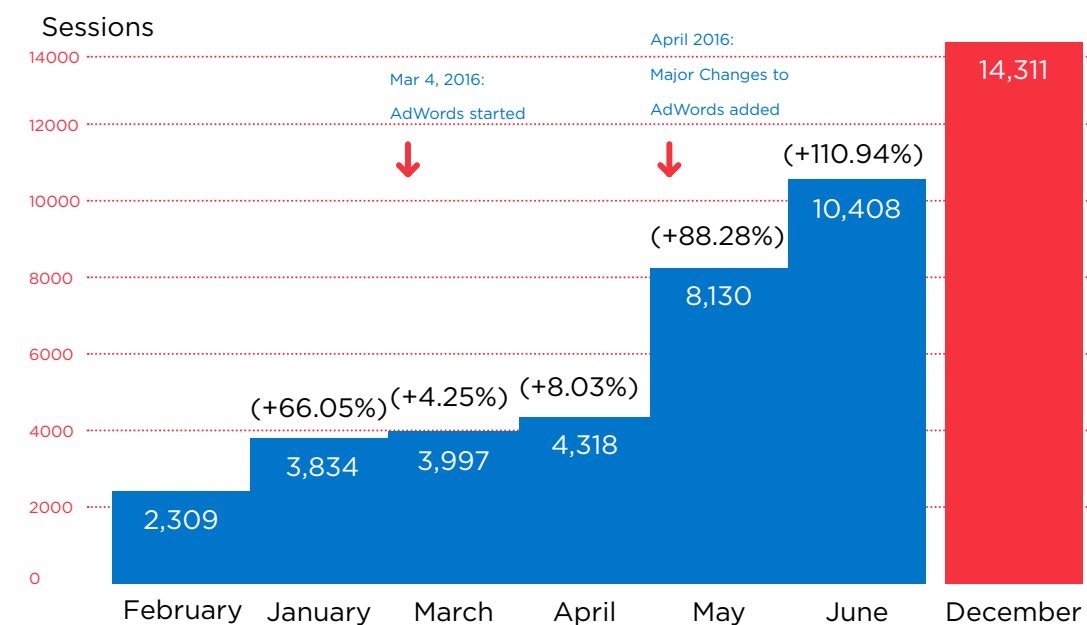
Sessions 32,996

Users 23,070

Pageviews 71,666

Avg. Session Duration 01:56

New Sessions 68.80%



Google AdWords

Additional clicks to the website: 12,367

Impressions: 1,570,577

Adwords: \$18,576.24

Average CTR (click-through-rate): 0.79% (internet average 0.21%)

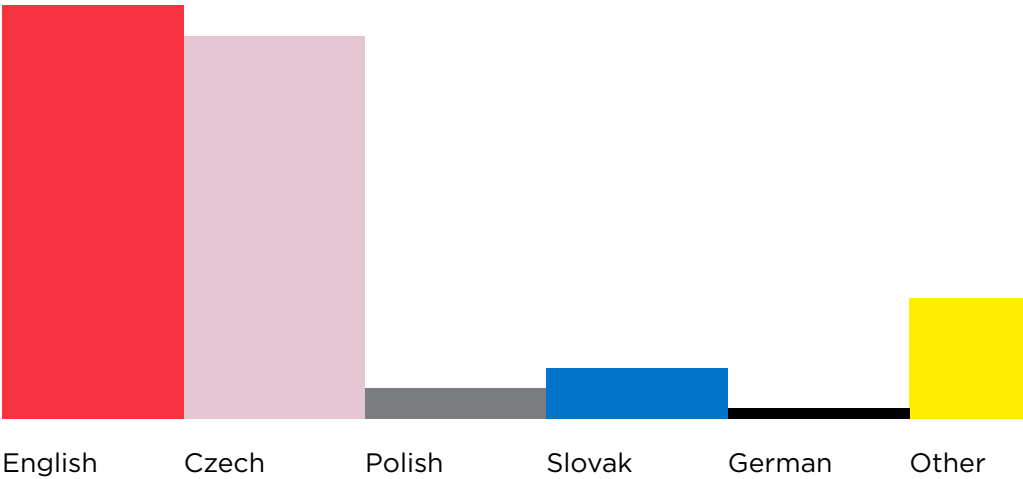
Most clicked campaign: reSITE conference (Eng and Cz); donations.

