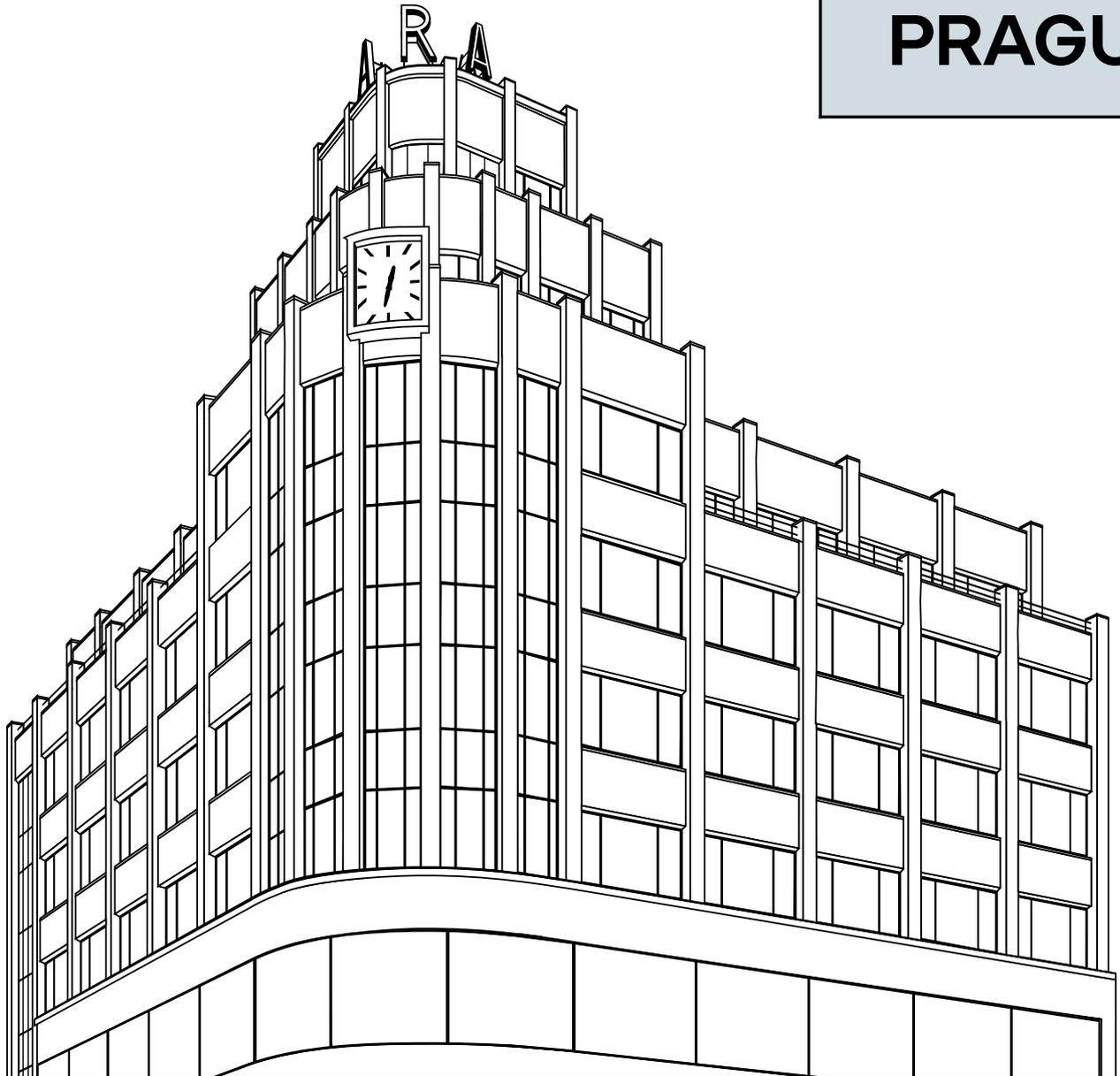


OPEN

HOUSE

AUG 2-8, 2021

PRAGUE



FINAL REPORT

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53,000 visits



79 buildings open for free



12,530,000 CZK
in economic benefit

350 volunteers and
dozens of people (employees)
from the buildings involved



6,830
volunteer hours

1,700 guided tours



260+
media
appearances

583,098 website views
(between Jul 15 and
Aug 15, 2021)



281,200 people reached
by the Facebook event



5,600+
newsletter
subscribers



About us

Open House Praha, z. ú. is a non-profit organization founded in 2014. The first **Open House Prague Festival** took place the following year. Since then, the festival has become one of the most important cultural events in Prague.

OUR MISSION

- We popularize architecture in all its forms in cultural, urbanistic, and historical connections.
- We help citizens become actively interested in their place of living.
- We support feeling the impact of architecture and the public space on the quality of life.
- We connect people across generations and professions – those who are part of our volunteer program as well as people from the buildings – with local communities.
- We activate local communities.
- We make the public interested in volunteer service.
- We educate children and the public about architecture, urbanism, and the public space.
- We build on an easy concept of experiencing architecture directly.
- We make culture accessible for people with disabilities (interpretation of tours into Czech Sign Language with simultaneous transcription for the deaf, 3D models with tactile plans and floor plans for people with visual disabilities, descriptions of routes from public transport to the buildings, indication of wheelchair accessibility).

We also focus on a **variety of activities throughout the year** (for volunteers, our partners, the club, the public), including educational programs for children, young adults, and people with disabilities.

OPEN HOUSE PRAHA BODIES DIRECTOR

Andrea Šenkyříková, founder

ADMINISTRATIVE BOARD 2021

Michaela Pánková, chairwoman

Magdaléna Veselá, member

Emá Pospíšilová, member

About Open House Prague

We fulfill the aims and the mission of the organization through the Open House Prague Festival and other activities. We open **buildings and spaces of architectural significance that are usually not accessible to the public**. The buildings can be entered for free.

Open House Prague is a cultural event serving as a potential tool for social change which leads **to strengthening the sense of togetherness within a community, to making often ignored places in the city more visible, to getting all groups of citizens involved, and to starting a discussion on the quality of architecture and the public space**. The festival **connects the public with professionals, owners and people from the buildings with local communities, gets hundreds of volunteers across generations and professions involved**, and gives the public a unique opportunity to enter usually inaccessible buildings and **experience their architecture directly**.

Eva Jiříčná, architect of Czech origin who lives in London, is the patroness of the festival. She was at the start of Open House London and was a part of it for 20 years as a member of the administrative board as well as a volunteer in buildings. She creates an imaginary bridge between Prague and the founding city.

Open House Prague is a proud member of [Open House Worldwide](#), an international network. Open House is the world's biggest architecture event.

30 years ago, when Victoria Thornton came up with the idea of Open House in London, at first I thought that the project had no future, but I ended up getting involved myself and brought a bit of my energy into it. The beginning was tough, but today Open House London is one of the most important cultural events. I see that no matter what country or city Open House takes place in, it is always beneficial. Of course, I will support the festival even more strongly in my own country than anywhere else.

— Eva Jiříčná, patroness of Open House Prague

A photograph of Victoria Thornton, founder of Open House London and Open House Worldwide, sitting in a green armchair. She is wearing a green textured sweater and black pants. She is engaged in a conversation with another person whose back is to the camera. The setting is a modern living room with a blue armchair, a wooden coffee table with a smartphone on it, and a black metal shelving unit in the background. The lighting is soft and natural, coming from a window on the left.

My goal was to create a festival that would be for everybody and for free, because the city belongs to all of us, and we should all get involved and become a part of it.

Victoria Thornton, founder of Open House London
and Open House Worldwide

About the International Network



Athens (2013), Atlanta (2017), Barcelona (2010), Basel (2018), Belfast (2015), Bilbao (2016), Brisbane (2010), Brno (2018), Buenos Aires (2012), Cork (2014), Dublin (2005), Essen (2021), Gdańsk (2017), Gdynia (2012), Helsinki (2007), Hsinchu (2021), Chicago (2011), Lagos (2016), Limerick (2012), Lisbon (2012), London (1992), Macao (2018), Madrid (2015), Málaga (2021), Melbourne (2008), Mexico City (2018), Milan (2015), Monterrey (2014), Naples (2018), New York (2002), Osaka (2019), Oslo (2007), Palma de Mallorca (2021), Perth (2012), Porto (2015), Prague (2014), Rome (2011), Rosario (2018), San Diego (2017), Santiago (2017), Seoul (2020), Sevilla (2021), Slovenia (2010), Stockholm (2016), Taipei (2021), Tallinn (2019), Tel Aviv (2007), Thessaloniki (2012), Turin (2017), Valencia (2019), Vienna (2012), Vilnius (2014), Zürich (2016).

Open House Worldwide

The festival was founded in London in 1992 by **Victoria Thornton**, holder of the **Order of the British Empire**. It has since spread to **50 cities** on **six continents** that are joined together in the **Open House Worldwide** network (OHWW). As members of the network, we can share our experience with the other member cities; this helps us further develop the festival as well as promote Prague in the entire world as an open cultural city.

Open House was originally a community project which was supposed to strengthen the dialogue between the public and architects, the city, and its public spaces.

The festival in London attracts up to 350,000 people every year and opens more than 800 buildings on one weekend.

