

Resumé 2024

PRAHO! project

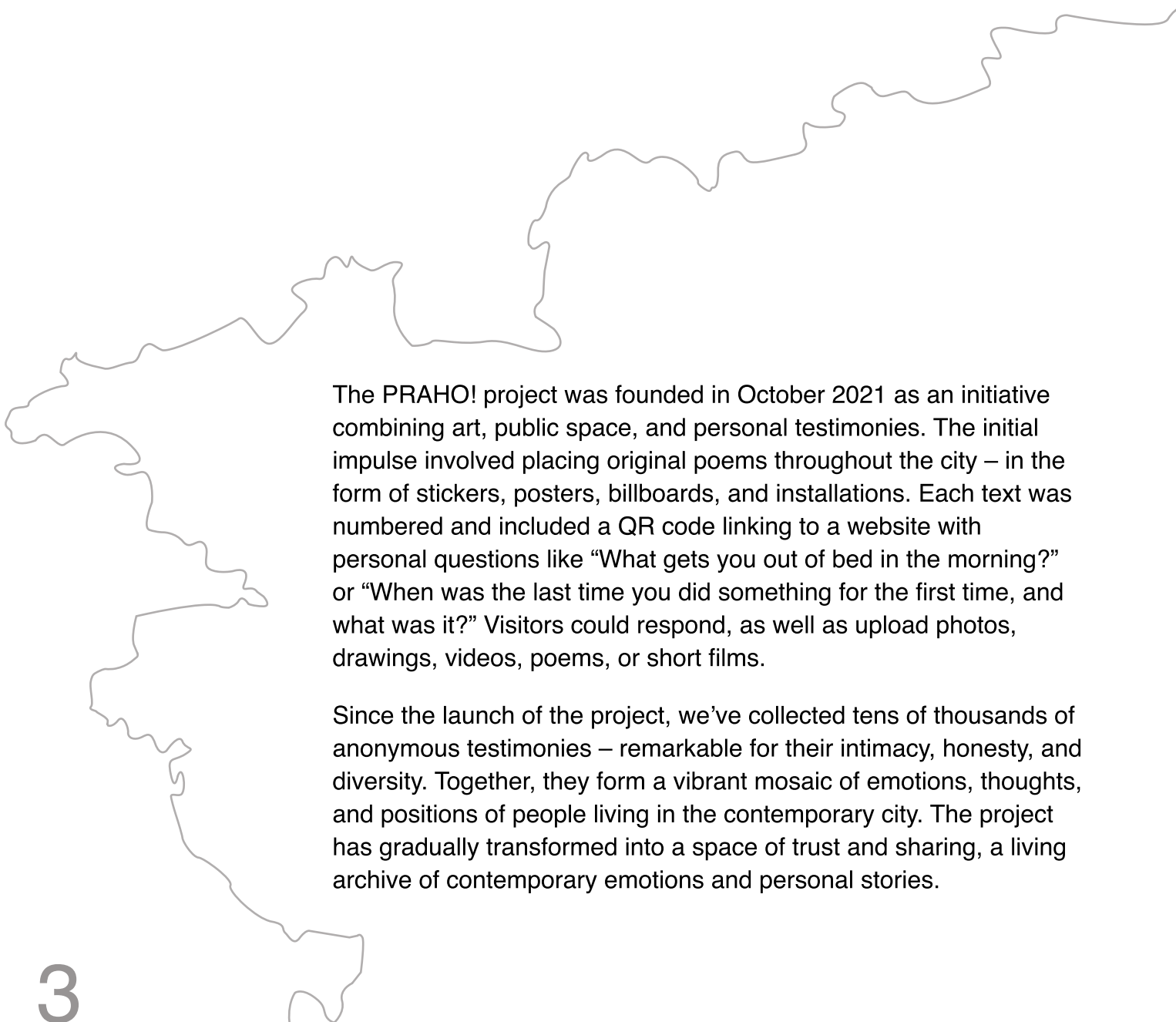


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ABOUT THE ORGANIZATION

We expanded this idea with a series of long-term interventions in public space that allow people to react, create, and share directly in the streets. Artistic installations and participatory formats brought life to various parts of Prague – from underpasses and benches to train stations and metro stops. We continue to strive for public space to be not just a zone of transit, but also a place of pause, inspiration, respect, and connection.

