

## Visitors Can Look Forward To Comic-Con Prague 2021 In The Near Future

**Prague, 7th September, 2021 – The second edition of Comic-Con Prague, which will take place from the 15<sup>th</sup>-17<sup>th</sup> October in Prague's O<sub>2</sub> universum, will feature a special exhibition named FutureCity. Using the most modern virtual technology available, it will transport guests into a version of Prague in the near future. FutureCity is a joint project by The Prague City Hall and 4 other city-based companies.**

The special FutureCity exhibition will offer a unique experience in the form of a virtual trip around Prague in the near future. "Once visitors enter the time-space capsule, we will take them on a journey into the future. They will find themselves in the city of Prague, which is run by modern technology and data. The city will be much cleaner, quieter, and greener. During their trip, visitors will meet the ruler of the underground empire, pay a visit to the transport centre or the biological water cleaning facility," explains Pavel Renčín, Head of Marketing at Active Radio.

Mayor of Prague, Zdeněk Hřib, under whose auspices Comic-Con Prague 2021 is organised (and who is known for his very positive approach to modern technology), adds: "Although the legendary photo time machine and relaxation foil were invented a long time ago, travelling through Prague in the future is a complete novelty. The virtual exhibition provides the perfect opportunity to see firsthand where we are heading, as a city, and which technological advancements we can look forward to in the near future. I hope we get the chance to meet each other in the departure room!"

For this journey, Comic-Con Prague visitors are only required to make a reservation. The journey will be free. Find out more information on the FutureCity website here: <https://futurecity.comiccon.cz/>.

FutureCity is brought to you in cooperation with the organisers of Comic-Con Prague: Active Radio a.s. and Comic-Con Prague s.r.o. with the Prague City Hall and Prague-based companies Operátor ICT, Kolektory Praha, Technical Administration of Communication, Prague Water Supply and Sewage, a.s., and Brainz Immersive Studio.

Keep in touch with all the news and information about Comic-Con Prague online and on social media. More information will be made available in due course:

Web: <https://www.comiccon.cz/>

Facebook: <https://www.facebook.com/comicconprague/>

Instagram: [https://www.instagram.com/comiccon\\_prague/](https://www.instagram.com/comiccon_prague/)

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**Active Radio a.s.**

Active Radio a.s. is a multimedia group, which owns Evropa 2, Frekvence 1, Radio Bonton, Radio Dance, Youradio, and Youradio Talk radio stations. It is also responsible for the children's project called PiGy. The company runs several online media outlets and streaming audio services, as well as hosting events and connecting fans on social media. Its NoLimits division annually organises events for over 100 000 people. Active Radio a.s. belongs to the holding group Czech Media Invest from 2018.

**Comic-Con Prague s.r.o.**

In order to organise Comic-Con Prague, Václav Pravda formed a new company called Comic-Con Prague s.r.o. The company works closely with SFK Avalon o.s., a non-profit fan group, which is responsible for the organization of several large pop-culture festivals: Festival fantazie (attended by 3500 fans, and celebrated its 25<sup>th</sup> anniversary in Chotěboř in 2020), PragoFFest (attended by up to 4500 fans, the tenth and final year took place in 2019), FanCity (attended by up to 2500 fans in Prague, it is currently just a small event in Chotěboř), and GameFFest (the gaming section for all of the aforementioned festivals).