

This master's thesis is concerned with space virtualization in relation to internet apartment sales as represented by the developer company Finep CZ a.s. . Through an analysis of works of the representatives of the philosophy of media it aims to describe the unequal character of the interaction between the web designers and the web users, when the first one, designing virtual spaces, structures the experience of the second, as the designed virtual spaces embody assumed images of what the potential clients would like rather than the „real“ space.