PRAHO! project is based on **three core pillars: disrupting the monotony of daily life, removing the exclusivity of art in galleries, and connecting society** – because even in a city full of anonymous faces, we are often much closer than we might think at first glance.



The PRAHO! project was founded in October 2021 as an initiative combining art, public space, and personal testimonies. The initial impulse involved placing original poems throughout the city – in the form of stickers, posters, billboards, and installations. Each text was numbered and included a QR code linking to a website with personal questions like “What gets you out of bed in the morning?” or “When was the last time you did something for the first time, and what was it?” Visitors could respond, as well as upload photos, drawings, videos, poems, or short films.

Since the launch of the project, we’ve collected tens of thousands of anonymous testimonies – remarkable for their intimacy, honesty, and diversity. Together, they form a vibrant mosaic of emotions, thoughts, and positions of people living in the contemporary city. The project has gradually transformed into a space of trust and sharing, a living archive of contemporary emotions and personal stories.

TEAM

The PRAHO! project is run by a team of young people combining artistic, production, technical, and community know-how. The core team consists of eighteen internal members and many external collaborators. Each of us brings a unique perspective to the project – and thanks to this diversity, we are able to create meaningful and impactful public space interventions. Our team combines curatorial work with participation, artistic design with education, and visual aesthetics with human stories. We regularly reflect on our work together, nurture inner motivation, and strive to create a safe and supportive environment where every voice matters.

Founder:

Annamarie Čermáková – Creative Director

Co-founders:

Veronika Matějková – Financial Director

Kateřina Moric – Therapeutic Specialist and HR

Curatorial & Artistic Team:

Kristina Pourová – Curator

Nina Sibinská – Artist and Designer

Visual Identity:

Jakub Kozár – Photographer and Conceptual Artist

Adéla Spilková – Graphic Designer

Production Team:

Apolena Poláková – Head of Production

Ema Štěpánková, Dorota Šikutová, Běta Fišerová – Production

Marketing & PR:

Ema Huňadyová – Head of Marketing

Kristýna Vaňková, Julie Zákostecká – Marketing and PR

Content & Dramaturgy:

Klára Hamsíková – Head of Dramaturgy and Creative Content

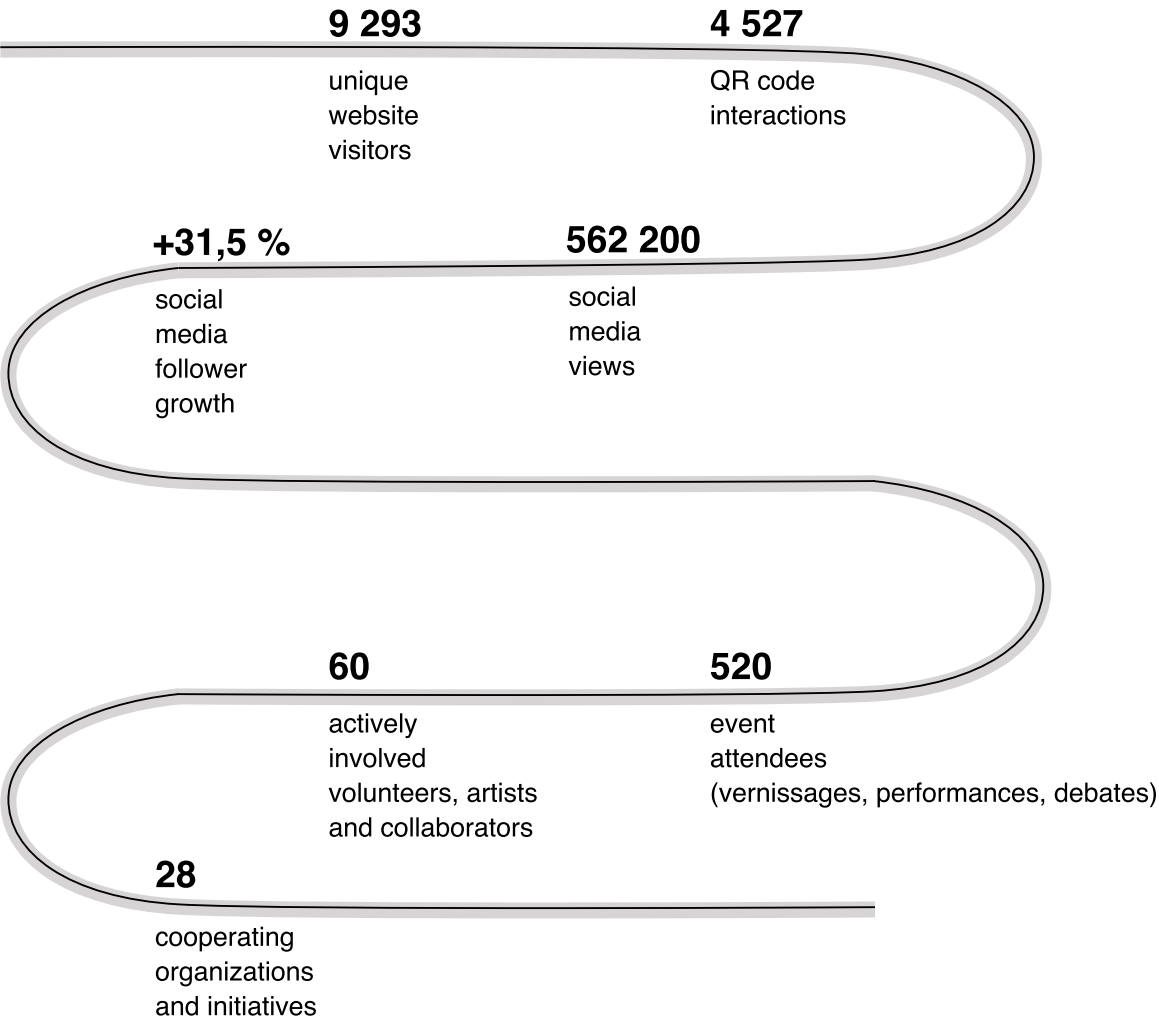
Sára Polahárová – Community Engagement

Jakub Hampl – Analyst

Magdalena Zajícová – Respondent Liaison

IMPACT AND STATISTICS

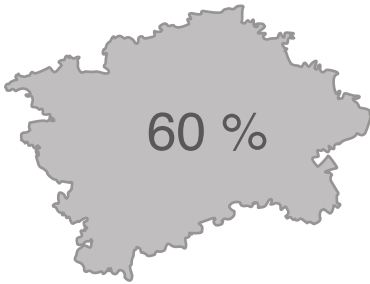
Community & participation:



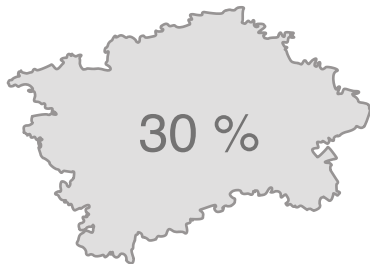
FINANCES

Total income for PRAHO! project in 2024 was CZK 1,207,674, with the majority coming from public sources. Total expenses reached CZK 1,174,599, resulting in a positive financial balance of CZK 33,075.