Most successful keywords:

architecture, international conferences, conference europe, best cities, smart cities, donation, design planning.

6.3 Website Demographics

Language



Country & City

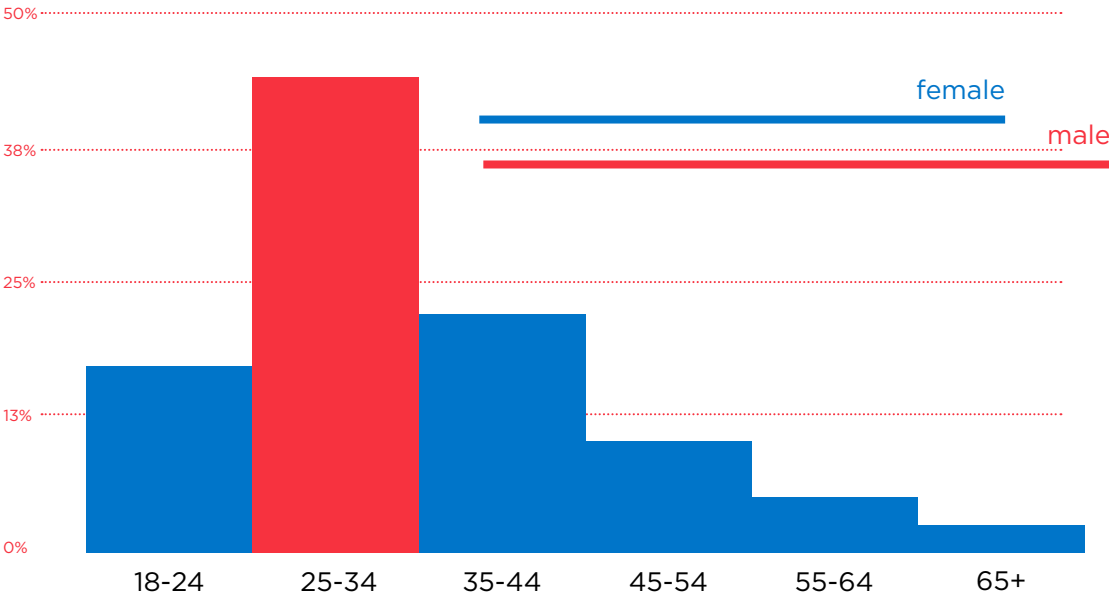
| Sessions | | % Sessions | |
|----------|----------------|------------|------------|
| 16,574 | Czech Republic | 37,15% | Prague |
| 2,858 | India | 4,14% | Not set |
| 1,802 | Slovakia | 3,52% | Bratislava |
| 1,401 | USA | 3% | Brno |
| 1,070 | Poland | 1,31% | New Delhi |
| 807 | Germany | 1,28% | Warsaw |
| 801 | United Kingdom | 1,08% | London |
| 693 | Russia | 0,94% | Berlin |
| 470 | Pakistan | 0,85% | Bengaluru |
| 369 | Netherlands | 0,85% | New York |

reSITE 2016



Mascha
Onderwater,
Bureau B+B,
Amsterdam

Age & Gender



6.4 Twitter Growth



| Month | New followers | Impressions | Profile visits | Top Tweet |
|---------------|---------------|-------------|----------------|---|
| January 2016 | 27 | 6,473 | 221 | Finally, a useful map. Real estate prices according to metro stops: brilliant |
| February 2016 | 39 | 12.6K | 471 | +941 impressions adverse effect of #citizenled #publicspace initiatives = citizen-led #gentrification renters suffer, owners profit. #CityMakers @iprpraha |
| March 2016 | 45 | 23.1K | 760 | +1,983 impressions @OECD 12 recommendations for engaging PPPs: goo.gl/8JU0Jj Abel Schumann speaks at WIN WIN #europeanhabitat @ UNHABITAT @iprpraha |



| Month | New followers | Impressions | Profile visits | Top Tweet |
|-------------------|--|---------------------------|--------------------------|---|
| April 2016 | 37 | 25.4K | 913 | +2,091 impressions We particularly like the transformation at Krymskaya (Moscow) and Seoul's Cheonggyecheon River. |
| May 2016 | 45 | 37.2K | 620 | +1,118 impressions Post a picture of Prague chairs and win a ticket to reSITE 2016! 1) Visit one of the six sites with the chairs.. |
| June 2016 | 105 | 92.9K | 10.4K | +2,511 impressions We know how to treat you well, @HenryJFoy ;) |
| January-June 2016 | Total followers: 1,291 +298 since the beginning of the year | Total impressions: 197.7K | Total engagement: 13,385 | |

