Linserka

A Place that comes to life



We are building a community

How to turn a new cultural and creative centre into a place where people come, stay, and return.

We do not want to simply fill the building with a programme

We want to create new formats, unexpected encounters, and reasons to come back again.



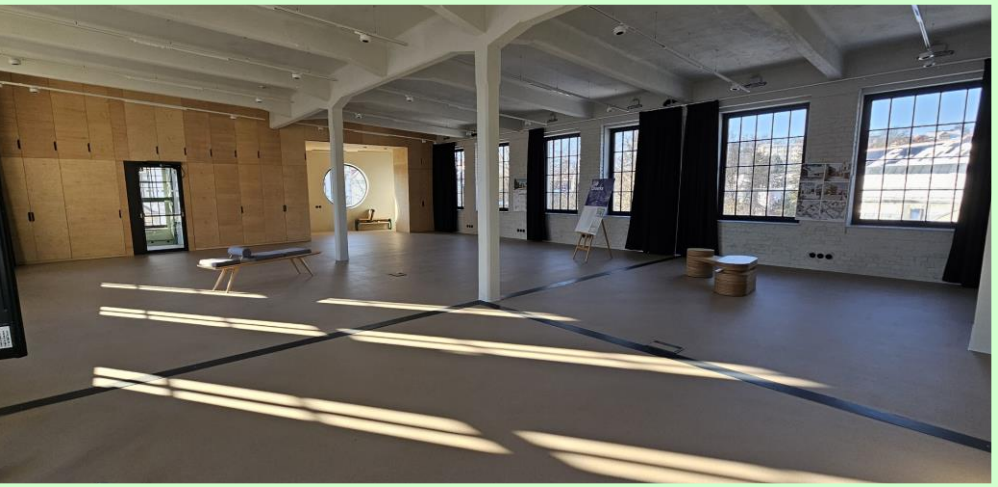
Coffice

Open coworking space, networking, first point of contact with the venue



Hall

Workshops, lectures, conferences and hybrid events



Studio

Exhibitions, pop-up events, presentations and hands-on creative work

Why does it make sense right now?

The audience, the space, and the city‘s priorities all come together here.

6 800
Students at the Technical University of Liberec (TUL)

10,4 mil.
Visits to cultural centres in the Czech Republic

3 themes
creative industries • emerging generation• open communities

The Problem

- A beautiful building alone does not create a community
- Creatives, students, and the general public do exist but they often function separately

It is not enough to simply “run events“

We need to create a magnet: content, services, and experiences that people will return to and recommend to others

The challenge: turning a first visit into a relationship



What can be the outcome?

- A service or a community format
- A digital tool
- A communication campaign – or a combination of multiple layers at once

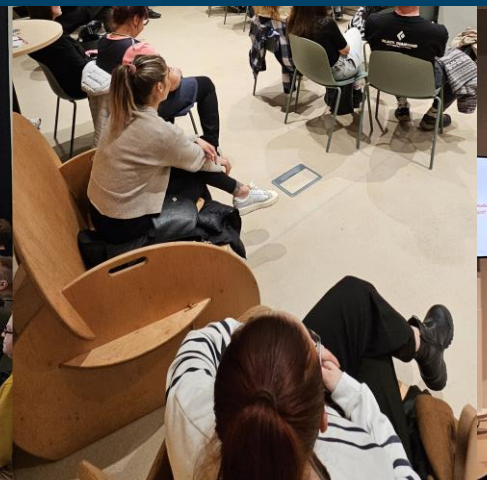





Linserka should not be just a rentable hall

It should be an open laboratory of ideas that brings new types of events, new services, and new reasons to meet to Liberec







Design a service or concept that will make people come back do Linserka – willingly and repeatedly

We are looking for a proposal that:

- **Helps turn a first visit into a return** and is easily accessible for students and general public
- **Takes the form of concrete service of concept,** the solution may be developed as service design, a campaign, a digital tool, or a combination of these approaches

What would Linserka have to offer for you to come back again next week?