



FACULTY OF SCIENCE
Charles University

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From a former industrial neighbourhood to a creative-class oasis: A case study of Karlín, the inner-city neighbourhood of Prague

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URBÁNNÍ A REGIONÁLNÍ LABORATOŘ
URBAN AND REGIONAL LABORATORY



Objectives

1

Identify the physical, social and cultural changes in Karlín

2

Understand how Karlín is perceived

3

Find out how Karlín is used by young international employees



Methodology

Literature review | *International and Czech* | Academic literature

Media discourse

Czech and foreign media

Newspapers

Journals

Blogs

Travel guides

Statistical data

Different official sources

Census data

Register of foreigners

Land Value

Online survey

International and young employees

Amazon Company

Field survey

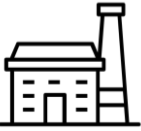
Observation and mapping

Hipster indicators

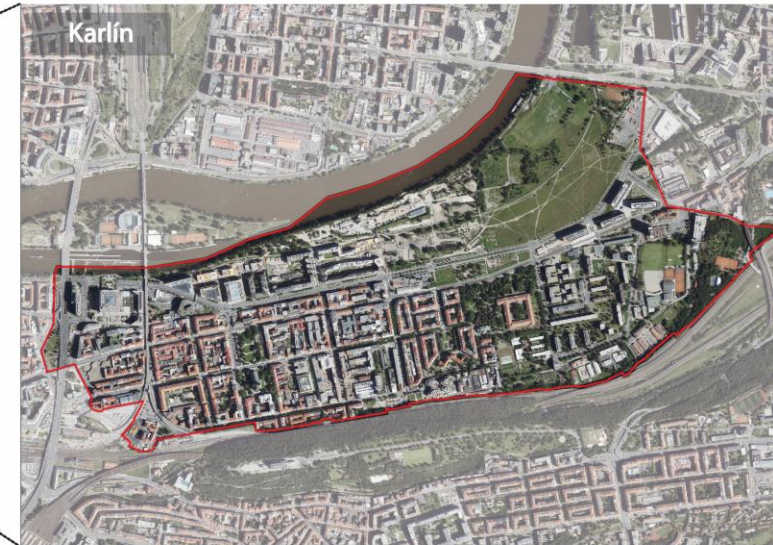
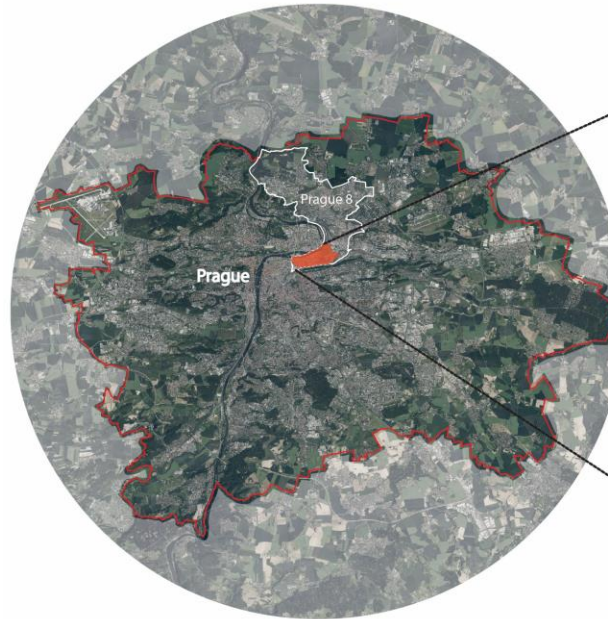
Participatory and ethnographic observation

Esri ArcCollector app

Introduction to the pilot case study: Karlín



- Close to the city centre situated on the Vltava river embankment, in Prague 8 district.
- From military training ground → planned suburbs → a stigmatised industrial neighbourhood with high concentration of Roma population.
- The flood of 2002 highly affected the area. Demolition of buildings and reallocation of the Roma population.
- New construction of office buildings and residential projects started.
- From industrial working-class district into a modern and business part of Prague.
- Increase of socioeconomic status and number of foreigners.



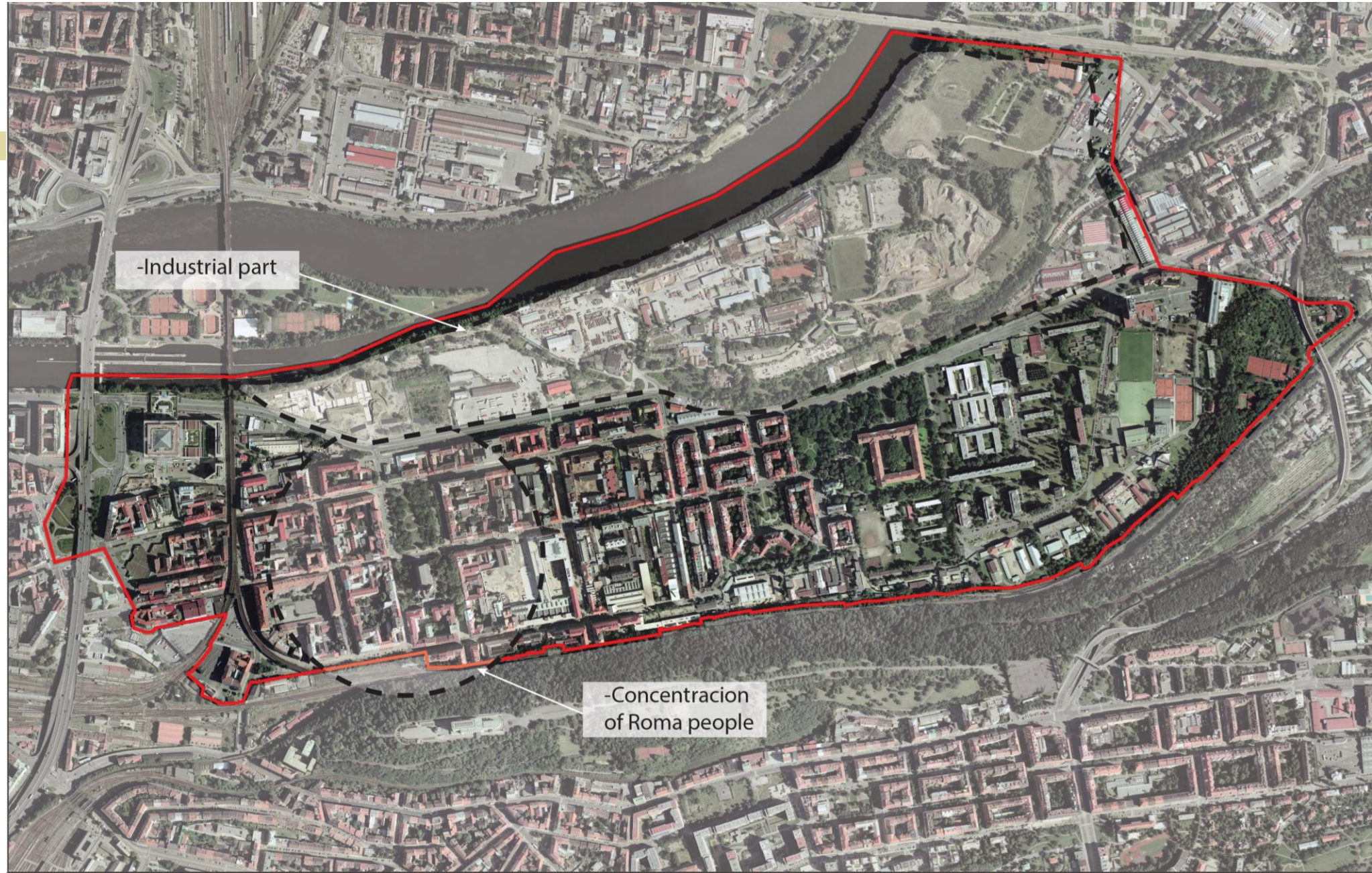
(OUŘEDNÍČEK et. al, 2020)
(ILÍK and OUŘEDNÍČEK, 2007)