6.5 Medium



Started an account in April 2016
+103 followers
+164 views



“A mind-boggling conference with speakers and participants that can surprise you and inspire you. Unique and thought-provoking insight into both the global trends and developments in the CEE region.”



**Marta Vojtova,
Dutch Embassy**

7. List of Important Media

7.1 26 International and Local Media Outlets supported reSITE 2016 and helped us make it the most visible Architecture and Urbanism Event

70+ editors covered the event. They published articles, interviews and advertisements during the period between February and July 2016.

4 Main Media Partners

Archdaily.com
Canal 180
Hospodářské noviny
World Architecture Community

Important global and foreign media were represented:

Monocle Radio (The Urbanist), The Guardian, The Financial Times, Architect's Newspaper, Next City, SME, Dennik N, Epiteszforum, Res Publica Nowa, Magazyn Mista, Bryla, Cities in Transition, Bauwelt...

All of the major Czech media were accredited and covered the conference:

Czech TV, MF Dnes, Czech radio, Lidové noviny, Respekt, Aktuálně, Deník, as well as the majority of professional and architecture / design focused media.

Media Partners

| | |
|------------------|------------------|
| Arch | Expats.cz |
| Archinfo.sk | Magazyn Miasta |
| Archiweb.cz | Marianne Bydlení |
| Art & Antiques | Moderní obec |
| Bryla.pl | Next City |
| Czechdesign.cz | Pro památky |
| Development News | Radio 1 |
| Dolce Vita | Smart Cities |
| Earch.cz | Stavba |
| ERA21 | Urbnews.pl |
| Eurostav | Veřejná správa |

reSITE 2016



7.2

Accredited Press

Matěj Šišolák | ASB Portál
 Ivana Zavillová | Arch
 Rory Stott | ArchDaily
 Margie O'Driscoll | Architect's Newspaper
 Jaroslav Šimáček | Blesk.cz
 Luis Fernandez | Canal 180
 Michaela Poláková | Česká televize
 Markéta Horešovská | ČTK
 Tomáš Čech | Czechdesign
 Benedikt Lederer | Deník
 Tomáš Wehle | Economia
 Eva Slunéčková | Elle Décoration
 Jan Kristek | ERA 21
 Henry Foy | The Financial Times
 Dominika Bártová | Forbes
 Lisette Allen | The Guardian
 Vojtěch Kubát | Hospodářské noviny
 Petr Honzejek | Hospodářské noviny
 Eliška Nová, Lucie Zídková | Lidové noviny
 Marta Zakowska | Magazyn Miasta
 Ondřej Lipar | Marianne Bydlení
 Martin Bajtler | MF Dnes
 Carlota Rebelo | Monocle
 Pavla Francová | Newsweek
 Johanka Hubičková | Praha TV
 Jan Červinka | Pro památky
 Pierre Urban | Rádio 1
 Táňa Zabloudilová | Rádio Wave
 Artur Cielinski | Res Publica Nowa
 Karolína Vránková | Respekt, Rádio 1
 Marek Švehla | Respekt
 Šárka Svobodová | Smart Cities
 Daniel Suchý | Trend
 Berrin Chatzi Chousein | World Architecture Community
 and many more journalists and reporters.



reSITE 2016



Carlota Rebelo,
 Monocle 24, and
 Martin Rein-
 Cano



Editor in Chief
 of ArchDaily
 Rory Stott
 (second from
 the left), with
 Riccardo Conti
 from Catalytic
 Action



“A fantastic event overall, where a very current issue was discussed by some of the best subject matter experts.”



**Berrin Chatzi
Chousein, World
Architecture
Community**

The advertising campaign started in February 2016 in print and online with the strategy of raising awareness about reSITE's core mission, engaging audience for the main annual event Cities in Migration and promoting special discounts and sales.

