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## PARTNER ORGANISATION

**PIC / OID**

886696789

**Legal name of the organisation**

PRAHO! project, z.s.

**Acronym**

PP!

**National ID**

CZ19347197

**Address**

Korunní 2569/108

**Country**

Czech republic

**Region**

Prague

**Post code**

101 00

**City**

Praha 10, Vinohrady

**Website**

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**Telephone**

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## PROFILE

Type of Organisation

Non governmental organisation

Is the partner organisation  
a public body?

No

Is the partner organisation  
a non-profit?

Yes

## EUROPEAN UNION GRANTED PROJECTS

2025 - 2027

**Erasmus+ Key Action 2 (KA2): Small-scale Partnerships (kA210)**

*Art & Design Without Borders: Creative Synergies Between Czech Republic  
and Sweden*

## BACKGROUND & EXPERIENCE

### **Please briefly present the partner organisation.**

PRAHO! project is a non-profit cultural organisation based in Prague, Czech Republic, founded in 2021. It works at the intersection of contemporary art, public space, and social engagement, using artistic interventions as tools for dialogue, inclusion, and empowerment. The organisation focuses on participatory practices and actively involves marginalised groups, addressing issues such as racism, xenophobia, gender equality, and accessibility. With a multidisciplinary team skilled in arts management, education, production, and curatorial work, PRAHO! project develops projects that combine artistic excellence with strong social impact, often in cooperation with international partners.

### **What are the activities and experience of the organisation in the areas relevant for this application?**

PRAHO! project develops and implements artistic, educational, and socially engaged activities that connect contemporary art with urgent social topics. Its main areas of work include:

- Participatory artistic interventions in public space that engage citizens in co-creation and dialogue, with a focus on accessibility and inclusion.
- Work with marginalised groups, including youth with fewer opportunities, migrants, LGBTQ+ communities, and people facing discrimination, using art as a tool for empowerment and visibility.
- Educational and capacity-building programmes combining creative practice with civic education, workshops, and community-based learning.
- Cross-border and interdisciplinary collaborations with European partners, exchanging knowledge and developing new methodologies for socially engaged art.

The organisation has successfully delivered projects that merge artistic excellence with social innovation, addressing racism, xenophobia, and inequality while building inclusive communities through culture.

## BACKGROUND & EXPERIENCE

### **What are the skills and expertise of key staff/persons involved in this application?**

PRAHO! project currently consists of a multidisciplinary team of 19 members covering artistic direction, production, education, marketing, community facilitation, and administration. This collective capacity allows the organisation to manage complex international projects that combine artistic quality with strong social relevance.

The organisation is co-led by:

- Annamarie Čermáková – cultural manager and socially engaged artist with international experience. She is responsible for strategic leadership, partnership development, and the integration of participatory and inclusive methodologies in public space.
- Veronika Matějková – producer with expertise in cultural project management, logistics, and production workflows. She ensures smooth implementation of artistic and educational activities, overseeing budgets, schedules, and technical coordination, while maintaining a strong focus on accessibility and community impact.

Together, they coordinate a diverse team of professionals (curators, producers, educators, marketing and communication specialists, HR and finance coordinators), ensuring that PRAHO! project's work merges contemporary artistic practice with inclusive and socially innovative approaches.



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## LEGAL PERSON

Title

BcA

Gender

Female

First name

Veronika

Last name

Matějková

Position

Founder

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## POINT OF CONTACT

**Title**

MA

**Gender**

Female

**First name**

Annamarie

**Last name**

Čermáková

**Position**

Founder

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