Linserka
Supporting Materials for the Ideathon 2026 Brief

Topic: How to turn the new Linserka into a place that students, creatives, and the wider public will keep coming back to.

Brief Overview

Linserka is a creative hub for the cultural and creative sectors and contemporary culture in Liberec. We support both professionals and emerging creators in fields such as design, visual arts, architecture, film, game design, performing arts, and creative technologies. We are not a conventional cultural centre — we are a place where you come for an exhibition, workshop, or lecture and leave with a new perspective, an idea, or a new connection. The space already exists, and the first events and partnerships are now taking shape. The Ideathon brief focuses on how to turn initial interest into an ongoing relationship — in other words, how to give people a reason to come for the first time, return, and bring others with them.

1. What is the goal of the brief?

- Propose a service or concept that transforms a first visit to Linserka into an ongoing relationship.
- The output may take the form of service design, a communication campaign, a digital tool, or a combination of several approaches.
- The proposal should be easily accessible for students, encourage repeat visits, make use of the Coffice, Hall, or Studio, and be realistic for Linserka's operations in 2026.

2. Operational framework for 2026

Item	**Confirmed framework**
2026 budget	CZK 6,934,613 total
Founding authority contribution	CZK 5,304,613 for operations + CZK 500,000 for energy costs
Own revenues	Planned CZK 1,130,000; KPI requires at least 16% of the budget from own revenues
Team	5 FTE: director, manager, operations and programme coordinator, operations and communications assistant, and economist/accountant

Item	Confirmed framework
Start of operations	Full operations from April 2026; Coffice in regular daily mode, other spaces according to programme and bookings
Public service	At least 70% of events must fulfil the public cultural and educational service mandate (SGEI)

3. Spaces and confirmed technical equipment

The floors can operate independently or in combination. The technology is designed to support small community events, workshops, as well as larger public programmes.

Space	Area	Use and mode	AV and technical equipment
Coffice | ground floor	approx. 160 m^2	Open coworking, networking, community entry point. Publicly accessible: Mon–Fri 13:00–19:00, Sat 10:00–16:00	Large 85” screen, Wi-Fi, coffee machine, drinks fridge
Hall | 1st floor	approx. 160 m^2	Workshops, lectures, conferences, partner and public events. Operates according to bookings and programme	2 projectors, 2 wireless microphones, 2 active speakers, audio mixer
Studio | 2nd floor	approx. 160 m^2	Exhibitions, presentations, pop-up showrooms, active creation. Operates according to bookings and programme	2 mobile 65” screens, 1 mobile touchscreen display

4. Indicative rental price list

The price list is intended as a guide for realistic thinking about how different types of events may function within Linserka’s operations. The organisation is not a VAT payer — prices are final.

Category A and B prices support Linserka’s main mission; category C is supplementary commercial activity.

Multifunctional Hall (1st floor)

	Hourly	Half day ≤4h	Day ≤8h	Extended >8h	Min.
A — Subsidised	CZK 500	CZK 1,800	CZK 3,500	CZK 4,500	2h

	Hourly	Half day ≤4h	Day ≤8h	Extended >8h	Min.
B — Developmental	CZK 950	CZK 3,400	CZK 6,500	CZK 8,500	2h
C — Commercial	CZK 2,000	CZK 7,000	CZK 15,000	CZK 20,000	2h

Included in the price: AV equipment, Wi-Fi, cleaning, and basic technical support. Sundays/public holidays: minimum 3h.

Coffice (ground floor)

Public access free of charge: Mon–Fri 13:00–19:00, Sat 10:00–16:00. During public opening hours, Category A events are free of charge.

Coffice rental	**A**	**B**	**C**
Hourly rate	CZK 450	CZK 850	CZK 1,500

Minimum 1h. Sundays/public holidays: minimum 2h.

Combined rental: Hall + Coffice (320 m^2)

	Hourly	Half day	Day	Extended	Min.
A	CZK 800	CZK 2,900	CZK 5,500	CZK 7,000	2h
B	CZK 1,600	CZK 5,800	CZK 11,000	CZK 14,000	2h
C	CZK 4,000	CZK 15,000	CZK 28,000	CZK 36,000	2h

Multi-day events (3+ days): individually priced.

Additional services

Service	**Price**	**Note**
Specialist technician (AV/IT)	CZK 500/h	Present throughout the event
Event support staff (1 person)	CZK 200/h	Coordination staff

Operational information

- Rental window: Mon–Sat 9:00–22:00. Before 9:00: +30%. After 22:00: +50%. Sundays/public holidays: +50%.
- Half day = up to 4h. Day = up to 8h. Extended day = over 8h (within the calendar day 9:00–22:00). Crossing midnight = new day.
- Provision of spaces is not automatic. Studio bookings are handled individually. Prices are final (the organisation is not a VAT payer).

5. Partnerships and programme 2026

Signed memoranda

- Faculty of Arts and Architecture, Technical University of Liberec
- Saxony State Association of Cultural and Creative Industries e.V.
- Art Week Liberec z.s.
- Regional Development Agency, Ltd. (ARR)
- AUF z.s.

Selected past events

(To be added.)

6. Key indicators for 2026

Indicator	Target	Data source
Number of events delivered	min. 50 (plan 70+)	Internal records
Total attendance	min. 4,000 people	Reporting system
Partner events	min. 15	Contracts and records
Share of own revenues	min. 16% of budget	Accounting
Share of SGEI events	min. 70%	Internal records
Visitor satisfaction	min. 80%	Surveys

7. Data sources and contact

For further team work, the following sources may be particularly useful:

- Population development in Liberec
- Data Liberec (2021 Census)
- National Institute for Culture
- Statistics for cultural centres in the Czech Republic

Contact	Detail
Organisation	Linserka Cultural and Creative Centre, contributory organisation
Address	Resslova 271/6, 460 07 Liberec

Contact	Detail
E-mail	info@linserka.cz
Director	BcA. Janek Jiříček

Guiding questions for the team

- Why would someone come to Linserka for the first time?
- What would encourage them to return without a major barrier or sense of hesitation?
- How will the proposal connect students, creatives, and the wider public?
- What is realistically feasible to launch alongside Linserka’s operations in 2026?