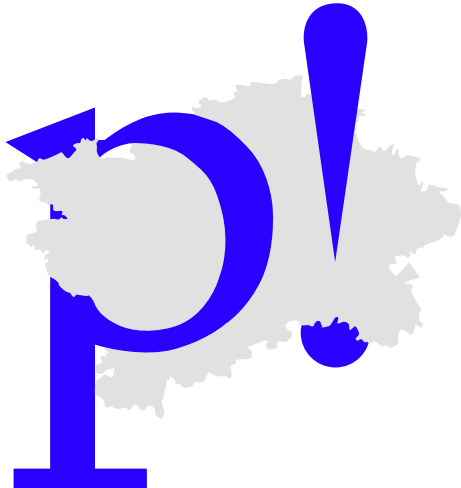


Annual report 2025

PRAHO! project





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INTRODUCTORY WORD

The year 2025 was a year of significant progress for PRAHO! project. We built on several years of systematic work in public space and, for the first time, began to develop our activities within a fully international context. From a local initiative focused on Prague, we are gradually becoming an organisation capable of connecting participatory art, community work and European values across countries.

At the same time, we remained firmly rooted where we began — in streets, parks, underpasses and places of everyday movement. We perceive public space as an environment where art can become a natural tool for dialogue, pause and mutual understanding.

This annual report summarises the key activities of 2025, and introduces the PRAHO! project team, outlines the future direction of the organisation and gives space to personal reflections from team members that capture the internal transformation of the project during a period of growth.

THE YEAR 2025 THROUGH THE EYES OF THE FOUNDER

The year 2025 was a period of maturation, growth and fundamental strategic shifts for PRAHO! project.

“I had a strong feeling that the project was coming of age — the pace accelerated, the team expanded and we began to naturally perceive our work within a broader European context,” describes **Annamarie Čermáková**, founder and creative director.

According to her, international collaboration brought not only new opportunities but also humility and a deeper awareness that similar questions are being addressed by organisations across Europe.

From a strategic management perspective, 2025 was also a period of key decisions for long-term stability. *“A crucial step for us was the establishment of our sister organisation, **STOCKHOLM! project**, which opened new possibilities for international partnerships and shifted our strategy more toward European collaborations,”* adds co-founder and executive director **Veronika Matějková**.

At the same time, the organisation began to focus more on systematic planning, diversification of resources and building a stable community of supporters.

Both founders agree that the greatest transformation of the year was not growth itself, but the way the team learned to work with it. PRAHO! project is gradually transforming from an initiative into a professional organisation without losing the values on which it was founded. Stability therefore does not mean immutability for them, but the ability to respond to change and develop together with the people who shape the project.

THE YEAR 2025 THROUGH THE EYES OF THE TEAM

The year 2025 was a period of significant transformation for the PRAHO! project team. The project gradually shifted from a community initiative to a professionally operating organisation with clearly defined goals, structure and a long-term strategy. This shift was reflected not only in the way of working but also in how the project itself was perceived internally — in responsibility, confidence and the ability to think on a larger scale.

From a communication perspective, PRAHO! opened itself more to authenticity and the sharing of real stories in 2025. The emphasis moved from stylised outputs to real testimonies, emotions and images that arise directly in public space.

*“I feel that a friendly community of enthusiasts has become a professional project with clearly defined goals and strategy. As PRAHO! grows, we grow with it,” describes the transformation of 2025 **Emu Huňadyová**, Head of Marketing and PR.*

A similar shift is also felt from the production perspective. *“For us, 2025 meant a major step forward in how we organise our work and in the demands on coordination. As projects grew in scale, we learned to work more systematically, plan more long-term and trust each other more as a team,” says **Apolena Poláková**, Head of Production.*

A similarly strong resonance can be heard from the curatorial perspective, which perceives 2025 as a formative period. *“We discovered what our strength is and that we can allow ourselves to start thinking big. We realised that as a team we are capable of truly great things,” summarises **Kristina Grimmert**, curator and Head of the Creative Team.*

The common denominator across the team was working with change, growth and professionalisation — while at the same time striving to preserve the values on which PRAHO! project has stood since the beginning.

ABOUT THE ORGANISATION

Art as a Tool for Participation, Equality and Dialogue

PRAHO! project is a cultural non-profit organisation based in Prague that has long been dedicated to participatory art, public space interventions and involving local communities in shared storytelling.

Our projects connect [architecture](#), [visual art](#), [poetry](#) and [work with people's testimonies](#).

We understand public space not only as a place of movement, but as a space of encounter, care and sharing — an environment where dialogue can emerge between the individual and society.



