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### **Case study: Experience a different city, Prague by Auto\*Mat**

The annual festival or neighborhood celebration called Experience a different city is organized by Prague NGO Auto\*Mat, which is usually focused on promoting an alternative possibilities of transportation within the city. The main aim of festival is to show the scope of city space and the opportunities which the city offers to its inhabitants and visitors.

### **Organization**

The festival is organized in several city quarters and it takes one day (usually Saturday), according o the interest of organizations, which are settled in the neighborhood. That is why there is not just campaign but several of them covered by, as was already mentioned, by Auto\*Mat and the participants – (mainly alternative) local pubs and cafes, galleries, NGO, cinemas or citizens organizations.

### **Goal of the festival and its main actors**

The main aim of the festival is to propagate cycling in streets, which is still quite oppressed in Prague and also to show the city streets as a place for meetings, walks, talking and play. The main focus is put on the inner cities such as Letná, Žižkov or Vinohrady. Those quarters are traditional settlements of middle class or they are coming through gentrification, and so attract young educated population, often recently new parents.

In the strategy the local campaign is let on local organizers and the only one common action is bike - ride through the city. For example in Letná organizers used place which is usually a parking place and changed it into a mixture of bar, children playground, showroom of alternative furniture, made from used things and cinema. All in one street, which has about 100 meters length.

### **Focus on locals**

In the campaign is oppressed the usual representation of Prague as historical city, with genius loci. The aim is to show Prague quarters primarily to their inhabitants and little bit also to representatives of city, who usually do not care so much about comfort of bikers or pedestrians. Also just

The propagation of campaign is made according to this goal – flyers in bars with specific visitors or through local social networks, used mainly by specific group of people.

Because of “occupation” of public space there are some complains about transport difficulties during the festival and about noise in the quarter but those complaints are rare and are coming from individuals, not from organized group, maybe also because this event takes a part just once a year.

### **Conclusion**

The festival have become through the years of its existence quite well known even in the sense of public awareness about the event. Its marketing campaign is targeted with success and it attracts the public. The propagation of festival is not made through the big support of municipal house (although patronage above festival hold one of municipal councilor, the support was more than symbolic) but through the social contact. Which, on one side is one of the main aims - making contact within the community.

Sources:

<http://www.auto-mat.cz/aktivita/zazitmestojinak/experience-the-city/>

<http://www.pragueout.cz/mesto/articles/zazit-mesto-jinak>

<http://www.kinoaero.cz/cz/cykly-festivaly/181/Experience-a-different-city/272/2012/>