Open City, located in London, is the founding organization of the international network. With Victoria Thornton leaving her position as the leader of the network after more than 20 years, OHWW is currently going through a transformation. Aside from emphasizing the impact of the Open House festivals in each city and in local communities (as we have been doing up to now), we are also focusing on the potential of such a big platform now. Although our meetings take place merely online, the network was activated with the help of the coronavirus pandemic, which, due to restrictions on mass events, has created space for a deeper connection. This has resulted in the first **collective online festival** which offered visitors from around the world an alternative yet attractive online content. The online festival was a success; we all have learned a lot and are aware of its potential for further development. New member cities in the network are Essen (Germany), Palma De Mallorca, Málaga and Sevilla (Spain), and Hsinchu (Taiwan).

More information can be found at openhouseworldwide.org.

A MEMBER OF

**OPEN HOUSE
WORLDWIDE**





Open House Prague Festival

Due to the on-going coronavirus pandemic and a strict lockdown at the beginning of 2021 which lasted until April, we were forced to cancel the festival which had **95 buildings** ready for the usual date in May and look for a new date. August eventually turned out to be the right month, although it wasn't suitable for everybody, naturally. This led to a few buildings choosing not to participate, mostly because August is part of the summer holidays and because of uncertainties related to the pandemic. At first, 80 buildings joined us for the date in August; however, one building withdrew from the festival just days before the start. The final number of open buildings was therefore **79**. During the festival, we followed measures imposed by the government against the spread of covid-19.

For the entire first half of the year we were not able to prepare events that take place outside, such as guided walks and tours in buildings, and we continued to work online on preparations for the festival via weekly online meetings.

Because Open House Prague is based on experiencing architecture directly, we set a new date for the festival and gave the public a chance to have this experience. Opportunities for citizen activity are one of the pillars of a healthy city, and it's a pillar that Open House Prague stands on as well. It offers people to move around the city, attend guided strolls, and experience architecture in urbanistic and historical connections using all senses. This is the reason why we made efforts to change the date and to make tours in buildings happen, even under stricter rules of safety and hygiene, and we didn't want to reduce the festival to an online streaming event.

With the motto of the festival being **"Architecture for everybody"**, our mission is to open buildings for all groups of citizens.

Organization in the open buildings was adjusted accordingly to the governmental measures. Information for visitors were continually updated on our website, during the event, and in each building. Tours took place

continually in groups of limited size, and we urged our visitors to be considerate and keep a safe distance.

Thanks to the owners, managers, other people from the buildings, and our volunteers, we are able to provide a unique direct experience and let visitors feel the atmosphere of the buildings. Despite the strict safety rules, we were pleasantly surprised by the number of visitors. The open buildings were visited more than **53,000 times** in total, roughly a number twice as high as the number of visitors of the 2020 festival, despite the fact that the 2021 festival took place during the summer holidays and the fact that we had to reduce the number of people in tour groups.

Every year the festival is visited by many people from all over the Czech Republic as well as people from abroad. Many visitors also actively participate in our volunteer program and create the festival together with us.



Buildings and Spaces

- 79 buildings
- 53,000 visits
- 12 city districts
- 26 new buildings
- 36 cultural monuments

After complications caused by the pandemic and the change of date which required us asking our partners again if they were interested in participating, we opened **79 buildings on the weekend of August 7-8**, with **26 buildings** participating for the first time ever. With no entrance fees, visitors were able to explore a variety of buildings – architecturally valuable historic palaces, villas, modern offices, industrial spaces, and cemeteries. They could also enjoy unforgettable views of Prague from the roofs of high-rise buildings, or explore the ancient underground. The program included reconstructed buildings as well as award-winning new-build properties designed with respect not only to aesthetics but also quality of the indoor space. There was something for everybody, including fans of urban exploration and technical or residential buildings.

Commemorating the **150th anniversary of the birth of eminent Czech architect Jan Kotěra**, we were able to include a few of his famous buildings in the program. Aside from the **Laichter House** in Vinohrady and the **Trmal Villa** in Strašnice, visitors could also see the **Vršovice Waterworks in Michle**, which we had been wanting to include in the festival for years. With queues forming early in the morning, the latter was a very popular stop. Those who were brave enough could climb up to the 42-meter high tower or climb down into the water tank underground and learn more about this cultural monument that is now in the final stage of reconstruction.

Artistic spaces and ateliers were a special separate theme route in the program. This route included for example the **Garden of Arts (Umělecká zahrada)**, located under Nusle Bridge, another place that was popular among our visitors. In the era of the First Czechoslovak Republic, the garden was used as a sculpture workshop, and it was the venue of the festival's opening reception attended by many of our partners. Another building featured in the route was the **atelier of sculptor Jan Lauda** located on Libeň Island. Built in 1930 and designed by architect Otakar Novotný, the small atelier

has withstood a demolition order and now houses Olgoj Chorchoj, an architecture and design studio. Visiting **Kunsthalle Praha** was an opportunity to learn about a vision of a **new house of art**. Formerly Zenger Transformer Station, the building was in the final stages of reconstruction during the festival and is set to become a new space for cultural events and exhibitions of international art of the 20th and 21st century. As part of our accompanying program, the building also hosted a discussion with the director and the architects of the reconstruction. Another building featured in the route was the **City Spa in Žižkov**, now a dilapidated building formerly known as the most modern and the biggest spa in Prague (once even visited by Franz Joseph I, Emperor of Austria). The spa is set to undergo a full reconstruction and become the **House of Dance (Dům tance)**. The route also included the former Sokol movie theater in Vršovice which has been transformed into **Vzlet**, a venue for cultural events.

The 2021 festival also opened **hotels with a distinctive architecture** and impressive interiors, including **Mama Shelter Prague** (formerly **Parkhotel Praha**), **Boutique Hotel Jalta**, **Vienna House Diplomat Prague**, and **Hotel International Prague**.

Other frequently visited buildings included for example **ARA Palace**, **Šaloun Villa**, **gardens of the Czernin Palace**, **Štvanice Power Station**, or the **Faculty of Civil Engineering at the Czech Technical University in Prague**. Additionally, visitors were able to explore three water towers, a few underground shelters, two châteaux, a former spa, sports facilities, an observatory, and a watermill.

In collaboration with the owners and managers of the buildings, tours and commentaries were organized with the help of **350 volunteers** and dozens of other people and employees from the buildings. The program also included tours guided by the very architects of some of the buildings.

Thank you to all the owners and managers for allowing their buildings to be accessed. They have provided us all with a unique experience.





New Buildings in the Program

AFI CITY 1

BB Center – Building B

Boutique Hotel Jalta

Church of the Hus Congregation in Vršovice

City Spa in Žižkov – House of Dance

Czernin Palace – gardens

Faculty of Civil Engineering, Czech Technical University in Prague

Franz by Zeitraum

Garden of Arts

House of children's books and Albatros publishing house –

Spaces Albatros coworking

House of the Firemen's Association of Bohemia

House on Za Poříčskou bránou 7

Klar's Institute of the Blind –

seat of the Czech Geological Survey

Löwit's Watermill

Maison Ořechovka

Mama Shelter Prague

National Museum of Agriculture

New Synagogue in Libeň

Šaloun Villa

Sculpture Atelier of Jan Lauda – Olgoj Chorchoj studio

Sokol Gymnasium in Karlín

Sokol Gymnasium in Nové Město –

seat of T. J. Sokol Pražský

Vienna House Diplomat Prague

Vršovice Waterworks in Michle

Vzlet – cultural palace of Prague

Zenger Transformer Station – Kunsthalle Praha

List of Buildings

AFI CITY 1

ARA Palace – main office of HubHub coworking

BB Center – Building B

BB Center – Delta

BB Center – Filadelfie

Boutique Hotel Jalta – Cold War Museum

Center for Architecture and Metropolitan Planning (CAMP)

Church of St. Anna – Prague Crossroads

Church of the Hus Congregation in Vršovice

City Spa in Žižkov – House of Dance

Czech National Library of Technology

Czernin Palace – seat of the Ministry
of Foreign Affairs of the Czech Republic

ČSOB Campus – NHQ building

ČSOB Campus – SHQ building

Desfours Palace

Ďáblice Observatory

Ericsson Palace

Evangelical Cemetery in Strašnice

Faculty of Civil Engineering, Czech Technical University in Prague

Faculty of Electrical Engineering, Czech Technical University
in Prague

Fidlovačka Theater

Forum

Franz by Zeitraum

Garden of Arts

General Pension Institute – Radost House

Grab Villa

Great Strahov Stadium

Hotel International Prague

House of Agricultural Education

House of children's books and Albatros publishing house –
Spaces Albatros coworking

House of Fashion

House of the Firemen's Association of Bohemia –
Firemen's House

House on Za Poříčskou bránou 7

Institute of Organic Chemistry and Biochemistry AS CR –
historical and new building

Klar's Institute of the Blind –
seat of the Czech Geological Survey

Kovařovic Villa

Laichter House

Libeňský Chateau

Liechtenstein Palace

Löwit's Watermill

in Alphabetical Order

Maison Ořechovka

Mama Shelter Prague (Parkhotel)