Since 2025, we have also been developing our activities in an [international context](#), primarily through [European grant projects](#) and [long-term partnerships](#). Part of this step was the establishment of the sister organisation STOCKHOLM! project in Sweden, which ensures our direct presence in Scandinavia and supports a systematic exchange of know-how.

Our operations are fully bilingual (Czech / English) and we implement all projects with an emphasis on transparency, sustainability and ethical principles.



KEY REALISATIONS AND ACTIVITIES

crossroads (Prague Congress Centre, Prague 4)

In May 2025, the opening of the crossroads installation took place, addressing direction, decision-making and inner dialogue within a transitional space of the city.

The project built on our long-term work with questions, testimonies and a therapeutic overlap, and became another site of regular community care.



Where Are You Heading? – travelling light interventions

In 2025, we carried out the *Where Are You Heading?* light projections in several city districts – Prague 3, Prague 5, Prague 7 and Prague 2. Gobo lamps projected into evening streets opened quiet questions in places of everyday movement and expanded the reach of participatory dialogue beyond traditional cultural spaces.



PRAHO! collective – care for public space

In 2025, we systematically launched the PRAHO! collective platform. Together with volunteers, we ensured repairs and maintenance of a number of public space installations and strengthened long-term care for the created sites.

PRAHO! vs. children – a series of video interviews

A series of short video interviews with children that opens the topic of children's right to public space. Children share how they perceive the city, where they feel good and what they would like to change. The project emphasises that public space belongs to all generations.



KEY REALISATIONS AND ACTIVITIES



Opera Pragensia Award 2025

In 2025, PRAHO! project received professional recognition in the form of the City of Prague Award for Architecture and Heritage Care — Opera Pragensia 2025, in the category Mayor of Prague 9 Award for the realization of *Echoes* in Zahrádky Park.

The award confirmed the professional scope of our work and the importance of connecting architecture, art and community life in public space.

Art & Design Without Borders (funded by Erasmus+)

In 2025, we began work on our first European project in the role of coordinator.

ADWB connects Prague and Stockholm and moves our work into a systematic international framework.

Do You Have Time? – media reach

The artistic intervention *Do You Have Time?* at Kačerov metro station became part of a new spot for ČT art that will be broadcast between programmes. The realisation thus gained nationwide media visibility.



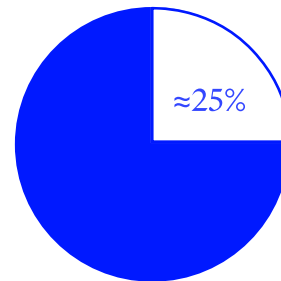
IMPACT AND DATA

The impact of PRAHO! project activities are not reflected only in the number of realisations, but above all in the depth of the responses they evoke. Public space repeatedly proves to be a place of introspection, sharing and mental pause — a space where people think about themselves, about others and about the city they live in.

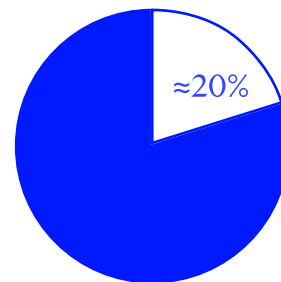
In 2025, through long-term installations and digital tools, we worked with more than 1,600 open questions. The collected testimonies represent extensive qualitative material that allows a deep insight into how people perceive public space, the city and themselves in everyday movement.

The largest volume of responses came from the *Do You Have Time?* installation at Kačerov metro station (207 respondents), confirming the importance of transit spaces as places for inner dialogue. Among the most frequently answered questions were, for example, “Where are you heading?”, “What do you hope for?” or “What do you think about when you ride the metro?”.

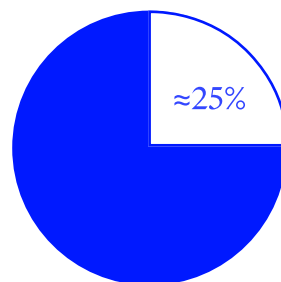
Analysis of the testimonies shows that respondents most often touch on themes of:



