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SKANSKA: BRIDGING PRAGUE AWARD

Lasovsky, Juras ; Hezemans, Koen
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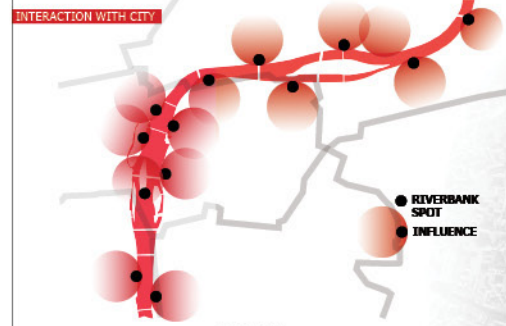
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BRING YOUR IDEAS TO THE VLTAVA

THE LARGEST OPEN SPACE IN PRAGUE IS THE VLTAVA. THIS OPEN SPACE HAS BEEN THE HEART OF PRAGUE FOR CENTURIES AND IS WAITING TO START BEATING AGAIN. IT SEEMS LIKE CENTURIES AGO THAT CITIZENS CONSTRUCTED THEIR OWN NEIGHBORHOODS AND TOOK CARE OF IT. THEREFORE THE STRATEGY IS NOT TO DESIGN SOMETHING THAT IS FIXED BUT TO START AN INTERACTIVE PROCESS TOGETHER WITH PRAGUE CITIZENS. ACTIVATE THEM, LET THEM DESIGN AND CREATE A BETTER RIVERBANK. "BRING YOUR IDEAS TO THE VLTAVA." THE STRATEGY IS TO USE BOATS WITH DIFFERENT FUNCTIONS AND SHAPES BUT WITH ONE IDEA, TO INVOLVE PRAGUE CITIZENS WITHIN THE COMMUNITY BY MAKING PERMANENT IMPROVEMENTS ALONG THE RIVER AND BY CREATING TEMPORARILY EVENTS FOR LEISURE AND ACTIVITIES. THE BOATS ARE THERE TO HELP ACTIVATE PRAGUE CITIZENS. BRING THEM TOGETHER AT THE RIVER TO CREATE THEIR OWN PUBLIC BEACH/THEATER/GARDEN OR WHATEVER GREAT IDEAS ARE HIDING IN THE CITY. ACTIVATOR BOATS WILL BE THE KEY TOOL TO TRANSLATE THIS CREATIVITY TOGETHER WITH CITIZENS INTO PROJECTS. IN THIS WAY IT'S NOT NECESSARY TO BE AN ARTIST OR ARCHITECT, EVERYBODY CAN HELP DESIGNING, BUILDING OR JUST ENJOY THE RESULTS WHEN IT'S FINISHED. TO REACH A BIG AUDIENCE THE BOATS WILL WORK WITH SOCIAL MEDIA WHOEVER WANTS TO CREATE AN IMPROVEMENT OR EVENT ALONG THE RIVERBANK JOINS THE SOCIAL MEDIA PROFILE OF ONE OF THE BOATS AND TRIES TO FIND AS MUCH ACTIVE CITIZENS AS POSSIBLE. BY THE AMOUNT OF REACTIONS (LIKES) CREATORS KNOW THAT THERE WILL BE ENOUGH HANDS TO HELP CREATING THE IMPROVEMENT, MOVIE NIGHT OR THEATER PLAY. THE ACTIVATOR BOATS ARE INVITED ON LOCATION AND GUIDE THE BUILDERS WITH TOOLS AND MATERIALS TO KICK OFF CONSTRUCTION FOR THE IMPROVEMENT OF PRAGUE!

- 1. CULTURE**
VISION: ATTRACT PEOPLE TO THE RIVER, ENJOY RIVER VIEWS, LEISURE ART WITH A TEMPORARILY FOCUS.
LOCATION: (EVERYWHERE) EVERY WEEK IT CAN CHANGE
ACTIONS: CINEMA, LOCATION THEATER, SPEAKERS CORNER, BAR
- 2. WORKSHOP**
VISION: PEOPLE CAN CREATE A BETTER RIVERBANK
LOCATION: (EVERYWHERE) MONTHLY ACTIONS ALONG PLACES THAT SHOULD BE FIXED
ACTIONS: CONFERENCE/KETCH ROOM, WORKPLACE, MEETINGS
- 3. GREEN EDUCATOR**
VISION: CHILDREN CAN PLAY AND LEARN FROM THE RIVER AND RIVERBANKS
LOCATION: (EVERYWHERE) CLOSE TO PARKS, PLAY GROUNDS AND SCHOOLS
ACTIONS: GREEN ROOF PARK, EXPERIENCE LAB, TREES
- 4. SPORT**
VISION: SUPPORT SPORTS ACTIVITIES IN THE CITY
LOCATION: PARKS, SCHOOLS, ISLANDS 1
ACTIONS: SWIMMING, KANOEING, CLIMBING, SKATING, ICE SKATING (WINTER)



- BOAT ROUTES
- SPORT BOAT
- WORKSHOP BOAT
- GREEN EDUCATOR
- CULTURAL BOAT