Masaryk Railway Station

Metro Palace

Metro Palace – Image Theater

Municipal House in Ďáblice

National House in Karlín – headquarters
of Radio DAB Praha and ĀRo Region

National Museum of Agriculture

New Krenovka

New Synagogue in Libeň

NN IT Hub

Nusle Town Hall

Olšany Cemetery – tomb complex

Palace of Culture – Congress Center Prague

Petschek Palace – Ministry of Industry
and Trade of the Czech Republic

Podkovářská Premises

Pragovka Art District

Prague Exhibition Grounds

Prague Institute of Planning and Development

Quadrio

Sculpture Atelier of Jan Lauda – Olgoj Chorchoj studio

Sokol Gymnasium in Karlín

Sokol Gymnasium in Nové Město –
seat of T. J. Sokol Pražský

Šaloun Villa

Štenc House – main office of Opero business club

Štvanice Power Station

Trade Fair Palace – National Gallery Prague

Trebešín Velodrome

Trmal Villa

Troja Château – Prague City Gallery

Vienna House Diplomat Prague

Vlna Community Center in Ďáblice

Vršovice Waterworks in Michle

Vyšehrad Historical Steamship

Vyšehrad National Cultural Monument – main office

Vzlet – cultural palace of Prague

Water Tower in Letná

Wilson Station – Prague Main Railway Station

Zeitraum Student Housing

Zenger Transformer Station – Kunsthalle Praha

Accompanying Program

- 50 accompanying events
- 21 events for children
- 5 buildings with tours for people with hearing disabilities
- 8 buildings with tours for people with visual disabilities
- 120 tours in English

The **accompanying program** started on Monday, **August 2, 2021** and offered **12 events** on the weekdays that **helped visitors learn about architecture in an unconventional way**. People could board a **paddle steamer** and take a cruise down the **Vltava river**, take the **Kotěra tram** and listen to a **commentary provided by architect Zdeněk Lukeš**, enjoy an **evening tour of the Laichter House along with a contemporary dance performance**, or attend a discussion and a film projection on the topic of **abandoned buildings** on the stands of the **Great Strahov Stadium**. There was also a **tour** and a **discussion** in Zenger Transformer Station, now **Kunsthalle Praha**, or a lecture on the history of **Löwit's Watermill**. More guided tours and walks were organized on the occasion of important anniversaries, such as the **130th anniversary of Prague Exhibition Grounds**, the **150th anniversary of the Gröb Villa**, and the **150th anniversary of the first train arriving in Prague**. There was also a guided walk around **cubist buildings in the district of Vyšehrad**.

Aside from the accompanying events on the weekdays, visitors could also attend a number of **accompanying events on the weekend**. These were organized directly by our partners from the participating buildings and included **special guided tours with architects, exhibitions, presentations, lectures**, and more.

On Sunday, there was a **tour around the City Spa in Žižkov** and PONEC Theater nearby guided by **Yvona Kreuzmannová**, director and founder of the theater. **Opero** coworking organized a tour in the **Štenc House** guided by architect and interior designer **Mária Maninová** of MAAT architekti.

During the tours, visitors learned more about the participating buildings through exhibitions, information panels, or lectures. On the occasion of the 40th anniversary of **Congress Center Prague**, there was a free exhibition on the building's history. In **Fidlovačka Theater**, visitors could take a look at historical photos from the theater's archives which were displayed on the

occasion of the 100th anniversary of the theater. The **Faculty of Electrical Engineering at the Czech Technical University in Prague** commemorated the faculty's 70th anniversary by screening **historical videos and photos**. Pragovka Art District invited visitors to exhibitions in industrial halls and to its traditional event **Artbazaar**. More than **30 events** took place in the buildings as part of the accompanying program on the weekend.



A Festival for Everybody

Open House Prague strives to remove barriers that keep people from exploring the city and its architecture. With our motto being “**Architecture for everybody**”, we organized **special tours for people with hearing and visual disabilities** on the weekend of August 7–8. We had individuals with physical limitations and families with strollers in mind, too, so every building included information on **wheelchair accessibility**.

In collaboration with the **Institute of Deaf Studies at Charles University**, **Czech Union of the Deaf**, and **Transkript online**, we organized **tours with interpretation into Czech Sign Language and simultaneous transcription in 5 buildings: Garden of Arts, Institute of Organic Chemistry and Biochemistry, National Library of Technology, Štvanice Power Station, and Vršovice Waterworks in Michle**.

Like last year, we organized special **guided tours for people with visual disabilities**. The training of volunteers who then guided visitors around took place in collaboration with **Světluška**, a foundation created by public radio broadcaster Český rozhlas. The **tactile floor plans** of two buildings (Radost House and Štvanice Power Station) were once again created by the **Teiresias Center at Masaryk University** (Support Center for Students with Special Needs). Students of the **Faculty of Arts and Architecture and Technical University in Liberec** also became involved this year – they designed and created **3D models** of selected buildings from the program. The tactile plans were printed in collaboration with **Mapy.cz**, and the project was financially supported by **Radost House**.

Tours for people with visual disabilities took place in **8 buildings: ARA Palace, General Pension Institute – Radost House, House of the Firemen’s Association of Bohemia, House of Agricultural Education, National Museum of Agriculture, Štenc House, Štvanice Power Station, and Vzlet**.

Because we want to be open for all citizens of Prague, we also organized **tours in English** with the help of English-speaking volunteers. **Long-term**

residents of Prague and visitors from abroad could attend 120 guided tours in total. In some buildings, visitors were provided with printed information on the building and its history translated into English. Our printed guide contained an English section with recommendations from our program, too.

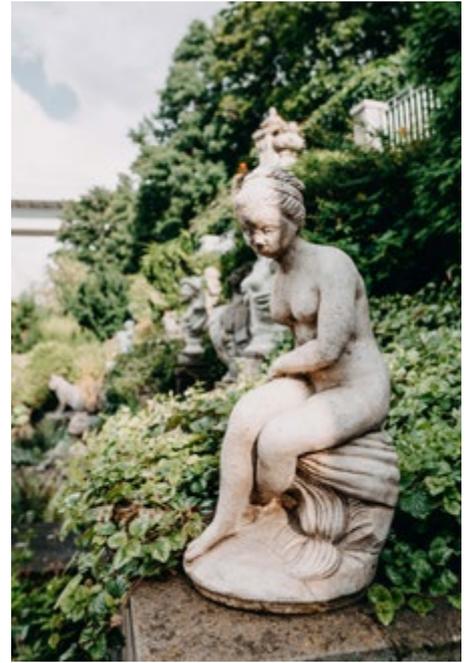


Programs for Families with Children

Once again, children and their parents could enter a **LEGO workroom**, organized in collaboration with Czech Republic. Here children could let their imagination run wild and build the house of their dreams. The littlest builders could play in a room with DUPLO bricks. This time, the LEGO workroom was placed in the Center for Architecture and Metropolitan Planning (CAMP). We also organized **guided tours with worksheets for little architects** in selected buildings: **ARA Palace, Church of St. Anne (Prague Crossroads), Kovařovic Villa, National Library of Technology, Petschek Palace, Podkovářská Premises, Prague Institute of Planning and Development, Quadrio, Štenc House, and Trmal Villa**. Approximately **100 children** attended these tours.

Some of our partners kept families with children in mind, too. **Kunsthalle Praha** prepared fun coloring pages and tasks as well as workshops with lecturers which took place on both days. Those who were brave enough could **borrow a track bike** and take a ride on the oval track of the **Třebešín Velodrome**. In the **National Museum of Agriculture**, there were various activities for children and a children's corner. In **Vlna Community Center**, children could have a good time in the playground. **Ďáblice Observatory** was another popular stop. Children were also invited to the final reprise of a dance performance titled **Svět z papíru** ("Paper World") in PONEC Theater.





Opening Reception

Despite the restrictions caused by the spread of covid-19, we were able to hold the opening reception after all. The event took place in the **Garden of Arts** on Friday, August 6 and was attended by our partners, owners and managers of the buildings, and our supporters. Originally a workplace of sculptor Karel Novák where various Czech artists created their works, the unique space hidden under Nusle Bridge was also one of the new items featured in the program. Since 1992, the current owner – **Vojtěch Haluza** – has been working on the garden's restoration – he restores sculptures, creates replicas and plants greenery and flowers according to historical photo documentation in hopes of bringing back the garden's former shine and glory. Haluza personally welcomed the guests in the garden and later provided a commentary on the history of the garden together with **Boris Hlaváček**. The reception was also attended by **Lucy Hughes** who gave a speech on behalf of **Nick Archer**, His Excellency Ambassador of the United Kingdom and one of the patrons of the 7th Open House Prague. **Andrea Šenkyříková**, director of the festival, greeted the guests as the organizer, informed them about the program and its interesting points, and thanked all the owners/managers and partners from the buildings who were present for their collaboration. The reception was hosted by **Michaela Pánková**, PR and communication manager of Open House Prague.

Festival Navigation

- 1 chat room
- 1 information center
- 65,000 click-throughs via Mapy.cz
- 583,098 website views (in 1 month)
- 16,390+ unique website visitors
(on Saturday, August 7, 2021)

On **August 2**, we opened our **information center** where visitors were able to purchase our **printed guide** and some merchandise and learn more about the festival program. Located on Malé náměstí 4/10, Prague 1, the information center was open from 10 a.m. to 6 p.m. on the weekdays and from 9 a.m. to 7 p.m. on the weekend. We would like to thank **Jan Chabr**, city councilor for property management, for allowing us to set up our information center inside the former city hall houses.

The **festival guide** is an essential material for route planning. The 2021 guide contained detailed information about all the open buildings, including maps and texts related to the topic. It contained news, information on the accompanying program, an interview with Štěpán Lars Laichter, and a section in English as well. The guide also serves as a valuable advertising space for our partners and includes discount offers and coupons. For the first time, people could purchase the guide via our **online shop** and **have it delivered to their home** as early as three weeks before the start of the festival. A digital version of the guide as a PDF file was also available.