Evolution of Karlín through years



Evolution of Karlín through years

■ 2001



Evolution of Karlín through years

- 2001
- 2002



The flood

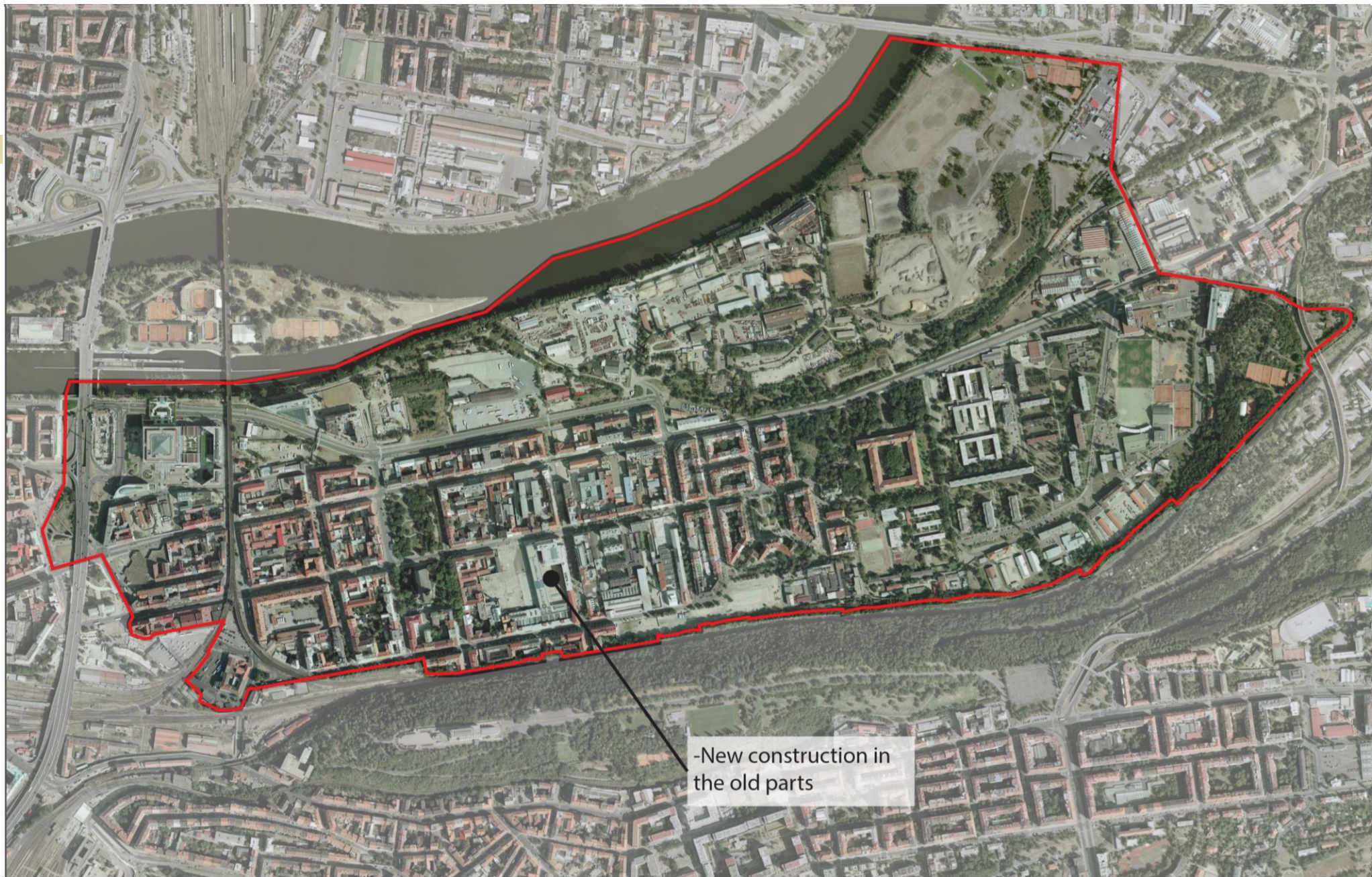
Evolution of Karlín through years

- 2001
- 2002
- 2003



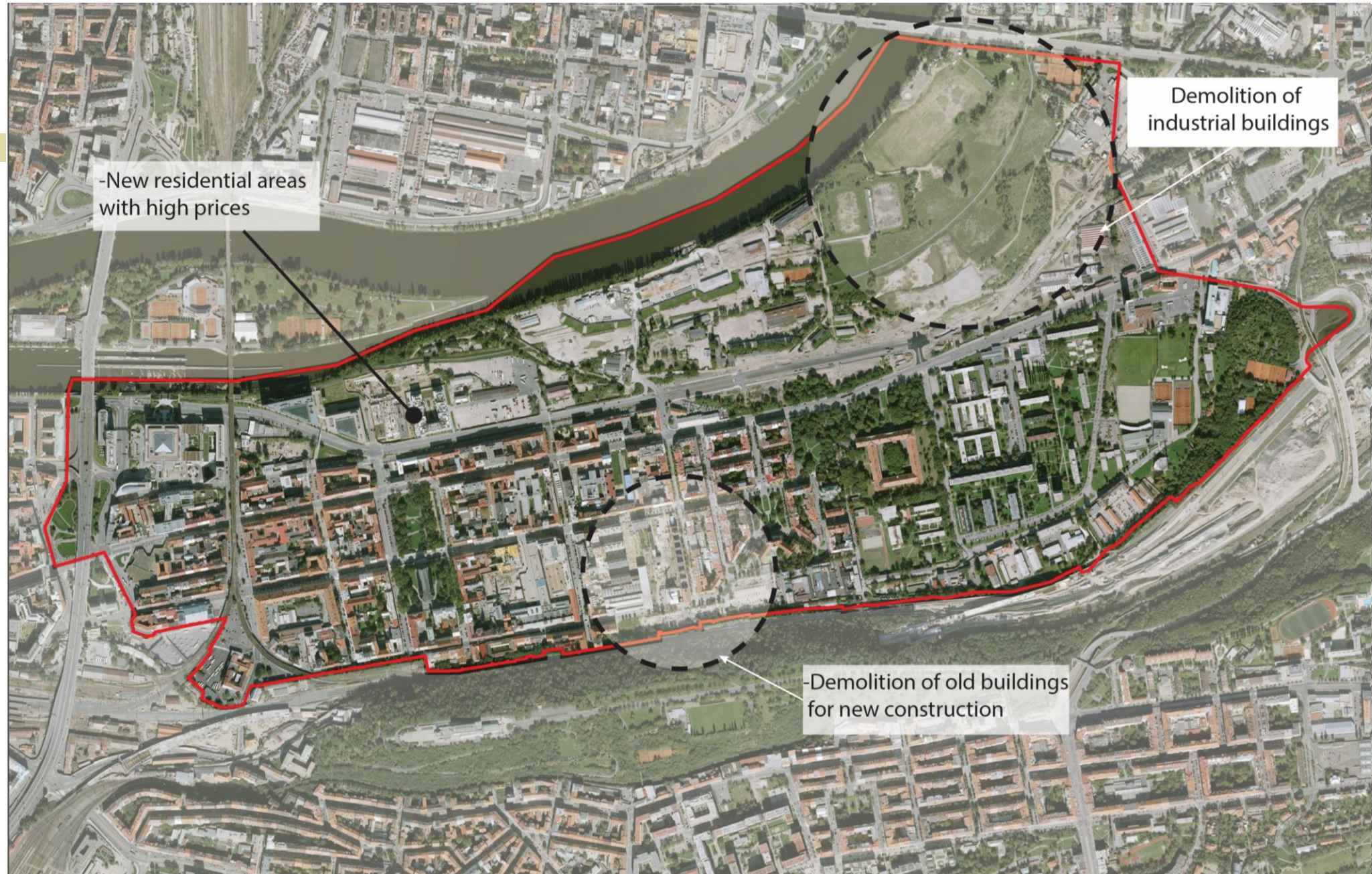
Evolution of Karlín through years

- 2001
- 2002
- 2003
- 2004



Evolution of Karlín through years

- 2001
- 2002
- 2003
- 2004
- 2007



Evolution of Karlín through years

- 2001
- 2002
- 2003
- 2004
- 2007
- 2008



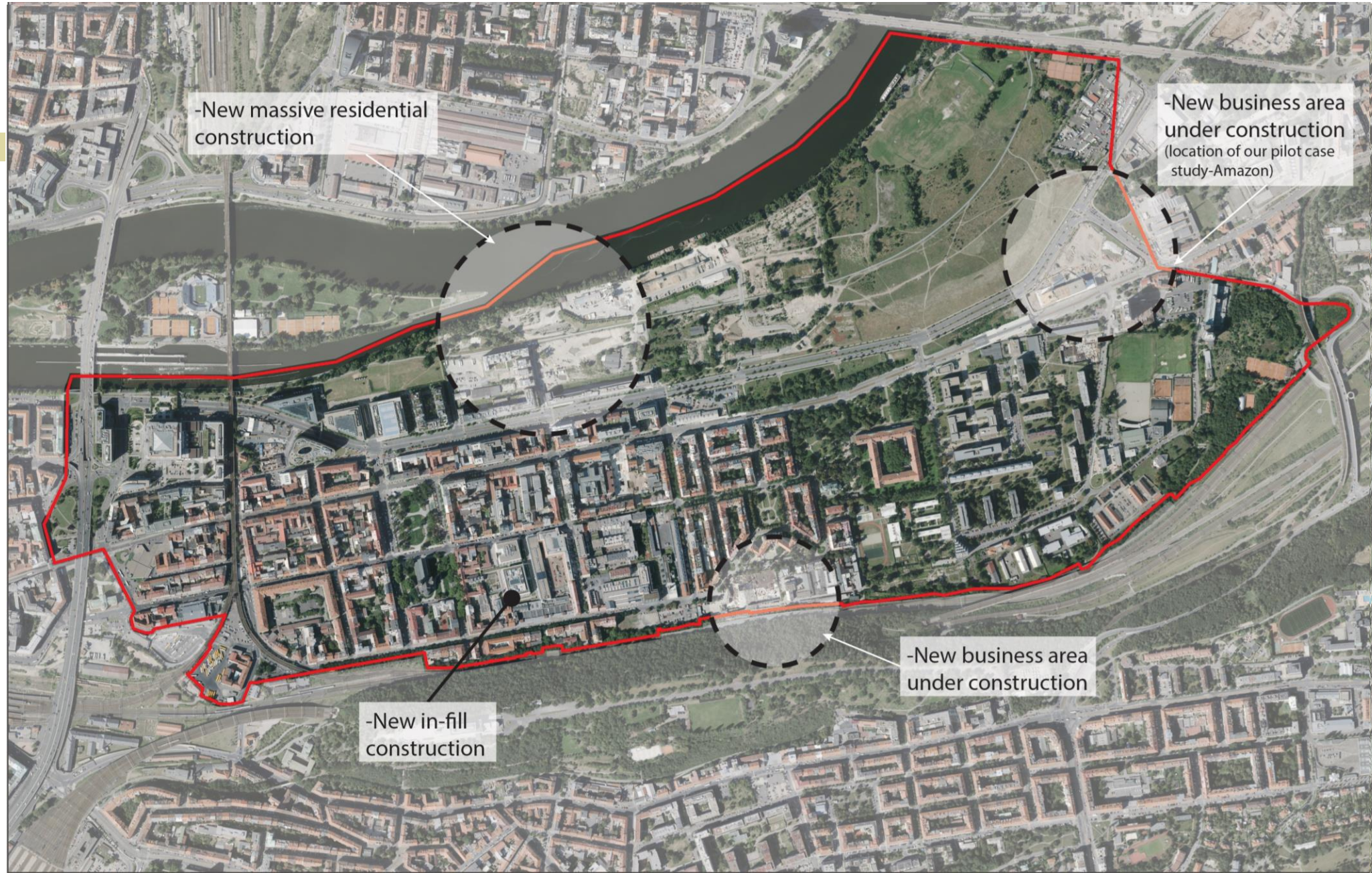
Evolution of Karlín through years

- 2001
- 2002
- 2003
- 2004
- 2007
- 2008
- 2011



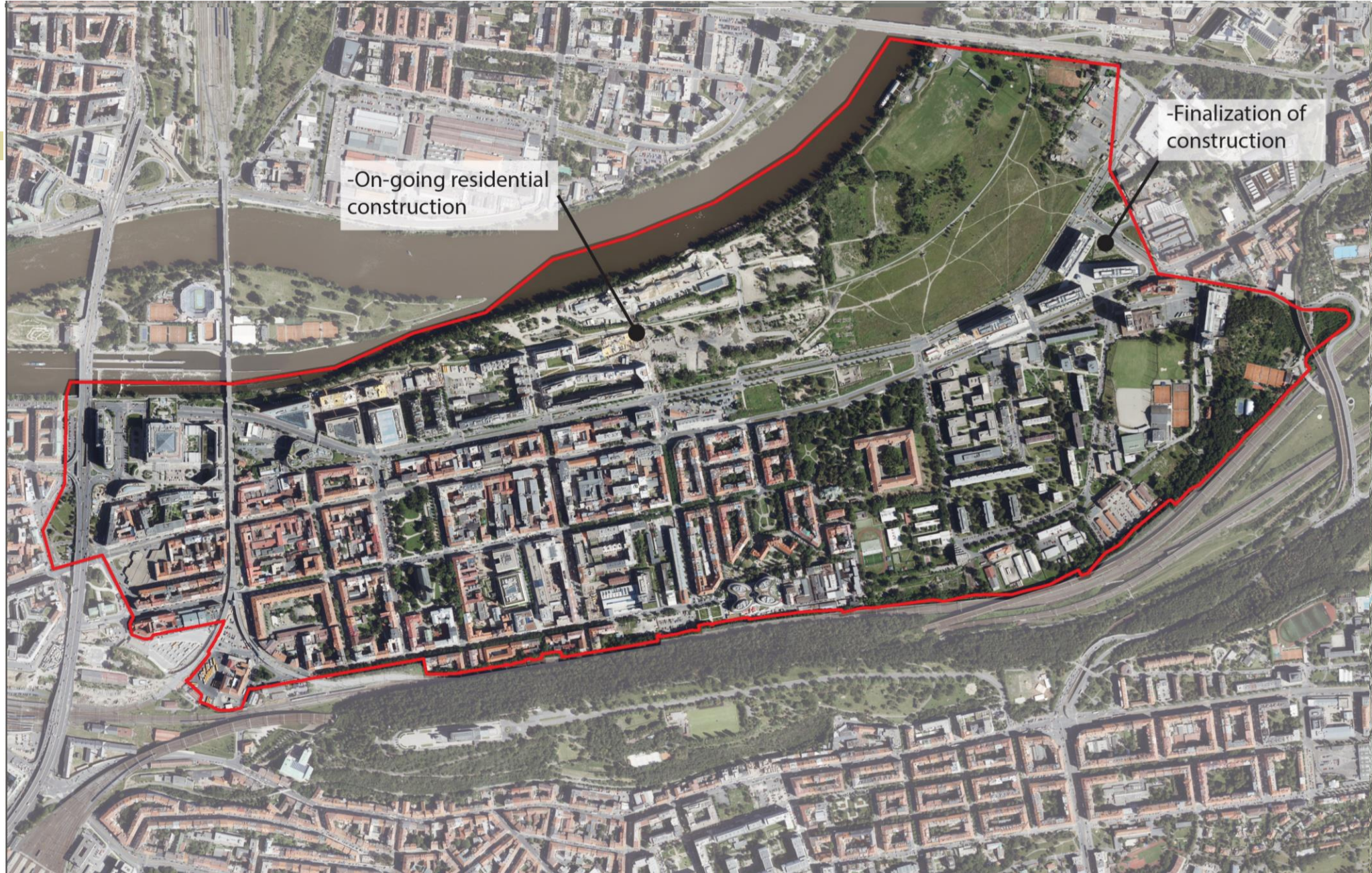
Evolution of Karlín through years

- 2001
- 2002
- 2003
- 2004
- 2007
- 2008
- 2011
- 2016



Evolution of Karlín through years

- 2001
- 2002
- 2003
- 2004
- 2007
- 2008
- 2011
- 2016
- 2020



The Observer Travel

Prague: finding a new edge

With Old Prague now tourist central, David Farley follows local artists and hipsters to the Czech capital's newly transformed outer neighbourhoods

David Farley

Sun 25 Oct 2015 14:00 GMT

f t e 17




Media Discourse