32 printed ads were published in two dozen medias between February and June 2016.

18 banner campaigns were scheduled between February and June 2016.

AdWords PPC campaigns targeting European countries, USA, Czech Republic started in March 2016 with a daily maximum of 330 USD covered by a Google grant. On screen campaign using 30-sec video trailer was running in 3 important Prague cinemas, on LED screens at the Prague City Hall, in the Leo Express trains and during professional events such as UN Habitat or Smart World Conference. A radio campaign scheduled in April on Radio 1 used a 30 sec spot and was followed by interviews, contests and announcements in the events calendar.

An outdoor campaign started on May 1st and included citylights at the Prague main railway station (Railreklam), 60 citylights in Prague public space, an outdoor LED screen using a 10 sec video (Media Channel) and Kometa posters network in Prague cultural venues and institutions.

Three flyer campaigns were organized: 5,000, 6,000 and 24,000 flyers were distributed at UN Habitat event (March), in Prague cultural networks (April / May) and finally as an insert to Hospodarske noviny (May 23).

Between November and June 2016, 13 newsletters have been sent to a list of 5,000 subscribers. The event was promoted and registration offers were sent by a dozen partner organizations and institutions giving auspices to reSITE.

reSITE 2016



Outdoor
campaign,
Railreklam



What about
having a walk?
Site specific
advertisement
over Prague's
Magistrála



Hospodářské noviny
reSITE's main media
partner



Credit



Your host
Andrew Tuck

The Urbanist
What makes cities tick, from city hall to the suburbs.

Next premiere
Thursday 7 July at 19:02 UK time

THE URBANIST Prague: Resite 2016

30 June 2016
Episode 246
30 minutes

This week we report from Resite, a two-day conference in Prague that aims to tackle one of the biggest challenges for modern cities: migration. We speak with experts, policy-makers and more to understand how cities are standing up to the test.

Share episode

All episodes View schedule



one of the biggest challenges for modern cities: migration. We speak with experts, policy-makers and more to understand how cities are standing up to the test.

www.archdaily.com/792826/saskia-sassen-kristen-lindstedt-and-mimi-hoang-on-the-architecture-of-migration

Projects News Articles Products Interviews Competitions Events Classics More

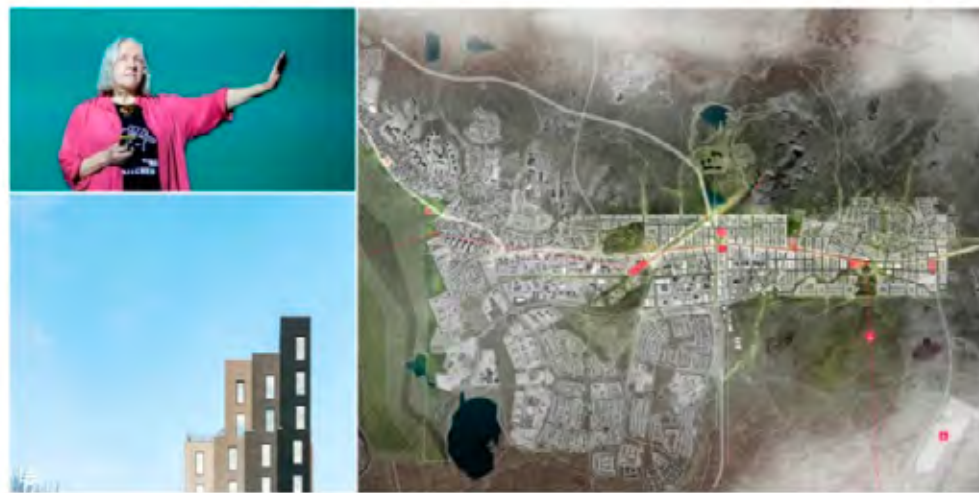
ArchDaily News Saskia Sassen, Kristen Lindstedt and Mimi Hoang on the Architecture of Migration

Saskia Sassen, Kristen Lindstedt and Mimi Hoang on the Architecture of Migration

12:11 - 6 August, 2016 | by Rory Stott

Save this article

Like 357 Tweet Pin it



At this year's reSITE conference in Prague, speakers attended from around the globe to present differing perspectives on the challenges of migration, with topics of interest ranging from economics, to city planning to architecture. But as revealed by the following presentations, migration is a topic that requires interrogation on a number of different scales and in a number of different contexts: from the global economic focus offered by Saskia Sassen in her opening keynote lecture, to the focused challenges of designing micro-apartments shown by Mimi Hoang of nArchitects; and even to the unusual case presented by Kristen Lindstedt of White Arkitekter, when a migration is undertaken not by individual people but by a whole town at once.