interpersonal relationships and personal life,



planning and everyday responsibilities,



introspection, the past and the future,

**mental fatigue, the need for calm and “switching off,”
the influence of technology and digital isolation.**

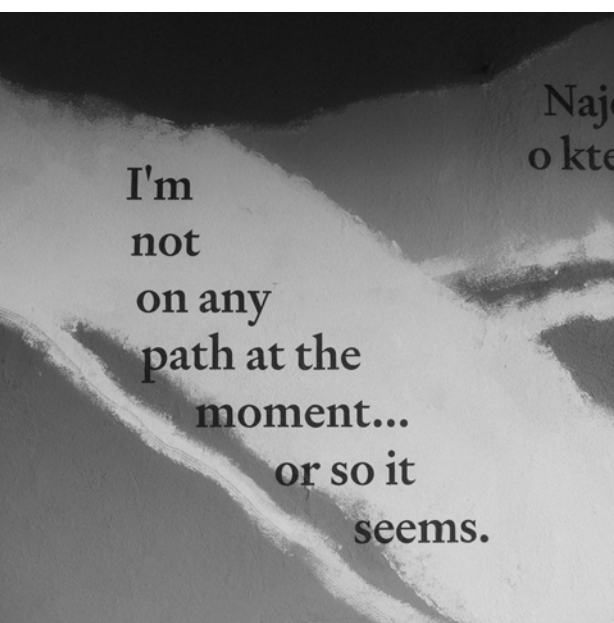
IMPACT AND DATA

A recurring phenomenon in the testimonies is loneliness in the middle of a crowd and the sense of anonymity of a big city. When asked [whether respondents consider Prague an anonymous city](#), [52.63% answered yes](#), while [47.36% do not perceive anonymity](#) and emphasise the importance of personal engagement and community bonds.



The collected data consistently point to a [high level of loneliness, mental fatigue and a sense of anonymity in the city](#).

PRAHO! project responds to these findings by creating non-pressuring, open and safe spaces in public environments that allow for pausing, reflection and sharing without the need for performance or an immediate response.



Our projects contribute to [making visible topics of mental health, interpersonal relationships and a sense of belonging in urban space](#).

At the same time, they provide city districts and partners with qualitative material for thinking about how public space can function as a supportive infrastructure of everyday life.

TEAM

PRAHO! project is an interdisciplinary team that connects art, production, analytics, marketing, communication and community care. Work in public space requires not only creativity, but also long-term responsibility, the ability to respond to sensitive topics and systematic care for places that enter people's everyday lives.

The year 2025 was a period of growth and professionalisation for the team.

The expansion of activities, entry into the international environment and new types of projects brought the creation of new roles, increased demands on coordination and internal communication.

The team became a key infrastructure of the project — ensuring continuity, quality and value grounding of all realisations.

In addition to the internal team, we collaborate with external experts, artists and partners.

An important part of the organisation's functioning is also care for team culture, open communication and a safe working environment that enables long-term cooperation and sustainable growth.

Annamarie Čermáková – Founder, Creative Director

Veronika Matějková – Co-founder, Executive and Financial Director

Ema Huňadyová – Head of Marketing and PR

Kristina Grimmert – Curator and Head of the Creative Team

Apolena Poláková – Head of Production

Eva Mocová – Head of HR, “Joy Manager”