"Old-timers saunter with their dogs while multinational office workers grab Vietnamese sandwiches or Georgian khachapuri before dashing back to gleaming converted factories."

Source: <https://www.timeout.com/things-to-do/coolest-streets-in-the-world>

"Prague's hippest hood"

Source:
<https://travel.nine.com.au/destinations/insiders-guide-to-karlin-pragues-hippest-neighbourhood/593c77fc-aab4-4c16-b4ae-b0872820f698>.

"Today it (Karlín) is a vibrant part of the metropolis, attracting especially the young and hip. Locals and visitors head here for the trendy cafés and bistros, but also for the cultural venues in former factory halls."

Source: <https://www.prague.eu/en/articles/karlin-from-rags-to-riches-13854>

Novinky.cz

Novinky.cz » Travel » Pražská Křižíkova is the eleventh most trendy street in the world Područky: Tips for trips • Sdovolená.cz » • Tips for trips on Mapy.cz»

INFECTION IN MUNICIPALITIES	DEVELOPMENT PLAN	NUMBERS OF VACCINATED	MEMORIES • WE ARE NOT JUST NUMBERS	BED CAPACITY AND HOSPITALIZATION
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Pražská Křižíkova is the eleventh most trendy street in the world

11. 6. 2021, 9:08
Michael Švarc, News