Income Breakdown:



60 % public funding
(municipal and city grants)



30 % Technical Administration of Roads
(support for public interventions)



10 % donations and supplemental income
(e.g., sales of publications, the “A co ted’?” game, and compliment cards)

Expenditures:

- Services: CZK 714,531
- Materials and technical support: CZK 266,202
- Tangible assets: CZK 42,072

As of December 31, 2024, the organization had no debts or loans and maintained a stable financial position. The surplus will be used for future activities and operational sustainability.

ARTISTIC INTERVENTIONS

Mluvme Spolu! (Let's talk!)

Interactive bench installation, Prague 2

We Should Have a Talk

Underpass installation on gender inequality, Prague 5

Ozvěny (Echoes)

Community-based installation with architectural elements, Prague 9

Příští stanice (Next Stop)

Plexiglass wall and interactive game, Prague 6

Kam kráčíš?

Traveling light installation with projected questions, Prague 12 & 17

Máš čas?

metro-based installation inviting pause and reflection, Prague 4

Each intervention is accompanied by detailed partner and artistic credits.

Crossroads

Permanent installation, opened May 2025, Prague 4 – Northern terraces of the Prague congress centre

At one of the busiest intersections of everyday life, crossroads invites passersby to pause, reflect, and consider the directions they take – both literally and metaphorically. The installation transforms a previously overlooked space on the northern terraces of the Prague congress centre into a quiet zone of contemplation and interaction.

Visitors encounter large-scale questions integrated into the pavement, prompting internal dialogue on personal choices, values, and the pace of modern life. At the heart of the installation stands a central steel object – an abstract sculpture created in collaboration with local artists – symbolizing not only decision-making but also interconnectedness.

The installation emerged from local community dialogue and public input gathered throughout the year. It also incorporates QR codes linking to personal stories and answers shared by others who have stood at similar crossroads. Crossroads thus becomes both a physical and emotional landmark – a public reminder that change often starts with a simple question.

Partners: Kongresové centrum Praha, Molotow

HAPPENINGS & EVENTS

Miluj tady a ted'

May Day pop-up action with hidden flowers and personal questions

Letní kino

Summer screening and interactive event in Přístav 18 600

Queer All Year

Community art action and performance for LGBTQ+

We Should Have a Talk

follow-up event – debate, community repair, children's art

MERCHANDISING

Chci Ti Říct

new compliment card series promoting kindness and human connection

A co ted'?

interactive urban game encouraging creativity, dialogue, and cultural engagement

MAP OF IMPLEMENTATIONS

Coordinates and location details for all 2024 installations across Prague, from Jinonice to Modřany, Kačerov, and more.



1. 50.0752, 14.4296

Queer All Year návratová akce – Fügnerovo náměstí, Praha 2

2. 50.0511, 14.3739

We Should Have a Talk – Jinonice, podchody Radlická x V Zářezu

3. 50.0841, 14.3740

Příští stanice – Točna Dlabačov, Praha 6

4. 50.1119, 14.5048

Ozvěny – Park Zahrádky, Praha 9

5. 50.0048, 14.4083

Kam kráčíš? – Nádraží Modřany, Praha 12

6. 50.0704, 14.3016

Kam kráčíš? – Sídliště Řepy, Praha 17

7. 50.0428, 14.4666

Máš čas? – stanice metra Kačerov, Praha 4

8. 50.0939, 14.4543

Letní kino – Přístav 18600, Praha 8

9. 50.0712, 14.4326

Mluvme spolu! – Bělehradská x U Zvonařky

PARTNERS AND MEDIA COVERAGE

Featured in:

- Deník N, Radio Wave, Czech Television – Události v kultuře, Radio Prague International

