

**11 KEY-WORDS for
cultural planning based
on a true creative place
making story...**

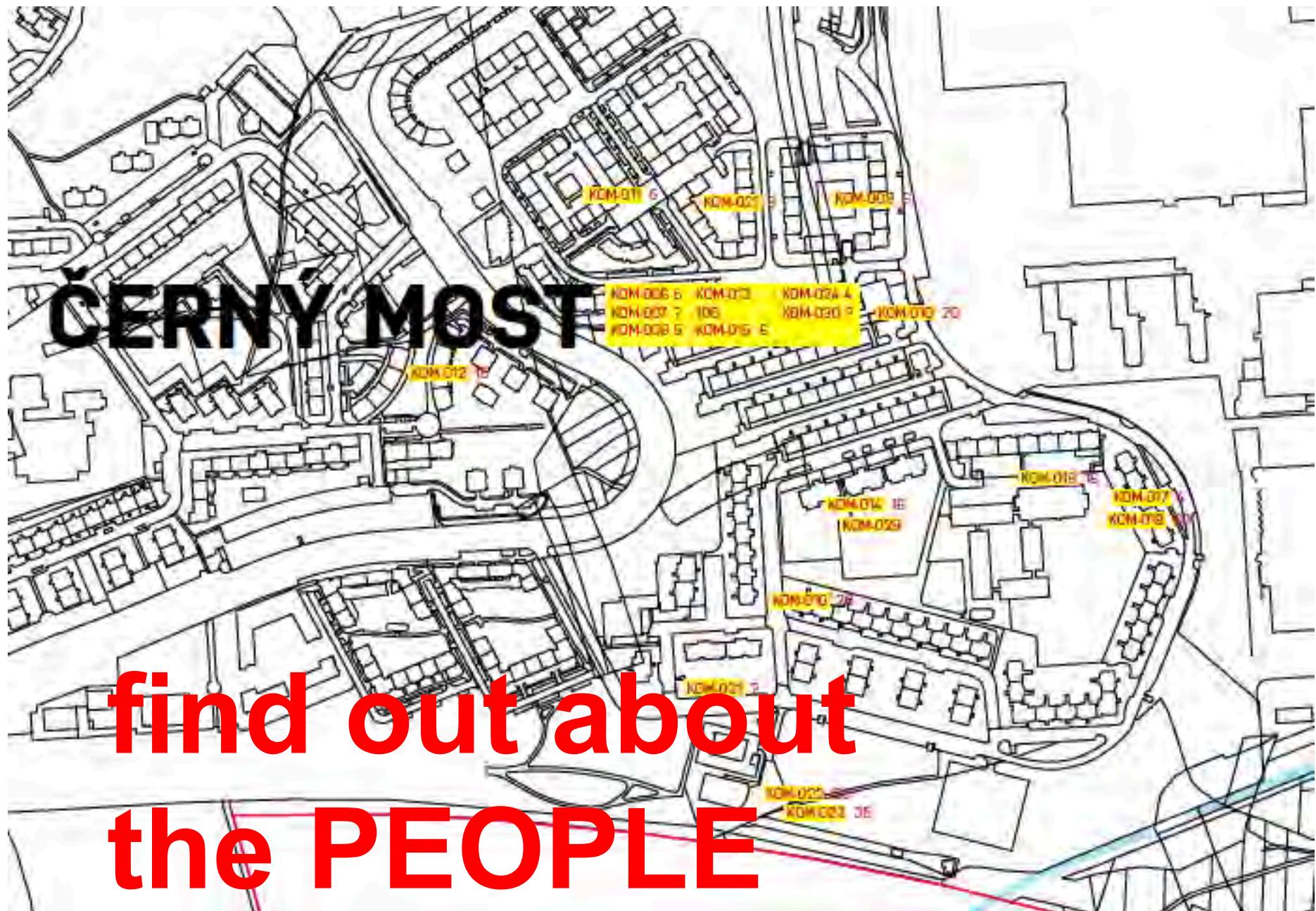
SFA festival 2013

**ft. IPR's Prague cultural
strategy**



find out about the PLACE

- VYZNAČENE ZÁSADY (BT STAROSTA A MANVA)
- NAMI ZVOLENA LOKALITA (STARÝ Č. MOST V PÍSKOVNĚ) -> Č. MOST I.



ČERNÝ MOST

find out about
the PEOPLE

point out the **PROBLEM**



start with the **ACTION**



make the change **VISIBLE**



INVITE kids and politicians



LISTEN to the crowd



PLAY with the people



BELIEVE IN local culture



**build the TRUST
with the others**



**place_people_pr
oblem_action_vi
sible_invite_play
_listen_believe_t
rust**