CHYTRÁ MĚSTA

O hloupých městech

„Když jsem šel dneska ráno do práce, viděl jsem nad celým městem jenom dva stavební jeřáby. A to je dost deprimující," říká rodilý Newyorčan Martin Barry, který se usadil v Praze a založil festival reSITE.

text Marek Šálek / foto reSITE



V souvislosti s chytrými městy se hodně mluví o datech. Jak mohou data a jejich analýzy zlepšovat život ve městech? Má to dvě roviny. Vlády a města by měly analyzovat data o tom, jak se lidé dopravují, jak utrácí peníze, jaké jsou aktuální migrační a demografické vzorce, jak se vyvíjejí maloobchodní příjmy a ceny nemovitostí. A ta další věc jsou otevřené databáze. Je důležité, aby veřejnost měla přístup k co největšímu množství údajů, které něco vypovídají o fungování města. Na jejich základě pak mohou instituce i různí nadšenci sestavovat aplikace a hledat řešení problémů.

Můžete uvést příklad?

New York, jehož bývalého starostu Michaela Bloombergu lze bez váhání označit terminem data freak. Byl zvyklý používat data ve svém byznysu (agentura specializovaná na ekonomické zprávy a analýzy – pozn. red.) a pokračoval v tom i jako newyorský starosta (do čela města byl zvolen třikrát za sebou a vedl jej v letech 2002–2013 – pozn. red.). Radnice tehdy analyzovala data opravdu ve velkém měřítku, aby zjistila, kam se nejvíce vyplatí investovat. Utrátila například sto milionů dolarů za pilotní projekty, které se týkaly vyřešení designu veřejného prostoru. A pak vyhodnotila vliv této investice na skladbu obchodů, výši nájmu, daňové příjmy. Bloomberg chtěl zkrátit zjištění, jak na takové změny odpovídá trh. A dobře věděl, že data nelžou. A já dodávám, že analýzy dat nabízejí velmi jednoduchý způsob, jak městské plánování odpolitizovat. A uchránit před manipulací ve prospěch klientelismu, populismu a podobně.

Povídáme si v Praze. Zkuste přiblížit, jak by analyzování dat mohlo přispět například k tomu, aby se centrum města, které dnes slouží především turistickému ruchu, vrátilo Pražanům. Mohli bychom na to jít například přes data, jako je počet hotelů a bytů

Martin Barry (37)

KRAJINNÝ ARCHTEKT

Pochází z irské katolické rodiny usazené v New Yorku, kde také vyrůstal a začal svou profesní dráhu. Do Prahy přišel poprvé v roce 2011 jako stendista Futuristického programu, rok už ustanovil na Fakultě architektury ČVUT. Zakladatel a šéf festivalu reSITE, který se letos konal v Praze už potřetí a svým způsobem nemá ve své době – pořádání si vybírá fešáci, podle toho, jak zajímavý příběh dokáží odvyprávět, ne podle prezentací, produktů a služeb. Nezisková organizace reSITE se zapojuje i do řady dalších projektů a iniciativ týkajících se urbanismu a plánování měst, za zmínku stojí například iniciativa Letní město, kterou zastřešuje Svaz měst a obcí ČR. Martin Barry fotí převážně výhledy z výškových míst (American Society for Landscape Architects), což je pro krajinné architekty bez nadsázky takřka jako Oscar pro filmáře.

pronajímajících přes airbnb v historickém jádru... Na druhou stranu, na tabuli stačí selský rozum. Krystalickým příkladem může být Václavské náměstí, což je pro Pražany úplně zbytečný, stracený prostor. Jak často si tam vy nebo já dáme předraženou klobásu nebo trdelník? Tyhle věci město musí regulovat. Zjistit, co tam lidé chtějí, a vytvářet pro to podmínky. Vždyť je to veřejný prostor, mohly by tam být třeba výhledové trhy se zeleninou, ovocem... Ale když to prostě jen pronajmete chlapíkovi s klobásami nebo komukoliv jinému, kdo vám nabídne nejvyšší cenu nebo největší úplatek, nemůžete se takového úpadku divit.

