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PROFESSIONALS

CZECH

AUTUMN 2017

PRAGUE'S VILLAS

Architectural gems of their
time

**LUXURY AND
PRIVACY**

Luxury apartments in top
locations

**THE CENTURY OF
CZECH STORIES**

100th anniversary of the
independent Czech state

DERMACOL

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help

GOOD OLD

(AND PRESENT) DAYS

100 Years of the Czech Republic Story

Visit the beautiful apartments
in Pilsen designed by world-famous
architect Adolf Loos.

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CZECH

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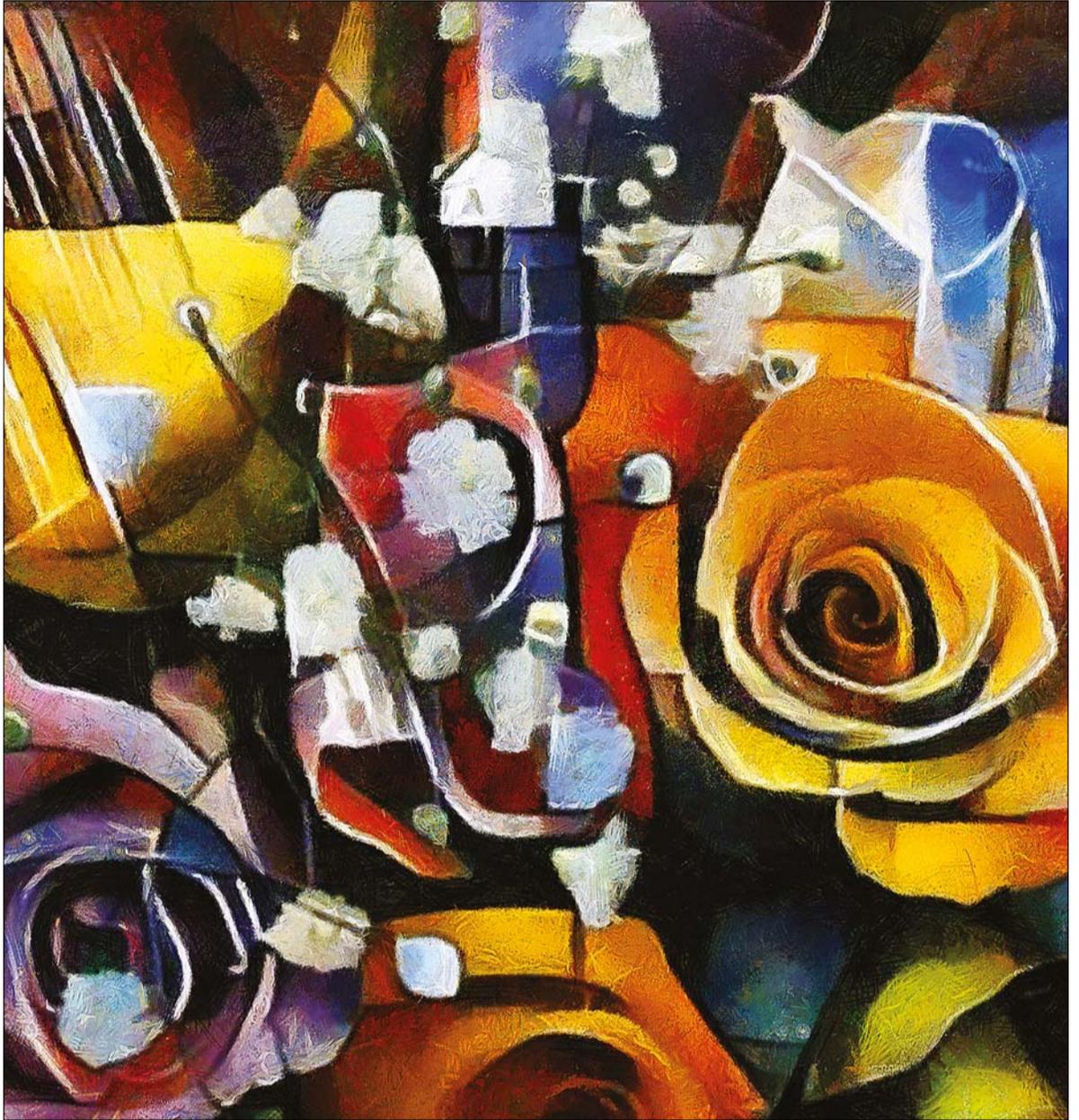
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THE BUSINESS OF SELLING TRAVEL



Nostalgia is a file
that removes the
rough edges from
the good old days.