Křižíkova Street in Prague's Karlín is one of the most trendy streets in the world. She ranked 11th in Time Out magazine. Smith Street in Melbourne, Australia is the first place, and the streets of Berlin, Rotterdam, Lisbon, Copenhagen and Buenos Aires were also selected.

Urban transformation processes

Gentrification

Internationalization

Commercialization

Reurbanisation

Regeneration

...

Hipsterfication?!

- Social Mix?

- Trickle down effect?

- Ignoring:

- Already existing social mix
- - (in)direct displacement
- - Cause of poverty at the first place, not the symptom
- - Conditions and resources of reproduction of the poor

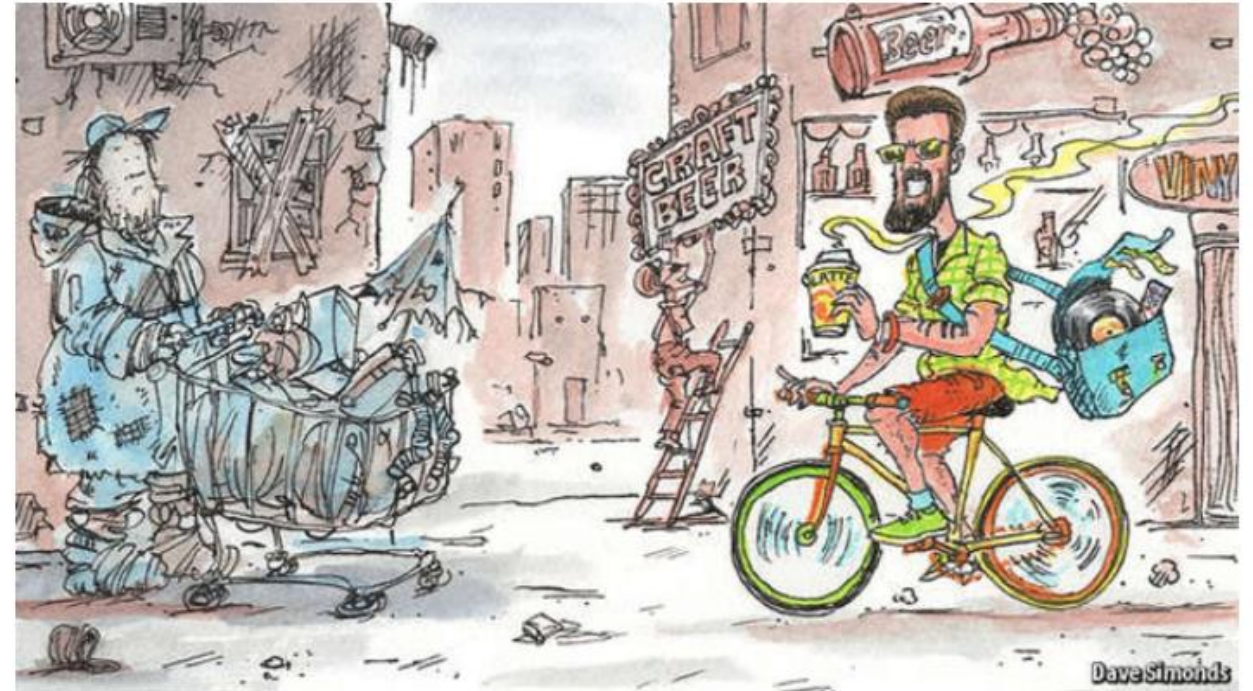
United States

Feb 21st 2015 edition >

Gentrification

Bring on the hipsters

Gentrification is good for the poor



Feb 19th 2015

WASHINGTON, DC

IN AN old bar on U Street in Washington, DC—a place that was once a centre of black life and is now an inferno of hipsterdom—Jay, the bartender, is talking about how the area has changed over the past decade or so. “They ain’t got barmen any more,” he says, with a grin. “They got mixologists.” What happens in Washington, he explains, is that young white professionals move in, bars open, “and then you know that all the bodegas and liquor stores on every corner, they ain’t got long either.”