Tenhle rozhovor měl být o chytrých městech, ale když už jsme u toho: jak byste definoval hloupé město? Hloupé město je dnes takové, které

respondérské ke svým plánovacím procesům data a metodologie do svých rozhodnutí obyvatele – tím myslím i místní Elitistický, majitelé nemovitostí, investice... Urbanismu je více věcí. Každý, kdo se zajímá a chce se na to podívat, by měl dostat příležitost se vyjádřit. A mělo by to mít podobu povzbuzování, organizovat příslušné setkání.

Často ale mluvíte o tom, že jestli dnes něco směřuje ke zrušení procedury. A to je dané minimálními podmínkami nejrůznějších občanských iniciativ.

Ano, to je velký starší problém. Inovace i městských úřadů. Ale jak získají příklady úspěšných metropolitů, zapojení občani nemají celou tu věc abstraktní brát. Problém je, že v Česku nemá tabule hra jasná pravidla, je tu příliš mnoho nejistot ohledně stavebních pravidel, limit, pravidel výkladů. Schvalování velkých staveb teď dnes trvá mezi třemi a šesti lety. A to je pro investory smrtelné, navíc to vytrvá fantastický prostor pro korrupci. Když už jsme zmínili New York, tam je klíčové síťování. Díky němu každý v centrále byl kde po... Kde se dá stavět objemněji, do větší výšky, o kolik. A kde musíte naopak strážně respektovat přísnější pravidla. Velkou výslovností je v tomto směru metoda ULURP – Universal Land Use Review Procedure. Sejde se community board, stavebník musí být připraven

83%
Čechů preferuje placení prostřednictvím mobilu, tabletu nebo chytrých hodinek

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Netahejte za brzdu

Praha kvůli politikům přešlapuje na místě. Už dávno přitom nejde jen o to, že se staví málo bytů



Město je však v pohybu. Úkolem starostů a politiků je naskočit do něj, aniž by zatáhli za brzdu. A někdy netahejte kyli politickým hráčkám nebo osobním zájmům. Pražští politici jsou v brzdění experti. Na kulturní, občanský a ekonomický život města to má dalekosáhlé a neblahé důsledky.

V lednu 2015 jsem v komentáři pro Hospodářské noviny poznamenal, že ministrův pro místní rozvoj Karla Šlechtová a pražská primátorka Adriana Krnáčová zanahaly za brzdu. Obě tehdy přišly s právně podchytnými a nepodloženými důvody pro úplnou odklad nových Pražských stavebních předpisů, které vznikly za předchozího primátora Hudečka. Stavební předpisy od té doby prošly drobnými úpravami a byly schváleny bez souhlasu jejich autora. Neboť se to ale bez škod a nepotů na reálném trhu. Měřením se v reálnosti za zavazovací dveře odehrává další hra – o zastavení pokraču na jak tak spolehlivém Metropolitním plánu. I za toto zpochybnění muselo politiků, kteří zatáhli za brzdu.

NEJDE JEN O BYTY

Další Krnáčová si v osádkovém komentáři pro deník E15 uplatňuje vlnění, že nepochopit

potřeba Pražských stavebních předpisů a náhle své potřebným Metropolitním plánem v konečném důsledku polknouje běžné spotřebitelé. A to s tím, že stavební předpisy, které jsou vzhledem k tomu, že se město vyvíjí, musí být aktualizovány a rozšiřovány. A to s tím, že stavební předpisy, které jsou vzhledem k tomu, že se město vyvíjí, musí být aktualizovány a rozšiřovány.