All details regarding the festival program were available on our website openhousepraha.cz. Here visitors can always find a list of all the open buildings (and filter them by various criteria), the accompanying programs, and practical information. In the period from **July 15 to August 15, 2021**, the website had **64,308 unique users** and **583,098 views in total**. As usual, we recorded the highest number of visits on the Saturday of the festival when the website was viewed by more than **16,300 unique visitors**. The website is available in **Czech** and **English**.

As part of our long-time collaboration with [Mapy.cz](https://mapy.cz), all festival buildings were found in online maps and in the mobile app, both in the Czech version and the English version. After creating an account, visitors could use Mapy.cz to plan and save their festival route; many of our visitors actually use this tool.

More than **40,000** views of the Open House Prague points of interest were recorded in the app; on the website, it was nearly **25,000**.

Thanks to **EMPYREUM Information Technologies**, another long-time partner and collaborator, visitors were able to share their thoughts, recommendations, and experiences via an online **chat room**. The number of times that the chat room was opened is equivalent to the number of times that our website was accessed. The number of unique users who watched the chat room was **13,846**, and we recorded **545 messages** in the chat.

Ekolo.cz, the biggest retailer of electric bikes and another one of our annual partners, provided us with **4 electric bikes** for the weekend. With these bikes our liaison volunteers were able to move fast between the buildings and deal with the needs of other volunteers in the buildings. **Thank you!**

In collaboration with **Rekola**, a Czech bikesharing project, we prepared a **10-kilometer long pink cycle route through the center of Prague** which included seven festival buildings. There was also a **promo code for two free 30-minute** rides in the Rekola app, which was activated by **60 people**.

To make navigation easier, we put **PVC banners and balloons** on each building again. We also prepared a **special A2-format poster with safety instructions against the spread of covid-19** that asked visitors to be considerate of others and follow the safety measures. The poster was created in collaboration with **anygence** and was hung at the entrance of each building.

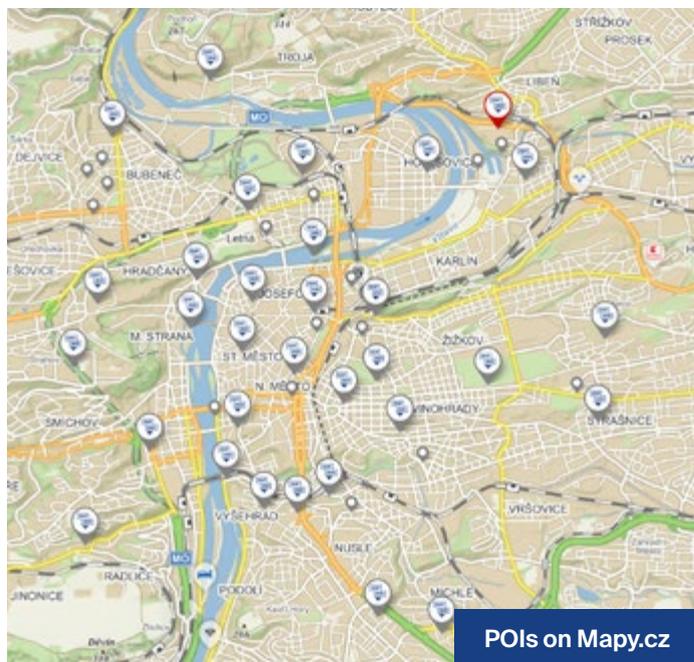


website with the program



— oblast — — otevřeno — — typologie — — přístupnost —

Doprovodný program Program pro děti Prohlídky pro neslyšící Prohlídky pro nevidomé Výhledy



POIs on Mapy.cz



information center

OPEN HOUSE
PRAHA

Festival 2021

Kalendář akcí

Blog

Zapojte se

E-shop

O nás

Kontakt

Podpořte nás

EN

Festivalový chat

Sdílejte s ostatními návštěvníky informace o provozu v budovách, déle čekání a další tipy!

09:46 OHP tým: budov a pouze na Dobry den, vítáme vás do dalšího festivalového dne. Před naplánováním trasy si zkontrolujte, že je budova v dnešní den skutečně otevřená, některý z nich byly na programu pouze včera. Dnes otevíráme na 70 budov a pouze na 4 z nich se včera tvořily dlouhé fronty. Věříme, že si vyberete z celé řady jedinečných prostorů, kde na vás čekají jejich majitelé či naši dobrovolníci. V průběhu dne budeme aktualizovat vývoj na jednotlivých budovách a prosíme, klidně se k nám připojte a sdílejte své postřehy. Přejeme krásný den!

09:48 Agama: Nejspíše máte na mysli hotel Jalta :)

Festival Campaign

- 5,600+ newsletter subscribers
- 11,300+ people interested in the Facebook event
- 12,100+ Facebook fans
- 3,800+ Instagram followers

The main visual motif – a drawing of the functionalist **ARA Palace** created by illustrator **Jan Šrámek** – was used on all festival materials, from posters to the festival guide. There was also an accompanying motif – an illustration of the **Trmal Villa** – which was used primarily in support of commemorating the anniversary of architect Jan Kotěra's birth. As usual, the graphic design was done by **Lukáš Franz**.

For the first time ever, we created a **limited-edition apparel** with designs taken from the 2021 festival. This was a unique form of support that we had never offered to our supporters before – a unique design that isn't available anywhere else, printed on ethical clothing with distribution based on the number of pre-orders to avoid excessive production. The limited edition was created to make up for the pushed-back date of the festival and to give the attendees a chance to identify with the festival, to support us, and to acquire a unique piece of clothing. We also wanted to connect with our community again, keep it alive, and work on our relationship.

The festival **merchandise** could be purchased online in our **online shop** and during the festival in our **information center**. The merchandise included **tote bags, t-shirts, coloring pages, matching pairs**, and other small items. The **collector's stickers**, which we have already introduced in the past, were once again a popular item; visitors could buy these stickers in every open building and put them in a special **festival diary**. Commemorating the anniversary of the birth of Jan Kotěra, we had a **stamp** with his portrait made; visitors could stamp their diaries with it if they visited the information center.

The outdoor promotion of the festival was based on placing **100 posters in a 49×49 cm format** in the distribution network of the company Railreklam. 50 posters were put into **suburban trains** in July and the other 50 posters were put on the **subway**, line A and B, two weeks before the start of the festival. Additionally, **A2-format posters** were distributed into the open buildings. Our

graphic materials were also used by our partners who engaged in the promotion of the festival themselves.

Additionally, the festival was promoted by a **video** which was created by photographer and cameraman **Tomáš Princ**. The video was used on our website, our social media, in communication with the media, and it was also seen on screens at the Prague City Hall. The video was seen by **1,300** people on YouTube and by **2,200** people on social media, and it reached **8,700** users in total.

Direct mail is an important promotional tool for us, aimed mainly at our long-time fans, partners, and supporters. The Czech version of our newsletter has more than **5,600 subscribers**. There is also an English version which has **360 subscribers**, mostly expats who live in the Czech Republic and members of Open House Worldwide. In the period from **January 1 to August 31, 2021**, we sent out **15 direct mails**.

However, the essential communication channel is **social media**. During the 7th Open House Prague, the number of followers of our Facebook page (Open House Praha) reached **12,100+**. Our Facebook event “Open House Praha 2021” reached **281,200 people**, and **11,300 people** showed interest. In the period from the start of 2021 to the end of the festival, the number of our Facebook followers increased by **1,540+ people**; the interannual increase is therefore **13%**.

In our case, the **fastest growing platform is Instagram**. By September 2021, it had **3,800+ followers**, which is **1,000 more** than last year. Interannually, the number of our Instagram followers tends to increase by **26%**. During the festival, interactions with our profile (@openhousepraha) **increased by 450%**, and the content on our profile was viewed by more than **11,000 users**. We were also tagged nearly **400 times** in Instagram Stories.

Because Open House Prague can serve as a reference that our volunteers can use in their CVs, we have become more active on **LinkedIn** over the last year.







Open House Praha Zobrazit e-mail online

53 000 návštěv

Milí přátelé,

stále nám ještě dobíhá euforie z toho, že se festival mohl uskutečnit a vy jste jej navštívili v opravdu hojném počtu, což nás neuvěřitelně **překvapilo a potěšilo!** Festival pro vás připravujeme **celý rok** a letos v březnu jsme museli učinit těžké rozhodnutí, zda jej opravdu choeme posunout do letních měsíců. Nebyli jsme si vůbec jisti, jaká bude bezpečnostní situace, kolik dorazí návštěvníků a zda budeme mít vzhledem k prázdninám a dovoleným dostatek dobrovolníků, kteří by nám s otevřením budov mohli pomoci. I když byly letos přípravy 7. ročníku festivalu provázeny obrovskou nejistotou a pochybnostmi, a v posledních měsících také i značnou únavou a vyčerpáním, jsou to právě vaše ohlasy, které nám dodávají energii již dále po této cestě. **Děkujeme, že jste s námi!** ❤️

53 000 návštěv

2.

11.3.2021 10:00 až 11.3.2021 19:00

Open House Praha 2021
Open House Praha

Informace Diskuze Přidat Upravit

Podrobnosti

- 11,3 tis. 56 komentářů
- Událost pořádká Open House Praha
- Open House Praha
- Trvání 6 d

Přehledy

Posledních 7 dní: 10. 11. až 22. 11.