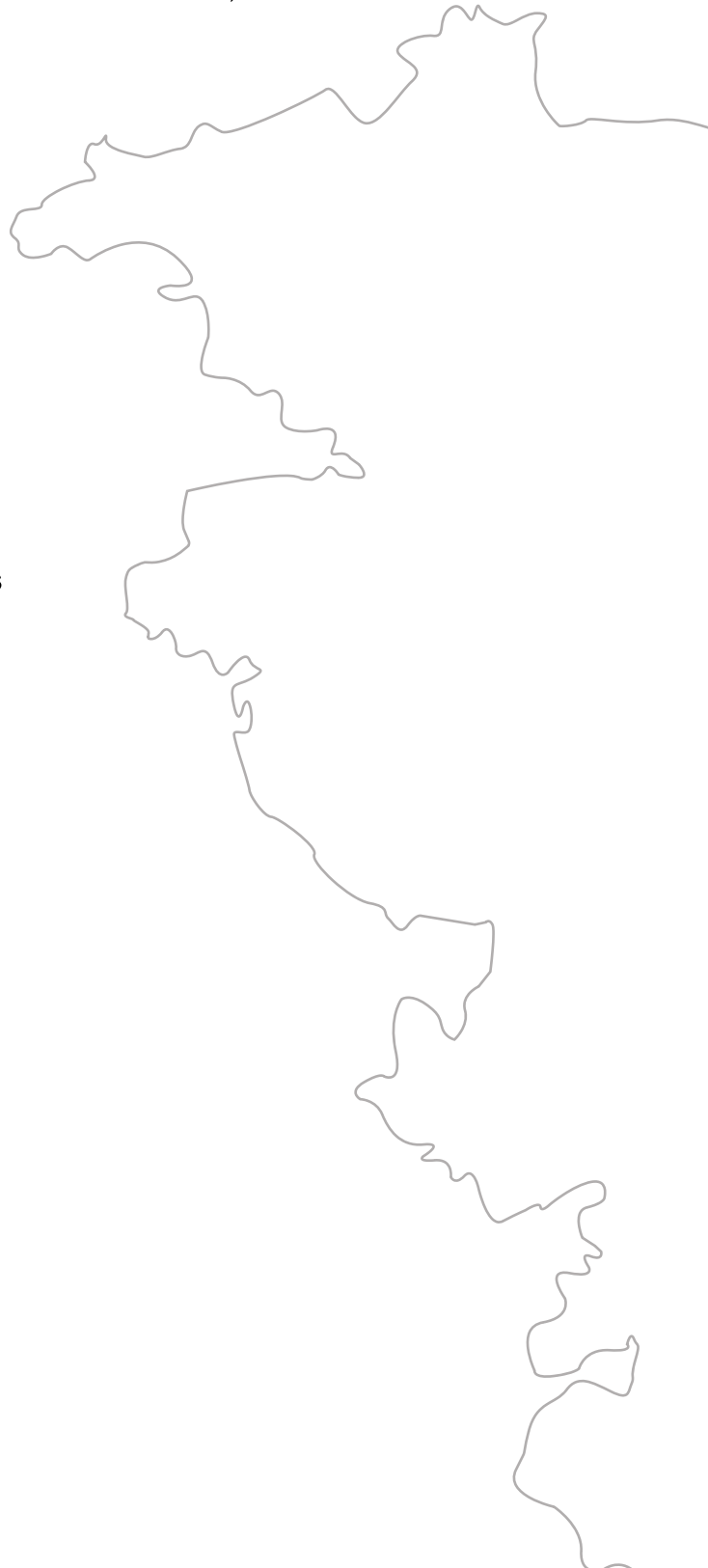
Supported by:

- City of Prague, Prague districts, GHMP (Art for the City), Czech Centre Brussels, and others.

FUTURE VISION

In 2025, we aim to deepen our impact, maintain and develop existing sites, expand to new neighborhoods and cities, and strengthen community and international collaboration. We are launching a new methodology for workshops on public space interventions and plan to work with schools, cultural institutions, and informal education platforms.

PRAHO! project continues to evolve – every installation, every collaboration pushes the boundaries of how art is understood and shared in the public realm. Our mission is not just about projects – it's about long-term change toward an open, inclusive, and accessible public space.





praho!