PRÁHA BEZ JEŘÁBŮ

Pokud o tom pochýbujete, podívejte se na panorámu Prahy a přilehlých čtvrtí. Všechno je jako jeden celek, kde by se stavělo? Neodstává stavebních projektů zta-

řní (...) bez sociální, kulturní a ekonomické integrace. Znamená, že globální investiční peníze a inovace vlnou jinam. Znamená to, že nebudou prostředky na věci, na kterých nám záleží – na nové veřejné služby a alternativní doprava. Velkou součástí investic z poslední doby byla rekonstrukce historických budov, ve kterých se nyní sídlí například kanceláře a obchodní prostory. A to s tím, že stavební předpisy, které jsou vzhledem k tomu, že se město vyvíjí, musí být aktualizovány a rozšiřovány.

tyto problémy stále více chročí celou ekonomiku. Největší výzvy jsou ale kvalitativní. V nedávném průzkumu o rozvoji strategii hlavního města, provedeném společností Deloitte Czech, uvedlo 96 procent všech odborných respondentů, že v ní nemají důvěru. Nikdo neví, v jakém prostředí se v krátkém rytmu bude nacházet. Zvláště když na dohled není řešení košičních potíží. Mezinárodní developeri, investoři do realit a architekti vzhledem k těmto okolnostem na Prahu hledí s nedůvěrou a vyčkávaj.

mezi úbytkem pracovních míst pro stavební dělníky. Znamená, že globální investiční peníze a inovace vlnou jinam. Znamená to, že nebudou prostředky na věci, na kterých nám záleží – na nové veřejné služby a alternativní doprava. Velkou součástí investic z poslední doby byla rekonstrukce historických budov, ve kterých se nyní sídlí například kanceláře a obchodní prostory. A to s tím, že stavební předpisy, které jsou vzhledem k tomu, že se město vyvíjí, musí být aktualizovány a rozšiřovány.

Y NEW YORKU TO JE

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hem lepe, protože na tom spolupracovali kromě veřejné a občanské sféry. Na místě slouží koordinátor, reSITE žení, provádí v Praze newyorský plánovací komitét. Woodard o tom, jak se město do roku 2020 posadí na 10 miliónů obyvatel, to je procent. I také představitel o tom, jak vytvářet města, která jsou integrovaná a kde se dobře žije. Stavební předpisy, které jsou vzhledem k tomu, že se město vyvíjí, musí být aktualizovány a rozšiřovány.

MARTIN JOSEPH BARRY
Urbanista, představitel organizace reSITE



ŽIJU PRO MĚSTO

Americký krajinářský architekt **MARTIN BARRY** o Praze za dvacet let, životě bez auta a o tom, že velké stavby na kopcích do 21. století nepatří.

Text:

Lucie Zídková

Foto:

Tomáš Krist

V Česku Martin Barry bydlí, jak se na mladého amerického architekta sluší, ve světlém designovém bytě vedle pražského parku na Letné, pár kroků kamkoli, kde se něco děje. Ani nemusím zvedat oči nahoru, abych věděla, že strop nad kuchyňským stolem bude neomítnutý. Kdepak pastelové barvy a koberečky, na ty si zajděte do IKEA.

Na Barrym je designové vlastně všechno: repasované kolo favorit, které stojí na chodbě, i jeho snídaně sestávající z nakrájených jahod a banánů a sklenice vody. Když promluvíme, od holých stěn se k nám vrací ozvěna.

„To je fakt, ta ozvěna není zrovna nejpříjemnější, zvlášť když tu jsou občas na návštěvě děti,“ uznává krajinný architekt, kterého nejvíce ze všeho unavuje pořád dokola vysvětlovat, že urbanismus nerovná se architektura.

Martin Barry nenavrhává domy. Vlastně teď nenavrhává nic. Zatímco v kanadském Calgary se dokončuje jeho poslední velký parkový projekt, jeho zájmem je co bude s Prahou za dvacet let. I o tom se právě dnes, 17. června, diskutuje na pátém ročníku mezinárodní urbanistické konference reSITE, kterou Barry v Praze před čtyřmi lety založil a kvůli níž se do české metropole loni přestěhoval z New Yorku.

Až budou mít čtenáři toto číslo Pátku LN v rukou, bude ve Foru Karlín vrcholit konference reSITE, kterou v Praze pořádáte už pátým rokem. O čem bude?