Oslavení lidé	Odpovědi
281 170	11 301

#openhousepraha

4 38% 16:07

4 47% 16:07

35% 16:07

9 likes

kamenhustej Taře rekonstrukce hotelového interieru se vzne povedla! Letosní OH festival stojí za to. #hoteldiplomat #openhouseprague #openhousepraha #dobraprace #taksetomadedlat #doporucuji #interiordesign vienna.house.stories Děkujeme! ❤️

praha2021 ❤️ Libeňský r návštěvníků a Namě

ník, super vyhlídka funkcionalismus ctore #hubhub

Media Campaign

- 260+ media appearances
- 14 media partners
- 28 commercial spots on the radio (ČRo Rádio DAB Praha)
- 24 video invitations on TV (Česká televize)

The festival is accompanied by a **large media campaign**. Media support was provided by **Mall.tv**; radio **ČRo Rádio DAB Praha**; **Luxury Prague Life** magazine; **TV Architect** and **TV Bydlení**, international online televisions; **Archiweb**, an online portal of modern architecture; online portals **ESTAV**, **CZECHDESIGN**, and **Pro památky**; magazines **ERA21**, **Intro**, **Architect+**, and **S dětmi v Praze**; and last but not least, **Prague City Tourism**. The media campaign took place in various forms, from video reports, radio spots, and banners, to articles and interviews published online. **These in-kind contributions from our media partners valued at over 500,000 CZK.**

Mall.tv, a Czech online television, was our main media partner. On their website, there was a special **landing page** with a teaser for Open House Prague and selected video reports taken from the program *Překvapivé stavby* which were related to the 2021 festival program. The festival was further promoted by interactive banners and video spots. Mutual support was also shown on social media and in newsletters.

Thanks to our partnership with **ČRo Rádio DAB Praha**, one of the stations of Český rozhlas (Czech Radio), we were also heard on the radio. In the period from July 22 and August 2, 2021, **28 spots** were included in the radio's broadcast.

With these media partnerships we were able to strengthen our campaign in the online space as well, for example by using **interactive banners** (Mall.tv, Luxury Prague Life, Pro památky).

In print, we were given advertising space in **Intro** and **ERA21**, and there was also an article about the Laichter House published in **Architect+**. Because the festival offers a program for families with children, too, we reached out to **S dětmi v Praze**, a magazine with recommendations for family trips around Prague. In the June issue of the magazine, the festival was represented on the cover with an illustration of the Vršovice Waterworks; inside, there was an article with recommendations and an interview with festival director Andrea Šenkyříková.

In collaboration with **Prague City Tourism**, we promoted the festival on **LED screens** via **slides in Czech and English** in the tourist information center on Rytířská Street, Prague 1 a week before the start of the event.

Česká televize (Czech Television), a public television broadcaster, organized a summer project titled **Česká tleská** aimed at helping organizers of cultural events from all around the country with promotion, and Open House Prague was one of the selected events among hundreds of applications. The festival invitation was aired **24 times** across all stations in the period **from July 26 to August 1, 2021**. The campaign also included an interview with Michaela Pánková, spokeswoman of Open House Prague, which was published on the television's YouTube channel, and the invitation was also shared on the broadcaster's social media accounts.

Furthermore, we strive for presence in the media via press releases with latest information on the program, architecture-related articles, photo reports and video reports from the buildings, and other mentions in the media with links to the festival, such as in the form of recommendations.

Open House Prague 2021 appeared in **nation-wide media, in regional mutations of these media**, and in **local journals of various city districts**.

Public broadcasters such as **Česká televize** and **Český rozhlas** are the ones who pay attention to the festival the most.

Radio **ČRo Vltava** aired a series of reports from selected buildings (Water Tower in Michle, Olgoj Chorchoj studio, Vzlet) as well as invitations to the festival as part of the program Mozaika. **ČRo Rádio DAB Praha** aired invitations and spots and prepared reports from the Laichter House, Troja Château, and Water Tower in Letná. **ČRo Dvojka** aired a report regarding a walk organized by Open House Prague around railway buildings. Other stations – **ČRo Plus**, **Radiožurnál**, **Radio Prague International**, and **ČRo Radio Wave** – also covered the festival in articles, interviews, recommendations, or invitations.



Mediální kampaň



Česká televize aired invitations to the event as part of their broadcast on ČT24 station. Live reports were made from the ARA Palace, City Spa in Žižkov, or the Faculty of Electrical Engineering. Program **Studio 6** brought reports on the Trmal Villa and the Garden of Arts, and an invitation and a final summary was aired three times as part of the program **Události v kultuře**. When it comes to private television channels, an invitation to the festival aired on **CNN Prima News** (for Ericsson Palace) and on **Televize Seznam**. Several video reports also aired online on **Novinky.cz** (for Vršovice Waterworks, Kovařovic Villa, and Štenc House).

Most media appearances were in the form of **news reporting**. The festival appeared in several daily newspapers such as **Metro**, **Hospodářské noviny**, **DeníkN**, **MF Dnes**, **Lidové noviny**, **Právo**, and **Pražský deník**, in online news outlets such as **Aktuálně.cz**, **Seznam Zprávy**, **Novinky**, **Blesk**, and **ČT24**, and in selected weekly newspapers.

An invitation to the festival was seen on the pages of nearly all city magazines and newspapers, for example in **Hobuleť**, **Tučňák**, **Šestka**, **Ďáblický zpravodaj**, **Noviny Prahy 2**, **Listy Prahy**, **Devítka**, and many more.

Articles and other mentions of the festival appeared in various media focused on architecture, such as magazines **Pro památky**, **ERA21**, **Stavitel**, **Architect+**, **Můj dům**, **Dům a zahrada**, and **Hasičské noviny**, online on **Czechdesign**, **ASB portál**, **Archiweb**, **Stavbaweb**, **Estav**, **TZBinfo**, and more.

The festival was also mentioned by various lifestyle magazines and online portals: **Xantypa**, **Harper's Bazaar**, **Cosmopolitan**, **Reflex**, **City Life**, **Lui magazín**, **Nové proměny bydlení**, **Luxury Prague Life**, **Pražská drbna**, and other media.

Because Open House Prague is first and foremost a cultural event, information on the festival were also published in media focused on culture, such as **CityBee**, **Noviny a novinky**, **Proti šedi**, **Kudy z nudy**, **Atlas Česka**,



Informuji and its podcasts **Kultýden, Pražský kulturní přehled, Místní kultura**, and more.

In total, there were more than **260 media appearances**.

Selected Media Appearances

- [Prague Open House](#), Události v kultuře, Česká televize, Jul 8, 2021
- [Pražské domy se otevírají](#), ČT art, Aug 6, 2021
- [Open House Praha 2021](#), Studio ČT24, Česká televize, Aug 6, 2021
- [Open House Praha 2021](#), Studio 6, Česká televize, Aug 6, 2021
- [Historie za dveřmi Laichterova domu na Vinohradech: Nakladatel tady pracoval i bydlel, komunisté dům zabavili](#), Blesk, Aug 8, 2021
- [Architekturu musíte vnímat všemi smysly, přes video by to nešlo, říká Andrea Šenkyříková, ředitelka festivalu Open House Praha \(interview\)](#), Hospodářské noviny, Aug 2, 2021, p. 18
- [Praha, jak ji neznáte. Vyrazte na festival míst, kam se jindy nedostanete](#), Forbes.cz, Aug 3, 2021
- [Jaké běžně nepřístupné architektonické skvosty je možné si o víkendu v Praze prohlédnout v rámci festivalu Open House? – interview with festival director Andrea Šenkyříková](#), Radiozurnal.rozhlas.cz, Aug 7, 2021, live appearance, timestamp 14:04
- [Do nitra socialistických hotelů i ateliéru nejspěšnější designérské dvojice. Festival Open House Praha opět láká na architektonické skvosty](#), CzechDesign, Jul 31, 2021
- [Open House Praha 2021 – rozhovor s koordinátorkou dobrovolnického programu](#), Dobrovolník.cz, Jun 3, 2021
- [Byl postaven kvůli soše, která neznikla. A měl být zbourán kvůli olympiádě, která nebyla. Ateliér Jana Laudy na Libeňském ostrově](#), ČRo Vltava – Mozaika, Aug 2, 2021
- [Open House Praha 2021](#), Zprávy v českém znakovém jazyce, Česká televize, Jul 12, 2021
- [Prozkoumejte zdarma 80 nepřístupných a unikátních staveb v Praze](#), iDnes, Jul 27, 2021
- [Transformační stanici představují na centrum umění. Brzy se otevře veřejnosti. Navštívili jsme ji](#), Estav.cz, Aug 24, 2021
- [Studenti dali nevidomým do rukou zámek i elektrárnu, T-UNI – online zpravodaj Technické univerzity v Liberci](#), Jul 31, 2021
- [PODÍVEJTE SE: Festival Open House Praha odemknul desítky unikátních objektů](#), Pražský deník.cz, Aug 8, 2021
- [Festivalu Open House Praha se zúčastnilo přes 53 000 lidí. Návštěvníky lákaly nově zpřístupněné budovy](#), iRozhlas.cz, Aug 8, 2021
- [Architektura pro všechny: Open House Praha připomíná 150. výročí narození Jana Kotěry](#), Intro.cz, Aug 3, 2021
- [Veřejnosti nepřístupná Vršovická vodárna od Jana Kotěry otevírá na víkend své brány](#), Novinky.cz, Aug 4, 2021
- [#31: Filmovka a hudba bez stresu mezi otevřenými domy \(2. 8. – 8. 8. 2021\)](#), Kultýden podcast, Aug 2, 2021
- [Festival Open House Praha 2021 opět nabídne prohlídky pro osoby se zrakovým postižením](#), Poslepu.cz, Jul 6, 2021
- [Open House Praha – zavřené dveře se otevírají](#), ČRo Radio Prague International, Aug 6, 2021
- [Open House Praha. Zájem byl o novinky](#), Metro, Aug 9, 2021
- [Festival unikátních lokalit – Open House Praha otevřel dveře i Desfourova domu](#), MF DNES, Aug 9, 2021
- [Krásné vily, prázdné i honosné paláce. V Praze se otevrou dveře 80 slavných domů](#), Aktualne.cz, Aug 2, 2021
- [Přístupný industriál: Jsou znovu oživilé stavby českým kulturním dědictvím?](#) Lp-life.cz, Jul 30, 2021
- [Oáza první republiky, Dům&zahrada](#), Jul 15, 2021, p. 16

CO JE NA titulce?