Source: <https://www.economist.com/united-states/2015/02/19/bring-on-the-hipsters>

Hipster indicators

Place

1. Design
2. International
3. Services
4. Environmentalism
5. Technology
6. Appearance
7. Cultural style

People

1. Design
2. International
3. Environmentalism
4. Technology
5. Appearance
6. Cultural style
7. Items

Activities

1. Type of events
2. International
3. Environmentalism
4. Design
5. Content
6. Facility

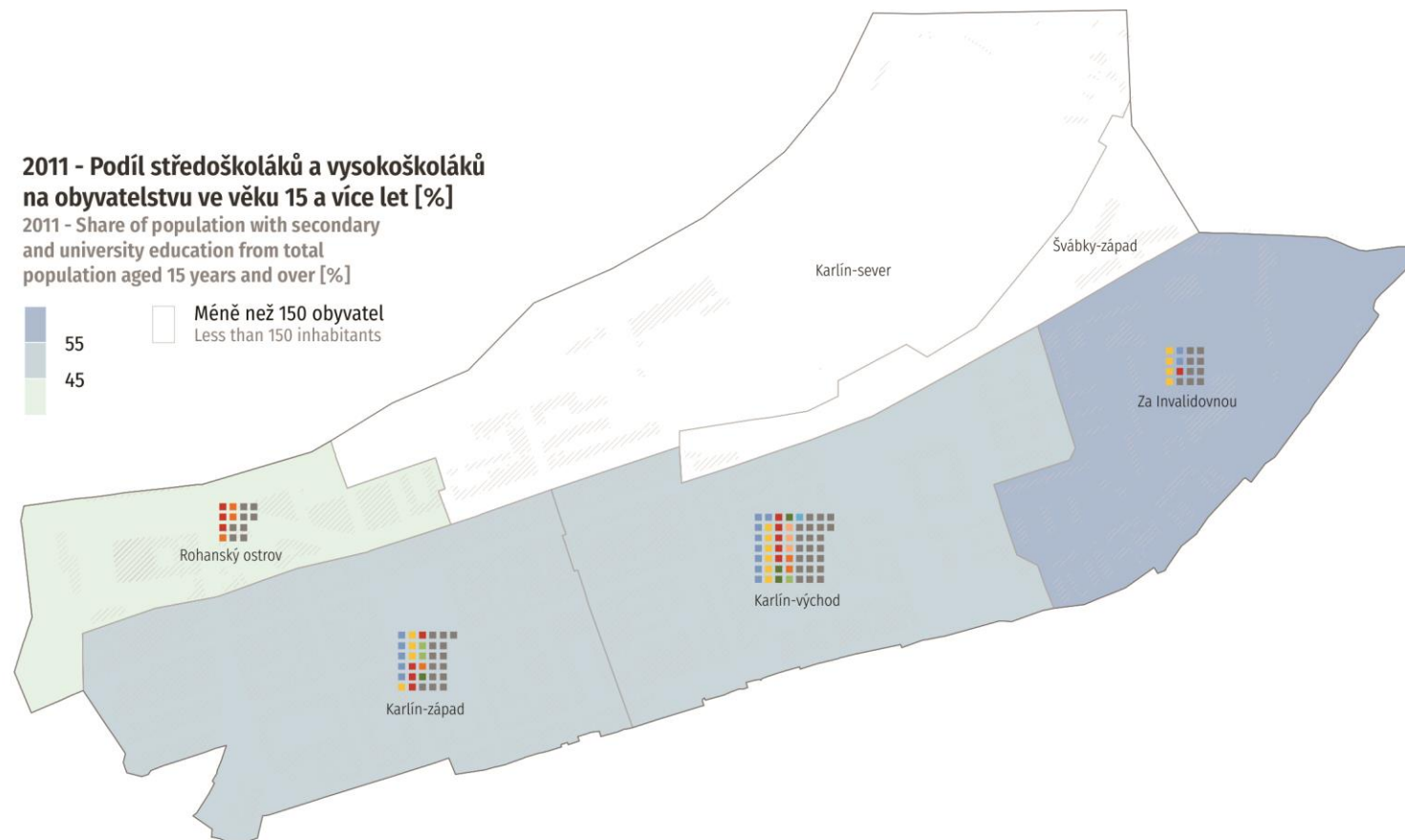
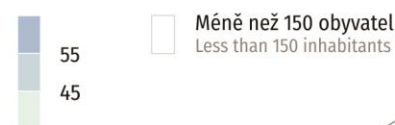


Karlín-statistical data

- Foreigner population tripled from 2008-2020
- Land value varies from 4,000 CZK to 35,000 CZK
- The lowest price has almost doubled in 12 years while the highest has been stable through years.
- High concentration of Slovaks, Russians and Ukrainians but most of the EU citizens are undeclared.

2011 - Podíl středoškoláků a vysokoškoláků na obyvatelstvu ve věku 15 a více let [%]

2011 - Share of population with secondary and university education from total population aged 15 years and over [%]



2019 - Státní příslušnost cizinců

2019 - Citizenship of non-nationals

■ = 20 obyvatel / Inhabitants



Zobrazeno pouze u jednotek s více než 100 cizinci
Only units with more than 100 foreigners

Field survey methodology - 2021

1

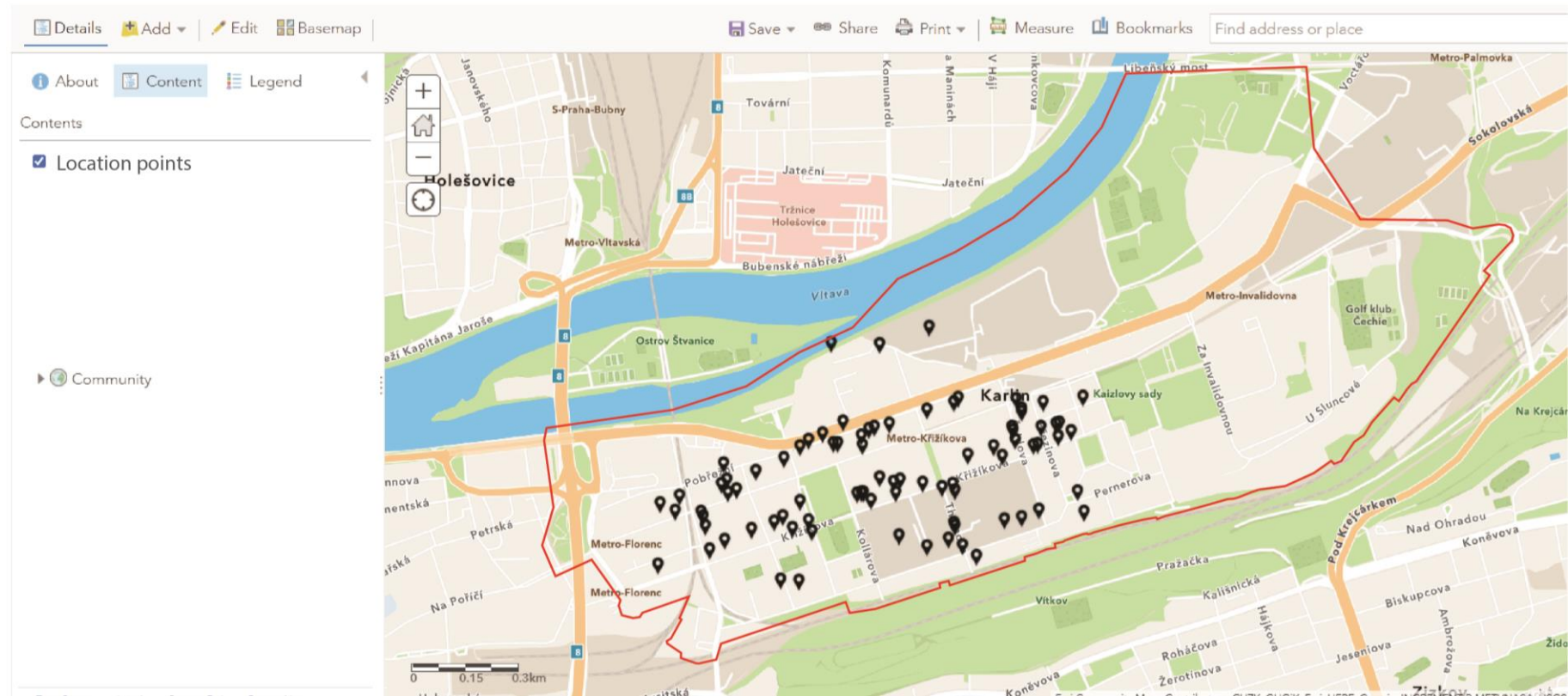
ArcCollector tool from ArcGIS online



- Using the ESRI ArcCollector app to collect and register the data directly online with exact location.