» To je taková zvláštní věc na Čechách. Je tu obvyklé, že člověk se celý život přátelí s lidmi, se kterými vyrůstal už jako dítě. To v Americe skoro nezažijete, lidi se hodně stěhují. «

O migraci. O tom, jak zařídit, aby se do měst chtěli stěhovat lidé a aby se jim tam dobře žilo. Budou tam architekti, urbanisté, lidé z magistrátu z Prahy, Vídně nebo Helsinek, sociální aktivisti, kurátoři. Devětačtyřicet osobností, které k tomu tématu mají co říct.

Myslíte, že to téma padne v Česku na úrodnou půdu? Češi nejsou imigraci zrovna nakloněni...

Ono se nejedná jen o uprchlickou krizi. Mysleli jsme na přirozenou migraci, jejímž centrem města vždycky byla. Lidé se stěhují z venkova do měst, z města do města. A všichni Češi určitě nejsou rasisti ani xenofobové. Ten strach z cizinců je tady asi podmíněný i historicky. Byznys se ale v takové atmosféře dělá hodně špatně, na cizince tu nejste zařízení. Já třeba ani nemůžu podepsat půjčku pro reSITE.

Mimochodem, všimla jsem si, že programovým ředitelem konference je architekt Osamu Okamura, bratr Tomia Okamury, který šéfuje xenofobní straně Svoboda a přímá demokracie.

Já vím. Co k tomu říct? Je to velký paradox. Osamu je skvělý, nenápadný, otevřený chlap, známé se opravdu dobře. Tomia osobně neznám...

Proč jste si vlastně k životu vybral Prahu?

Protože přišla taková nabídka. Měl jsem tehdy dobrou práci, řídil jsem velké projekty v jed-

8. Friends of reSITE

It's reSITE's 5th birthday. When it's time to celebrate yours, ask your friends to get you a FRIENDS OF reSITE membership

Why? reSITE is where you will meet your new global network of like-minded friends, design and city lovers. A tax-deductible membership donation is essential to the work we already do at reSITE and will help us do more research, design competitions, installations, exhibitions, films, lectures and other public programs that bring you new ideas. Are you an architect? Developer? Politician? Urbanist? Entrepreneur? City lover? We have membership levels that suit you.

Individual members

Individual Benefactor

375 EUR / year or 32 EUR monthly

Patron

225 EUR / year or 18 EUR monthly

Friend

55 EUR / year or 5 EUR monthly

Student

35 EUR / year or 3 EUR monthly

Individual Benefits

Advance and VIP invitations to exclusive events
Mention in the annual report
Preferred seating at annual conference

Membership for companies

Company Benefactor

12,800 EUR / year

Company Patron

3,670 EUR / year

Company Friend

1,830 EUR / year

Company Benefits

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

reSITE 2016



9. Thank You to our Partners

78 partners from the public, private and civic sectors, together with 18 individual and corporate members of Friends of reSITE made reSITE 2016 event and activities possible.

reSITE 2016



Partner's wall



reSITE team

IPR Praha
presenting
the Metropolitan
plan

MARTIN BARRY
(Founder & Chairman, reSITE, Prague)

ADAM ŠVEJDA
(Director, Communication and Presentation Office
and Development, Prague)

PETR PALIČKA
(Project Director, Penta Investment)



“We are happy to learn new ideas for city development at reSITE and we will support this event in the future.”



Petr Palicka
Penta Investments,
Prague

Auspices



Co-organizer



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Town partners



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Jakub Tesař, J. William Fulbright Commission
Neil Tucker, Design Republic
Barbara Wilks, W Architecture and Landscape Architecture



“Usually I am at conferences with migration, integration, diversity people. This time I enjoyed the broader perspective of reSITE.”

←

Ursula Struppe

10. TEAM

reSITE

Martin Barry

Founder & Chairman

Kasia Dorda

Event Coordinator

Lída Hasmanová

Development Manager

Zdeněk Lanc

Head of UX

Anna Maikova

Digital Marketing

Markéta Nováková

Business Manager

Osamu Okamura

Program Director

Radka Ondráčková

Communications Director

Yulia Yakushova

Creative Director

A/V Production

Yventech

Conference Production

Renata Balášová

Victoria Production

Graphic Design

Yulia Yakushova

Katarína Jančovičová

Conference Video Production

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Kasia Dorda, reSITE

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Photographs courtesy of Dorota Spinkova, Pavlina Jachimova
& Tomas Princ