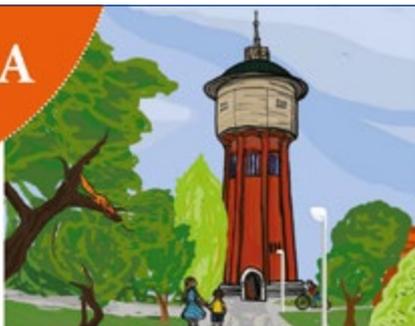
Slavíme 10 let

V září loňského roku to bylo přesně 10 let, kdy jste mohli v ruce držet první vydání časopisu S dětiní v Praze. Děkujeme vám tímto za vaši přízeň. I když je tento rok sviatkový, chceme i přesto toto výročí slavit až do dalšího září :-).

Začínáme hned titulní stránkou, která je pro nás časopis velmi důležitá. Po celých deset let jste si v každém vydání mohli prohlédnout nějaké pražské místo v podobě kresby naší skvělé ilustrátorky Petry Čížkové. Opravdu každá titulka byla (a bude!) originál. Od září jsme se rozhodli věnovat každou titulní stránku časopisu nějakému našemu srdcovému projektu, místu, akci nebo našemu partnerovi, který je nám prostě blízký a považí nás mnoho let.

V každém vydání vás samozřejmě čeká také současná otázka a možnosti zajímavé výhledy. Tak nás určitě sledujte!

14



OPEN HOUSE PRAHA PŘIPOMENE VYROČÍ NAROZENÍ JANA KOTÉRY

Letos je tomu přesně 100 let od narození významného architekta Jana Kotéry, o čemž se tento nářez jako o základní črtě moderní architektury. Jan Kotěra se narodil v roce 1872 v Brně, ale většinu svého života žil a působil v Praze. I když jeho tvorbu můžeme po celém Česku. Byl nejen architektem, ale i slavným výtvarníkem a grafikem. Také nelze opomenout jeho profesionální dráhu. Díky jeho pedagogické působení vystoupil v Českých zemích i řada dalších architektů. Mezi jeho studenty patří například Josef Gočál, Otakar Novotný, Bohuslav Fuchs a další. Více o Janu Kotěře a mnohých dalších v naší rubrice 50. Průběh na stránce 24.

Intervál *Open House Praha*, který se letos uskuteční v sobotním termínu od 2. do 8. srpna, by měl připomenout výročí narození Jana Kotéry střetnutím několika jeho grafičských realizací. Na titulce časopisu se můžete podívat rovněž podle a Kotěryových diálových stěn. Vizuálním vzájemnostem věcí z roku 1907, je dlouhá léta tvorba významného domácnosti pražské divy Michla. K elegantní vlně patří i celý vzájemný komplex, který získával rodina

Vrtovce i další město (Jan Miroslav, malý vzájemný systém byl pravděpodobně první na našem území, kde se měla obklopena. Jan Kotěra ale později charakteristické řady z neomakartovské črtě. Ažal pozdě v roce 2016 silně rekonstruoval a v ry v rámci historického prostředí proslavené nejen samotnou vlně, ale i máje šlechtické podzemní vodojem a stropem.

Terminová vlně ve šlechtických se první se stře vlně a domů (Bert) v Praze Jan Kotěra navrhl. Byla postavena v roce 1903 pro významného pedagoga a šlechtického inspektora Františka Trnávku. Rodina chtěla vytvořit pohodlné prostředí bydlení na tehdyjší pražské vlně, ale sešla se stře přiblíží a typický prvky vlně. Kotěra se rozhodl propojit tři prvky – směřovat anglickou modernitu, novou geometrii a domácnost lidového tradiční. Vzniklo tak skvělé vzájemné sídlo s několika detaily lidové architektury. Festival nabídne i prohlídku interiéru vlně vlně bílého nepřístupných prostor. Které byly dříve jako lidové manžila a děti.

Jan Kotěra patří do skupiny umělců, spouštěl a pokračoval okolo periferie Trnávka G. Maršala. Kde se vlně vlně vlně Janem Lachtemem. Pro něho postavil v roce 1909



Česká televize
24. července v 12:00

I tento týden pro vás máme skvělé kulturní akce, které můžete v nejbližších dnech navštívit! Poďte s námi ven! Další tipy najdete na stránkách projektu Česká tleská – Letní scénář www.ceskatleska.cz

Česká televize

Open House Praha 2021
2. 8. - 8. 8. Praha
www.openhousepraha.cz

0:16 / 2:00

12 1 sdílení

Vodafone CZ 15:56 MOST RECENT #openhousepraha

tvarchitct · Follow

165 likes

tvarchitct Festival architektury - Open House rok na jeden víkend zve návštěvníky do běžné budov v metropoli. Letos se tak stane 2. a 8. v pondělí 2. srpna budou mít lidé možnost buďte zajímavého doprovodného programu. Sjezděte v pondělí pro návštěvníky otevře i také festivalové na Malém náměstí 4, v Praze 1, kde je možné z festivalového průvodce, kde bude všech 80 m budou letos zpřístupněny.

#archdaily #architecture #arch #architektura

Vodafone CZ 15:59 TOP POSTS #openhousepraha

pragemorningcz · Follow

160 likes

pragemorningcz Dozens of buildings, from historical sights to state-of-the-art office spaces, open to the public on Saturday within the seventh edition of the #openhousepraha festival.

Feedback from Buildings, Partners & Visitors

On behalf of Tanec Praha, congratulations on an incredibly successful event despite the circumstances. Thank you for allowing us to introduce the public to a building that has been dilapidating for years. The number of visitors surely exceeded not only our expectations, and thanks to your volunteers who worked tirelessly all day, the final tour took place even after the official closing hour. Thank you once again for collaboration, and we'll be looking forward to the next Open House Prague. [M. K., Tanec Praha, City Spa Žižkov](#)

Thank you for allowing us to show our building to the public and share something from the history of the Sokol movement. We were pleasantly surprised by the number of visitors which has left us with a very good feeling. Visitors were very nice, and we were truly pleased that we saw so many of them. [J. K., Sokol Gymnasium in Nové Město](#)

The event was excellently organized, and the volunteers were great as well. There were about 500 visitors, everybody seemed content, we didn't notice any negative feedback. [I. J., House of the Firemen's Association of Bohemia](#)

Here in the Šaloun Villa, Open House Prague was an amazing and uplifting event, and we would like to share our observations and experience. [L. M., HOST organization, Šaloun Villa](#)

Thank you for collaboration and for an amazing organization in the Trade Fair Palace. We look forward to collaborating with you again. [O. B., Trade Fair Palace](#)

Although we were surprised when you reached out to us, it's true that the second oldest Sokol gym in Prague deserved recognition. Thank you very much for that. We were worried that not many people would show up, but we were very surprised again – on Sunday, there were 250 visitors, and that was an incredible number for us. There were two guides who took turns, and by the looks of the entries in the visitors book, it seems that visitors had fun. They learned about the building's history, about the history of the Sokol movement, and surprisingly, young visitors were interested, too. Many of the older visitors used to attend the gym when they were children, and they came to reminisce about their childhood. Visitors were able to enter areas that not even our members are familiar with and don't have access to. Until 1941, there was the only cinema in all of the Karlín district, so there was a lot to talk about. Thank you once again for reaching out to us. We're ready to collaborate again anytime. [Z. M., executive director of Sokol Karlín](#)

Thank you for organizing such a great event! Although we're "just" a hotel and we're open to the public basically all the time, we were pleasantly surprised by the number of people who came to visit us. Tours took place only on Saturday, but my guess is that around 500 people showed up. I would also like to commend our lovely volunteers, Anička, Rocio, and Jarmila, for their kindness and positive energy. If you are interested in collaborating next year, we'll be happy to participate again. We've also learned a few lessons that will help us create a better experience next time. :) Thank you! [M. K., Mama Shelter Prague](#)

Thank you for opening the chapel and the garden of Klar's Institute of the Blind on Sunday, August 8, 2021. The guide's commentary on the building's history was fascinating, and it was clear that he came very well prepared. As a person with visual disabilities myself, I was incredibly excited about being able to visit such a place with my guide. I learned a lot of interesting information about the building's history and about founder Alois Klár. Thank you and I wish you a lot of energy and many visitors in the next years. [D. Š., visitor](#)