ArcGIS Field Survey in Karlín 2021

Open in new Map Viewer New Map



Field survey methodology - 2021

2

Detailed description based on the indicators

- Division of indicators in:
 - **Place**
 - **People**
 - **Activities**
- Analysis of each location's website and reviews
- 85 locations selected

NR	PLACE													PEOPLE						ACTIVITIES					WEBPAGE
	ADDRESS	NAME	HIPSTER INDEXES	TYPE OF ACTIVITY	DESIGN	INTERNATIONAL	SERVICE	ENVIRONMENTALISM	TECHNOLOGY	APPEARANCE	CULTURE	OTHER INFO	DESIGN	INTERNATIONAL	ENVIRONMENTALISM	TECHNOLOGY	APPEARANCE	CULTURE	ITEMS	ARTSY	INTERNATIONAL	ENVIRONMENTALISM	DESIGN	CONTENT	
					Chic, retro, gothic, vintage...	Menu in English and other languages, Offer originates from other countries, Staff speaks English	Extraordinary, Quality	Usage of eco-friendly and recycled items, Bio, vegan, vegetarian, Local products	modern - technology	Creative, Liberal, Inclusive, Suffers for quality	Indie, Alternative		Chic, Retro, Gothic, Vintage	Speaking a foreign language	Usage of eco-friendly and recycled items, Second-hand clothes, Eating Bio, vegan, vegetarian, Cycling or similar	Apple, Headphones, etc.	Creative, Liberal, Inclusive, Suffers for quality	Indie, Alternative	Tattoos, Books, Beard, Hat, Designer glasses	Focused on non-mainstream art	Open to different nationalities, English-friendly	Promoting eco-friendly approach	Advertisement	What type of activities in general	

Field survey methodology - 2021

3

Participatory and
ethnographic observations



Online Survey

Focused on the employees of Amazon located in a new business area in Karlín

Survey's format

- Focused on understanding the perception of Karlín and how the neighbourhood is used and its services.
- Detailed field observation in the locality around Amazon's offices.
- Distributed to young international employees.
- Different type of questions and accompanied with maps and photos.

Type of questions

- Nationality and time working in Karlín.
- Food preferences, places they frequent and characteristic of service, usage of the neighbourhood at different times.
- Opinion on Karlín in general, and its urban features, socio-cultural aspects and development.

Are the service and menus of the places you visit (lunch and dinner) in other languages besides Czech (e.g. English)? *

☐ Yes, both.

☐ Yes, but only the menu.

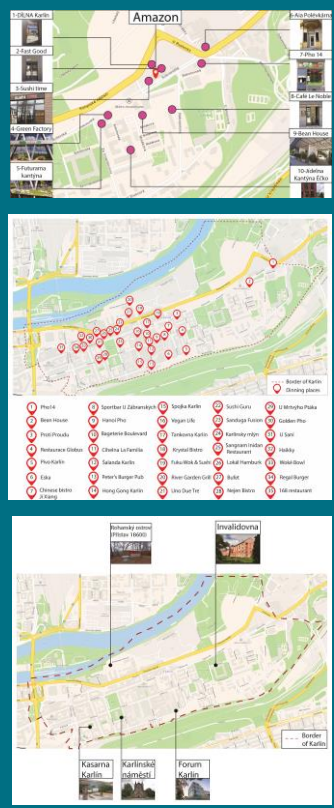
☐ Yes, but only the service.

☐ No

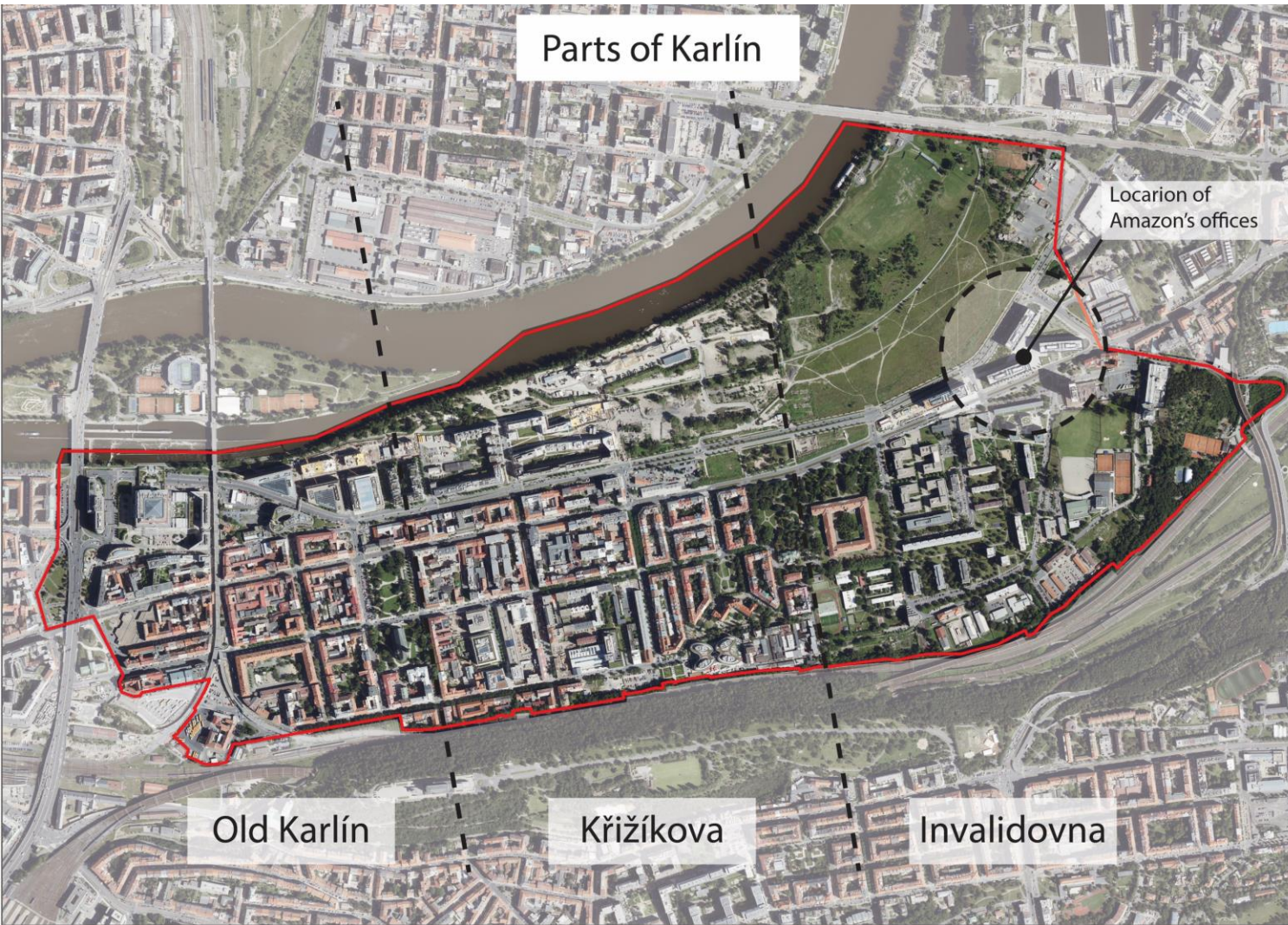
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Karlín is suitable for foreigners to seek work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karlín is a multicultural neighbourhood.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Due to Karlín's international environment, the services are diverse and English-friendly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karlín has many hip, stylish, retro and cool cafes and restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karlín has many local and traditional bars and restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Complete the following statement: "Karlín is a neighbourhood that..." *

Your answer



Why Amazon?

