

Zones – River City Prague

Jonathan Bach workshop

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For my zone case study I have chosen the River City Prague, a business complex comprised of several buildings – namely the Danube House, Nile House and the Amazon Court, all built within the past decade on the shore of the Vltava river after the flood of 2002, also serving as a great example of gentrification.

I believe this site fulfills the definition of a zone as suggested by Easterling (2008), as it presents itself as a „first class international business environment in the 21th century“ or a „large city district development in Prague“ or “a new urban location” (Nile House website) and there actually are headquarters of some of the major companies of today’s global economic world, such as Deloitte or Procter & Gamble.

River City Prague tries to attract global businessmen whose needs it would fully cover, with its office spaces, parking lots, retail space, hotels, restaurants, proximity to the historical centre etc. – it is a „complete living and working environment“ (Nile House website). Therefore, it creates a city within a city, a fortress spatially represented by the atriums which attracts some of the most powerful urban professionals in Prague who can also benefit from opportunities for informal meetings in the vicinity of the River City. The buildings also fulfill the notion of an iconic building, with its highly acclaimed facades and energy management in line with the environmental discourse.

The River City Prague is designed to serve as a hub of economic power in the city, whose centre is far too filled with purposes and meanings to create enough space for the needs of business leaders. Its ambition is to become a new central business district in Prague, creating the feeling that no important company should be missing in the list of resident corporations.

Sources:

Keller, E.(2008). 'Zone.' in *Urban Transformation*. A. Ruby & I. Ruby (eds). Berlin, Ruby Press: 30-45.

<http://www.nilehouse.cz/en/index.php>

<http://www.danube.cz/>

<http://www.rivercity.cz/>