Ema Štěpánková – Head of Development and Partnerships

Karolína Loskotová – Head of PRAHO! collective

Klára Hamsíková – Dramaturg and Head of Testimony Care

Nina Sibinská – Visual Artist and Designer

Dorota Šikutová – Producer

Běta Fišerová – Producer

Vít Besednjak – Producer

Laura Čáčková – Producer

Adéla Spilková – Graphic Designer

Andrea Polnická – Analyst

Jakub Hampl – Analyst, IT Support

Kristýna Vaňková – Marketing Specialist

Kristýna Zemanová – Social Media Specialist

Petra Štěrbová – PR Specialist

Sára Polahárová – PRAHO! collective Coordinator

Matyáš Hrabák – Photographer

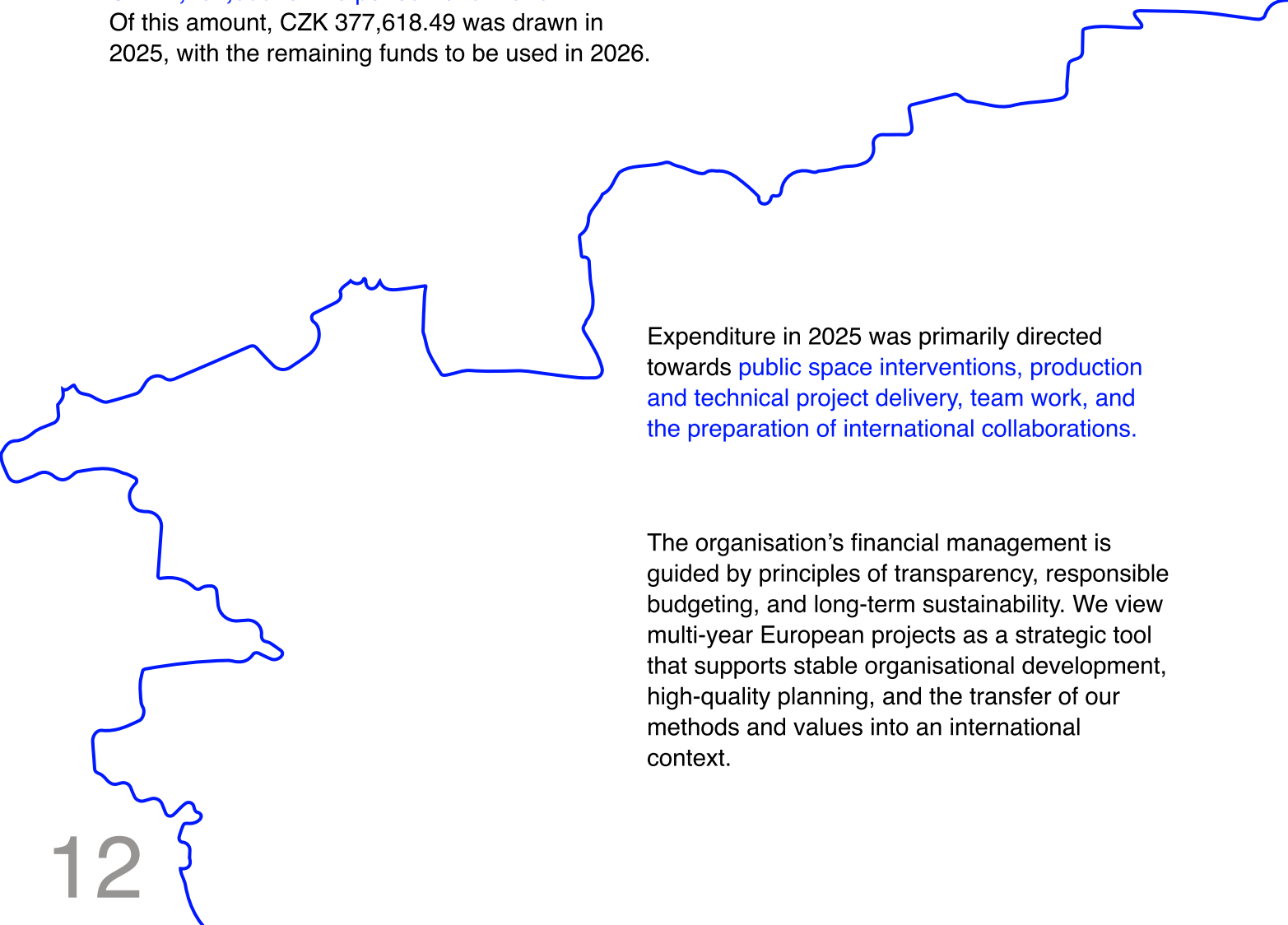
Adisa Čakanović – Grant Specialist

FINANCIAL MANAGEMENT

The financial management of PRAHO! project in 2025 was based on a multi-source funding model combining local public grants, European programmes, partner contributions, and public support. This approach enables not only the implementation of individual projects, but above all long-term planning, organisational stability, and the ongoing care of existing interventions in public space.

In 2025, the organisation's **total income amounted to CZK 2,368,679.23**, while total **expenditure reached CZK 1,629,276.79**. The financial result for the year was +CZK 739,402.44. This outcome is influenced by the inclusion of a multi-year European grant, whose funds are allocated for activities to be implemented in subsequent periods.

In 2025, the organisation received a multi-year European Union grant in the total amount of **CZK 1,161,600** for the period 2025–2026. Of this amount, CZK 377,618.49 was drawn in 2025, with the remaining funds to be used in 2026.



Expenditure in 2025 was primarily directed towards **public space interventions, production and technical project delivery, team work, and the preparation of international collaborations.**

The organisation's financial management is guided by principles of transparency, responsible budgeting, and long-term sustainability. We view multi-year European projects as a strategic tool that supports stable organisational development, high-quality planning, and the transfer of our methods and values into an international context.

FUTURE VISION

In the coming years, PRAHO! project enters with the ambition to strengthen its position as a recognisable European cultural organisation that transfers its own methodology of participatory work into public space and develops learning through artistic interventions.

Our goal is to connect local themes with the European context in the long term, expand international cooperation and systematically develop the transferability of our methods to different cities and communities.

We see public space as a key place for dialogue, education and social cohesion — and we want to continue developing it as an open infrastructure of care, sharing and learning.