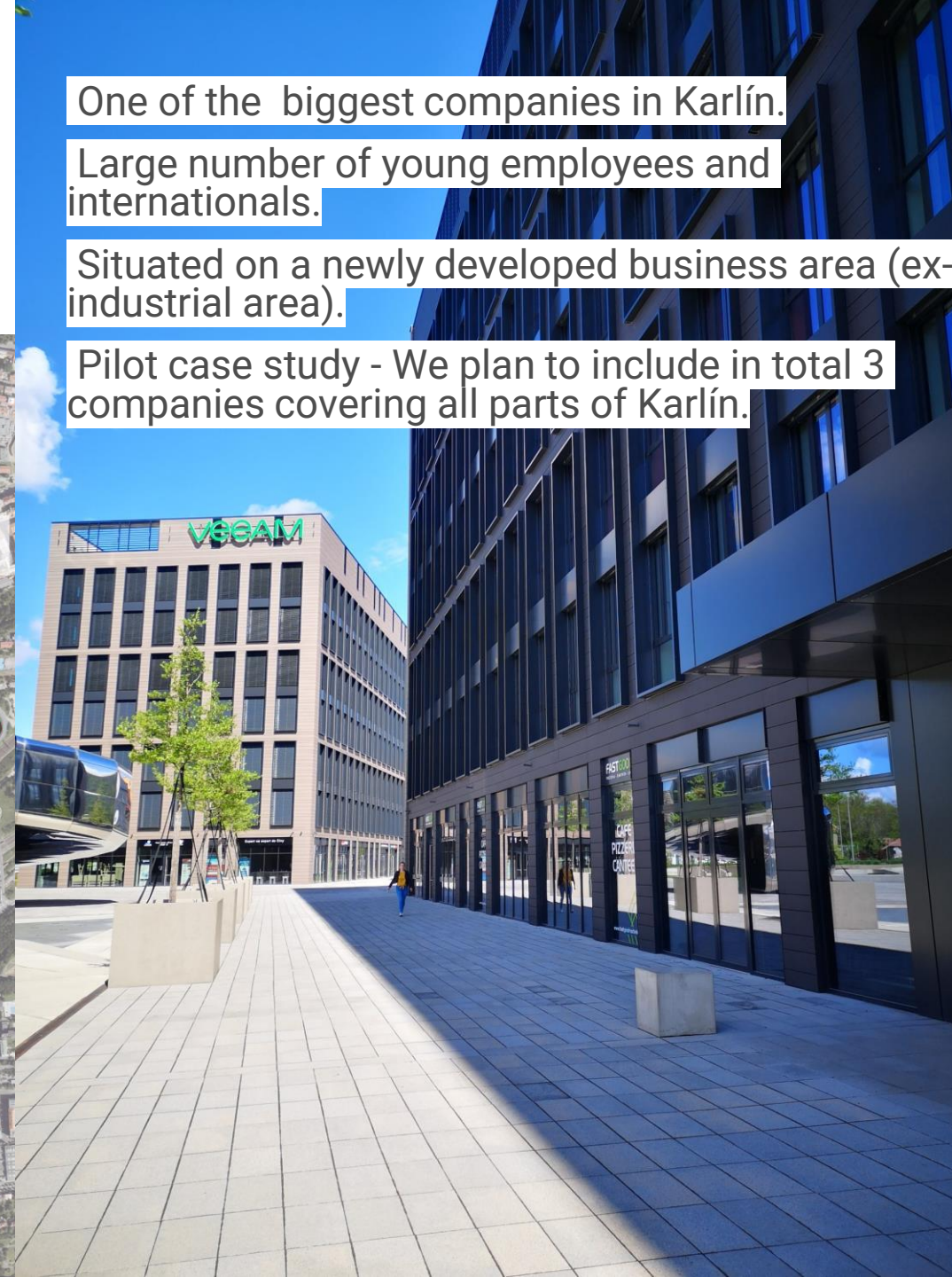


One of the biggest companies in Karlín.

Large number of young employees and internationals.

Situated on a newly developed business area (ex-industrial area).

Pilot case study - We plan to include in total 3 companies covering all parts of Karlín.



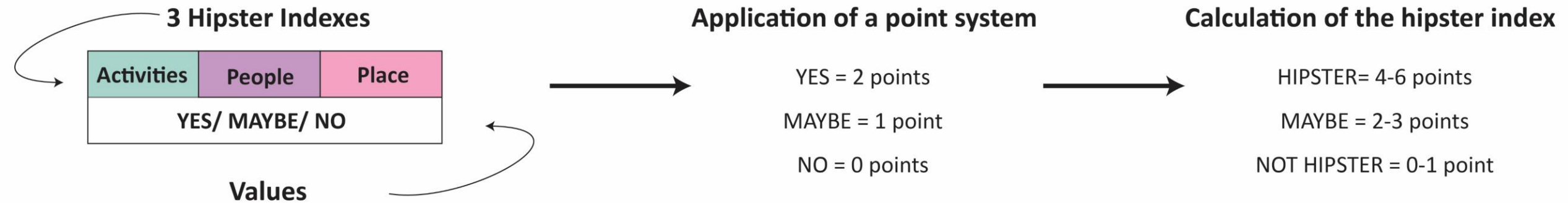
Land Use



LEGEND:

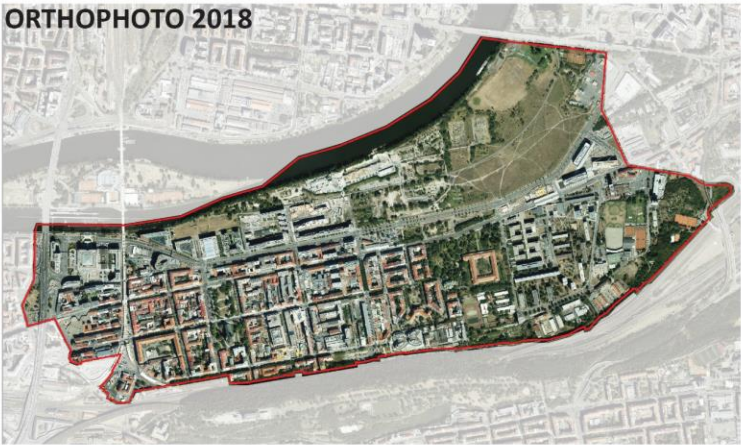
- MAINLY RESIDENTIAL
- MIXED USE
- BUSINESS
- CULTURAL/EDUCATIONAL
- ADMINISTRATIVE
- AREA BORDER