Thanks to Open House Prague, we were able to visit many incredible places. We were pleasantly surprised by the perfect, flawless, and exhausting organization. Hats off... All problems were solved before they could even occur, clever solutions for queues, water distribution to people in line at some places... Volunteers who were unbelievably well prepared... We're thrilled!!! We will send you a few photos that we took, maybe you'll find some use for them. All the praise to you! [K. K., visitor](#)

Thank you for all the time and work that you put into Open House Prague, it's a great event! I was glad that you included AFI CITY 1 in the program, I loved it there. :) [M. K., visitor](#)

I was once again very happy with Open House Prague. I want to praise all the organizers, property owners, volunteers, and everyone else who took part in the event. I'm looking forward to the next years. Thank you for great memories, you're amazing! You're simply an amazing organization! You give people a unique experience and connect them with Prague better than anyone else. [J. K., visitor](#)

It was amazing, me and my 5-year-old son had a lot of fun. We visited the observatory and the National Museum of Agriculture – both incredible places – and then AFI CITY 1 and Vlna Community Center. The volunteers were absolutely amazing and very nice. I admire your enthusiasm, we really enjoyed it. Last year we visited Radost, which was also great. We're just full of positive feelings. It's a shame the festival isn't longer. :) We would like to see more places, so maybe next year. I have my fingers crossed for you – hang on, it's a great festival that has no competition. [P. Č., visitor](#)

As usual, I was very happy, even thrilled. There were queues at some of the places, but that just proves that more and more people are becoming interested in the festival. I didn't mind at all; everybody did their best to ensure a perfect organization. It was always worth the wait! [M. Š., visitor](#)

Thank you for beautiful memories, for a perfect organization, and for the work of your volunteers and the entire team. You're amazing, getting better each year. I'm looking forward to the next Open House Prague and the accompanying events. [V. N., visitor](#)

Thank you for a perfect organization, for very kind guides, and for a wide variety of interesting buildings. [I. N., visitor](#)

This is an amazing festival. Every year I look forward to it, and I'm considering becoming a volunteer next year. Thank you for the past five years of great memories. [R. S., visitor](#)





Volunteers

- 350 volunteers
- 150 people from the buildings
- 6830 volunteer hours

→ 1,707,500 CZK* value
of volunteer hours

* The value of volunteer hours which is 250 CZK per hour in average includes the work of experts involved in the preparations and in the actual festival – texts, English translations, dramaturgy, expert consulting, legal counseling, expert tour guides-architects in the buildings and during the accompanying events, photography, and more, as well as training and work of volunteers and people from the buildings before and during the festival.

Open House Praha, z. ú. is accredited for work with volunteers by the **Ministry of the Interior of the Czech Republic**, therefore, we are bound by duties and responsibilities not only towards each volunteer but also towards the Ministry which puts trust in us.

Considering that the 2021 festival was forced to take place in the summer, getting enough active volunteers was more complicated than usual. The summer months are a time of vacation, university dormitories are empty, and the city is missing not only students but also families with children who spend their summer days outside of the city. Communication regarding volunteering via the staff of high schools and universities was also more difficult, therefore, the recruitment of volunteers was overall more challenging. Despite these difficulties, an incredible **350 volunteers** applied to help us with guided tours in the buildings!

In May, we carefully selected a new team of **Open House Corps**, a group of leaders of all volunteer teams who work in a specific city district. Each team began having **meetings** in June, and starting on July 1, each team went through several **trainings**. Volunteers attended tours and trainings in each building, a **meeting** with the main coordinator of volunteers in the **Karlín Barracks**, and a special training led by **Světluška**, a foundation created by public radio broadcaster Český rozhlas. Volunteers were then capable of guiding tours for **people with visual disabilities**. Selected volunteers attended a **training focused on guided tours for children** using worksheets for little architects created by Open House Prague.

Aside from the **twelve teams of volunteers** who work in the buildings on the weekend of the festival, we also coordinated a **team of text producers and translators** (again working for Open House Prague on an entirely voluntarily basis) and a **team of photographers**. Some volunteers helped with festival preparations – administration, preparation and classification of materials for each building and for the information center, distribution

of materials, information center operation, opening reception etc. People from the buildings – owners, managers, and employees – are an essential part of our volunteer teams. They also work with us voluntarily and without financial rewards. They often make themselves available even before the festival, train our volunteers, and then go through hundreds of demanding guided tours and various situations along with our volunteers.

In collaboration with our longtime partner **Bageterie Boulevard** and this time also with **Pizza360**, we were able to provide our volunteers with **refreshments** in dozens of restaurants around Prague during the festival weekend. This collaboration is incredibly important to us, and we appreciate it very much!

Aside from a voucher to Bageterie Boulevard and Pizza360 restaurants, every volunteer received a t-shirt from our limited-edition volunteer collection and a copy of our festival guide.

Every volunteer involved was required to show a **confirmation of freedom from infection** before the festival weekend began. Thanks to our partner **anygence**, they could also **get tested for covid-19** before the festival **for free**.

On **September 16, 2021**, we met with our volunteers for an **afterparty** to thank them, to share our experiences and memories, to get feedback, and to strengthen the extraordinary relationships in the large team of volunteers.

Our volunteers also **meet throughout the year** on **tours in buildings** that they couldn't attend during the festival themselves. We organize these tours as part of our **volunteer program**. The tours are only for volunteers and they serve to educate, motivate, and reward them for their hard work, determination, willingness to learn new things, their team spirit, and their loyalty.



Feedback from Volunteers

Dear Petra!

You keep praising us, but it's you who deserves all the praise. Ever since we got in touch, you've been nothing but helpful. You are open and very empathetic. You and Klára are our role models. You have everything thought out and perfectly prepared. I'm talking about you two only because I haven't had the chance to meet your colleagues. But from the looks of the entire team, it is evident how selfless and in sync you are. That's not common nor taken for granted. You fight for a good cause, and you're successful in that. I believe I'm not the only one who sees it that way. I'm glad that I met you.

[Jana, volunteer](#)

Thank you for an amazing festival! On Saturday, me and my daughter worked in the Diplomat hotel, and on Sunday, we visited several buildings ourselves. It was a great and spontaneous idea on your part to give a t-shirt and a volunteer sticker to a 12-year-old girl who came with me to pick up all the necessary things before the festival. She took her role seriously and she loved it so much she wanted to work on Sunday as well, while I wanted to visit other buildings. Next year we'll be there with you again!

[Niké and Mariánka, volunteers](#)

Dear Klára,

I'm sorry that you're tired. I enjoy reading your late night e-mails and I always look forward to them! (The e-mail in reference: "I hope you're all asleep by now and saving your strength for tomorrow, not reading all my e-mails sent out at night.") It's not that I'm saving my strength, I'm becoming stronger. I have just put together some information about the Třebešín Velodrome and about track cycling

that I'm going to print out. Just in case there is some complainer in the line. I'll give it to them to kill some time. Two years ago, I was expecting some of these complainers, because there is a lovely passage about them in the manual for volunteers, but there were none! Only happy and excited people came. I believe this year's going to be the same.

[Radka, volunteer](#)

Hello Klára,

I managed to visit two buildings today, and both my colleague in the City Spa in Žižkov and another one in Klar's Institute of the Blind were absolutely fantastic guides: huge amount of knowledge and an incredible – I'd say even perfect – speech. Seriously. Hats off to them and to you for getting such competent people involved. Thank you very much and I wish you all the best.

[Leoš, volunteer](#)

I would like to say a huge thank you for helping me with a certain "problem" that I had and for letting me get involved in Open House Prague as a volunteer. I was quite worried if I was going to manage, considering my age, and how the young would feel collaborating with an old lady. But it was fantastic! So much I can't even describe it. An amazing group of volunteers despite the age differences and amazing visitors! I'm already looking forward to another one, and once again thank you so, so much – you and all the organizers!

[Olga, volunteer](#)

Impact of the Festival

Over the course of seven years, Open House Prague has become not only an important cultural event but also an event that has significant impact on the society in terms of integration, education, culture, art, and local communities. Open House Prague opens buildings for everybody and with free admission.



TO MAKE THE FESTIVAL TRULY FOR EVERYBODY:

- We organize special **tours for people with visual disabilities** that include tactile floor plans of the buildings and their surroundings and 3D models.
- We interpret guided tours into **Czech Sign Language**.
- We provide **simultaneous transcriptions** of guided tours in real time for people who are not familiar with the sign language.
- We provide information on **wheelchair accessibility** in every building in our festival guide and on our website.
- We organize special **guided tours for children** with worksheets for little architects.
- We engage **city parts on the outskirts** by opening their buildings and getting local communities involved.
- We organize **guided tours in English** for foreigners who live in Prague.

THANKS TO FREE ADMISSION, THE FESTIVAL:

- Allows **all groups of citizens** to explore the city.
- Cultivates **volunteer culture**.
- **Connects** volunteers with professionals, with **people from the open buildings**, and with local communities.
- Connects volunteers **across generations and professions**.
- Creates new **long-term relationships and friendships**.
- **Connects volunteers and people from the buildings** with all kinds of citizens including people with disabilities.
- Gives people from the buildings an opportunity to meet and talk with local communities.
- Interconnects people within these communities.
- **Activates people on the outskirts of the city**, gets them involved as volunteers in their place of living and makes them want to show that place to other people (community socialization).
- Allows architecture to be perceived in different contexts, through all senses, with involvements from dance artists and music artists.