Hipster Matrix

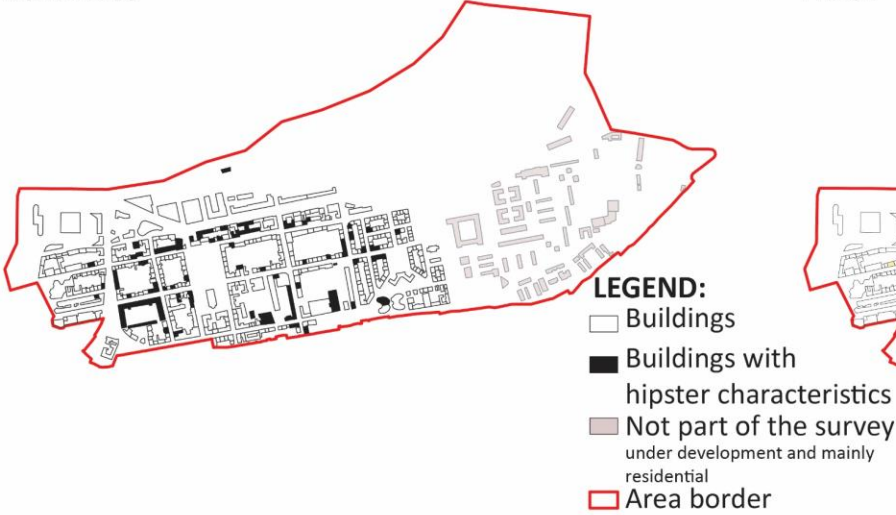


Field survey: 2018-2021 comparison

RESULTS OF THE SURVEY IN 2018



BUILDINGS



PLACE



ACTIVITIES



PEOPLE

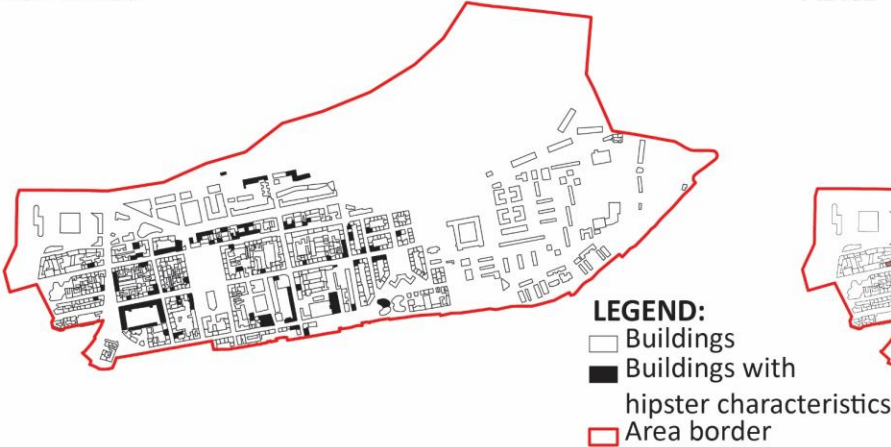


Field survey: 2018-2021 comparison

RESULTS OF THE SURVEY IN 2021



BUILDINGS



PLACE



ACTIVITIES



PEOPLE



Field survey: 2018-2021 comparison

HIPSTER MATRIX 2018



LEGEND:
YES
MAYBE
NO

HIPSTER MATRIX 2021



LEGEND:
YES
MAYBE
NO

	2018	2021
YES	30	72
MAYBE	12	10
NO	20	3
TOTAL	62	85

Results

From the Field Survey

- In 2018 hipster locations were mainly situated along Sokolovská street and the old Karlín area.
- In 2021 the hipster locations are more spread in the area without specific concentrations.
- In 2021 there is an increase of places with hipster characteristics around the area. This can be related with the new business areas.
- In 2018 and 2021 we have seen a correlation between the 3 indicators. Internationalization and design, personal style and diversity of the offer, play an important role too.
- From 2018 to 2021 there is an increase of activities with hipster characteristics.



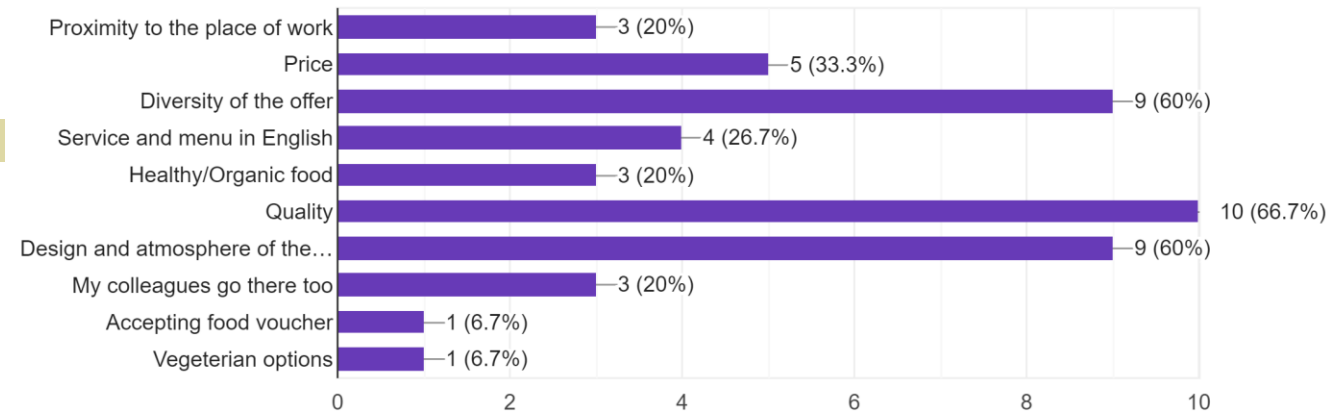
Results

From the Online Survey

- 32 responses
- 70% goes out for lunch regularly (around the office building, but also beyond). Less than 50% for dinner (in whole Karlín)
- **Quality** is the main criterion, but **also diversity of the offer, design, and atmosphere**
- The majority is going out in Karlín, mainly **to Kasárna Karlín and Přístav 18600**, or just to take a walk, a beer, or a coffee.
- The majority acknowledge that Karlín is **continuously changing and developing; hipsterish; attractive; alternative; cool; has diverse offers of place and activities.**
- 27 respondents agree that Karlín is suitable for the **international community** to seek work; 23-that it is a **multicultural** neighborhood; 23-Karlín has many hip, stylish, retro and cool cafes and restaurants; 17 –In Karlín there are many place with particular **industrial, minimalist or vintage design**, and has many places with **vegan, vegetarian, organic, artisanal** food and **craft** beverages

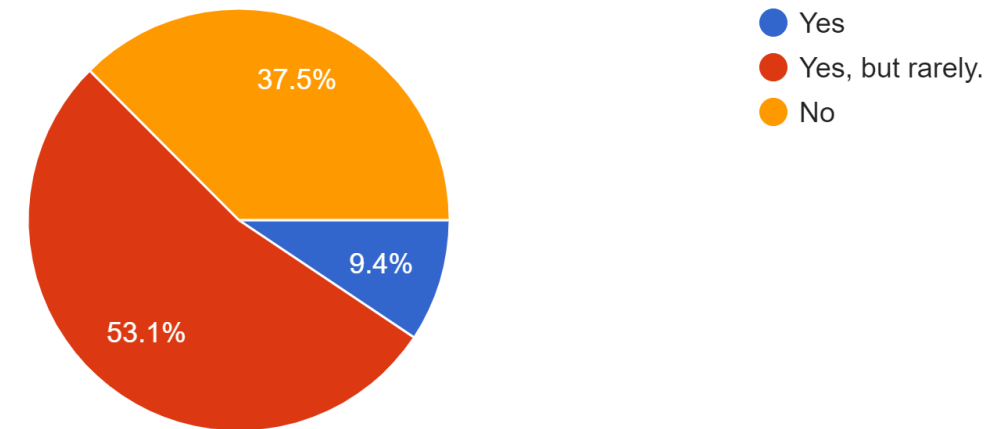
If yes, what are the criteria for choosing where to go for dinner? (you can select more than one answer)

15 responses



Do you go to Karlín during the weekend?

32 responses



Conclusions

- There is a **growth of hipster locations** in Karlín.
- The area along the river is currently under development however, according to their plans it might attract hipster(ish) activities and people.
- The area of Invalidovna and Pernerova have a growing presence of hipster locations in 2021.
- **Design, quality, and diversity of the offer** seems to play a big role in the popularization of the areas and especially the attraction of international people.
- The general perception about Karlín is that it is a **dynamic and vibrant** neighbourhood with many **cool, hipster and alternative** places. Also, it is getting more **attractive for the international community** to spend their free time and to seek work.





Next:

**Is hipsterfication a trend? Top-down or bottom up?
Planned? Advocated? Incentivised? If so, by who?**

**What are the indicators and practices of acceptance,
negotiation and rejection of these
cultural/consumptional changes?**

**→ semi-structured interviews with locals and
businesses, policy document analysis...**

Thank you for your attention!

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URRIlab

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



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