Economic Impact

→ 12.5 million CZK in economic benefit

Studies that focus on the economic impact of cultural events have proven that culture is an important economic sector which generates revenue for other related sectors. Open House Prague is closely connected to tourism because the festival attracts people from all around the country as well from abroad; these people, therefore, bring the city of Prague new finances.

With the help of [Kulturní kalkulačka](#), an online tool for counting the economic impact of an event, we conducted an online questionnaire and counted an **estimated economic impact of the festival**.

The value of the economic benefit has partly been affected by the coronavirus pandemic again, not only in terms of the number of visitors but also because we weren't able to hold many planned events during the year.

Despite the pandemic, spendings of visitors related to Open House Prague 2021 have increased the turnover (output) of the Czech economy by more than **12.5 million CZK**. The gross value added (or the gross domestic product, respectively) has increased as well – by **4.6 million CZK**.

Visitors of the festival spent **more than 9.3 million CZK** on services and goods in restaurants, shops, on traveling etc. Out of these, **1.76 million CZK** was paid to the state in value added taxes and other indirect taxes. The net amount of visitors' spendings was therefore **7.5 million CZK**.

The revenue of businesses and companies providing goods and services for visitors of the festival has increased by **more than 1.7 million CZK**. Employees of all providing companies have made **more than 2 million CZK** in wages and insurance. The expenses of visitors have created **10 stable full-time jobs**.



OPEN HOUSE 2.-8.8.2021 PRAHA
RESTAURANT PRAGUE

Organizing Team

The Open House Prague Festival is organized by a team of **9 people** in their free time throughout the entire year. Before the event, the team grows bigger as more collaborators and volunteers get involved continually.



First line: Andrea Šenkyříková, Michaela Pánková, Klára Veselá; **Second line:** Adéla Jarošová, Martina Dvořáková, Monika Kubertová; **Third line:** Renáta Hajnová, Emilia Rybak, Magdaléna Veselá

FOUNDING TEAM

Director: Andrea Šenkyříková

PR a communication: Michaela Pánková

Coordinator of volunteers: Klára Veselá

THE FESTIVAL WOULD NEVER TAKE PLACE WITHOUT OTHER COLLABORATORS AND VOLUNTEERS.

Social media and marketing: Adéla Jarošová

Events: Martina Dvořáková, Monika Kubertová

Production support: Renáta Hajnová

PR team: Michaela Hráská, Nikol Ossendorfová

Finances and accounting: Alena Bernau

Website: Matěj Šenkyřík

Texts and materials for volunteers: Markéta Gossová and a group

of authors (Štěpán Bärtl, Klára Brůhová, Kateřina Eklová, Leoš Fuksa, Jana Gallistlová, Renáta Hajnová, Michaela Hráská, Adéla Jarošová,

Daniela Kalinová, Petr Kučera, Matěj Ledvina, Michaela Pánková,

Ivana Srnská, Kateřina Straková, Karolína Švecová, Lukáš Táborský,

Barbora Uhlířová) Expert advise: Radomíra Sedláková

Accompanying programs for people with disabilities: Eliška Mikesková, Adéla Jarošová

Worksheets for little architects: Magdaléna Veselá, Nina Rutová, Klára Veselá, Magdalena Rutová

Photographer and coordinator of festival photographers: Tomáš Sysel

Open House Corps (liaison volunteers): Miki Doucha, Renáta Hajnová, Lucie Hamplová, Filip Hégr, Petra Kratochvílová, Miriam Kulmová, Martina Renová, Betty Růžičková, Emilia Rybak, Lucie Říhová, David Suchánek, Tomáš Sysel, Hana Švehlová

Graphics: Lukáš Franz, Magdalena Rutová, Andrea Šenkyříková

Illustrations: Jan Šrámek

Translations: Markéta Gossová, Jana Gallistlová, Michaela Hráská, Nikol Ossendorfová

Czech proofreading: Romana Hrdličková, Miki Doucha

English proofreading: April Retter

The 7th Open House Prague took place under the auspices of:

Lubomír Zorálek, culture minister; **Nick Archer**, His Excellency Ambassador of the United Kingdom;
Zdeněk Hřib, mayor of Prague; **Petr Hlaváček**, deputy mayor of Prague;
Hana Třeštíková, councilor for culture, protected buildings care, exhibitions, and tourist industry;
Jan Chabr, councilor for property management;
Naděžda Goryczková, CEO of the National Heritage Institute.

Support was also provided by:



Petr Hejma
mayor of the
Prague 1 Municipal
District



Jana Černochová
mayor of the
Prague 2 Municipal
District



Jiří Ptáček
mayor of the
Prague 3 Municipal
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Irena Michalcová
mayor of the
Prague 4 Municipal
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deputy mayor of the
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Renáta Zajíčková
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Get ready for the next Open House Prague!

May 16–22, 2022

**For the eighth time,
the festival will open
usually inaccessible buildings
and spaces and offer an eventful
accompanying program.**



Open House Praha, z. ú.

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Authors of photos used in the report

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Aleš Otava, Aneta Podroužková, Tomáš Princ, Mariia Reshtovaniuk,

Tomáš Sysel, Jan Urbánek, Dušan Vondra

A MEMBER OF

**OPEN HOUSE
WORLDWIDE**



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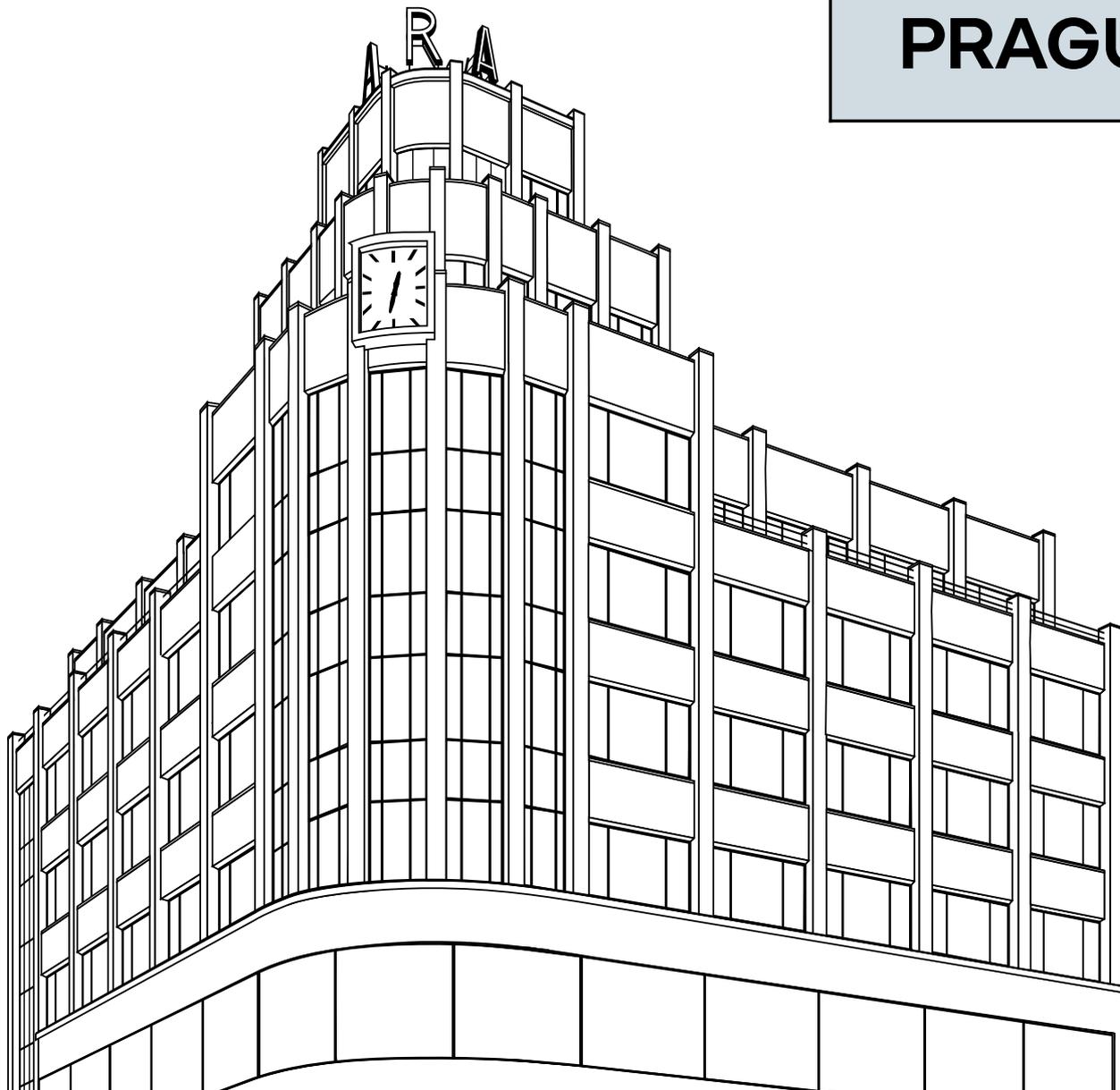
**OPEN HOUSE
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HOUSE

AUG 2-8, 2021

PRAGUE



FINAL REPORT

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