Doug Larson

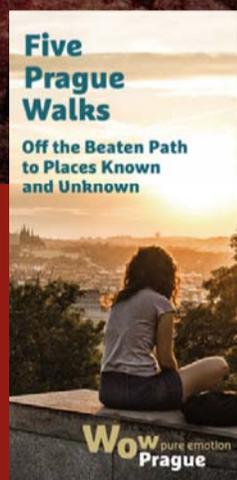
Are you longing for the good old days? Nothing wrong with that, nostalgia is an emotion we all experience. Though in general, life is better now than it ever has been, this issue of ttg czech luxury will in a way play the nostalgia tune. It will take you to some places that were popular or even famous in the good old days, it will show you what Czechs have achieved in the good old days, and most importantly, it will show you how the Czech Republic builds on the legacy of the good old days. We will take you to scenic Czech spa towns, and it will not be just the world-famed Karlovy Vary. We will take you to the historic center of Prague inscribed on the UNESCO heritage list – if you have been there already it does not matter, it is worth seeing again and again, we will show you several amazing Prague's villas, and we will also suggest a couple of places where to stay should you want to combine the perks of five-star hotel with the privacy of an apartment. All of that rooted in the "good old days" but vivid and looking into the future. We hope that as you leaf through this issue, you may get some inspiration for your next journey and will come to see for yourselves.

Naďa Rybárová

3
editor's letter

ENJOY PRAGUE TO THE FULLEST!

Where to go? What to see? What to do?



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ttg czech luxury

autumn 2017



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editor's selection

SUNDAY BRUNCH AT V ZÁTIŠÍ

A

As you stroll through the winding narrow streets of Prague's Old Town, on the corner of Betlémské náměstí Square and Liliová Street you will come across Restaurant V Zátíší. You must definitely go in! It is a cosy restaurant with comfortable armchairs and modern glass accessories designed by the famous artist Rony Plesl. Here, feel free to look through a window into the kitchen to see how all the culinary gems dreamt up by the chef's team are made. This perennial star has been on Prague's culinary scene for 26 years. And what's new there? Every Sunday, from 11:30 to 15:00, they serve a new kind of brunch. We say "new" because it is no longer purely Indian like it used to be, but now Czech and international cuisines are being offered. With Indian starters however, the whole brunch still has a touch of India. Serving always takes place in the middle of each table so that the feeling of a shared culinary experience right at the table is maximized. You can enjoy four courses and unlimited non-alcoholic beverages, including Indian lassi, as well as prosecco and red and white wine. If you like the brunch in V Zátíší, and there is no doubt you will – come see us again next Sunday. The menu is different every week!



The Panorama Golf Resort

THE PANORAMA GOLF RESORT, situated near the town of Kácov on the Sázava River, is a new golf resort with 3 nine-hole sets, located just 35 minutes from Prague. The first nine holes, referred to as the Forest, weaves its way through the surrounding forest and is followed by another nine holes spread over vast meadows (hence the name Meadows). The third nine (the River) extends to the Sázava and its massive rocks. HB Golf, the company that built the golf

course, has developed other golf courses in the Czech Republic,

including premium ones such as Ostravice and Albatross. The chef of the local restaurant, Daniil Gorovoy, was a member of the Czech culinary team at Expo 2015 in Milan. The gastronomic concept uses local ingredients from the nearby Kozojedy farm, which breeds cattle, pigs and poultry, and grows vegetables. The local production is complemented by homemade sodas, preserves and other delicacies. When you look around the club room, which was designed by Prof. Ing. Arch. Martin Rajniš, the guru of wooden structures, you will experience the impression that the entire compound evokes: an oasis of peace and harmony. You will feel like you



are in a better world. The building houses 14 hotel rooms and suites. Each room has a terrace overlooking the course and the rocks along the Sázava. And

if you feel like walking to the town, you can sample the locally-brewed beer served in the brewery's pub situated along the river below the chateau.

CHATEAU RATMĚŘICE



RELISH THE LAID-BACK COUNTRY

luxury under mighty sequoias in a resort that oozes noble grandeur and harmony. Located in a picturesque rural countryside just at the sight of the mythical Blaník mountain, Chateau Ratměřice is the latest addition to the range of Czech luxury hotels & resorts housed in residences owned by nobility. The 17th-

century Classicist chateau has just been freshly and thoroughly renovated, with both full respect for the place's heritage and an exquisite taste for modern design. With 19 lavishly equipped rooms and suites, Chateau Ratměřice delivers the highest level of comfort and service to its guests, but in a pleasingly relaxed and unpretentious way. The chateau

is located in the vicinity of a village church, in a magnificent park with hundreds of plant species, including the tallest sequoia trees in the country. A walk through this piece of natural architecture is great at any time of the day, with the option to have a picnic basket delivered to you. Housed in an adjacent building at a small lake and led by experienced chef Ondřej Soukup, the chateau's upscale restaurant Sequoia serves seasonal cuisine based on local ingredients. After a great meal, or, as a matter of fact, at any other time, you can taste wines from the current owner's rich collection in the wine cellar.

The amenities of the resort include a wellness center with saunas, a jacuzzi, and a variety of massage and body care services, an outdoor bio-pool, a multifunctional sports facility, and a conference centre.

For even more sports enjoyment, just ask at the receptionist to be escorted to a nearby 18-hole golf course Čertovo břemeno ("Devil's Burden"). It is a wonderful experience to play golf amid meadows, ponds, ancient stone walls, near pastures full of horses and even buffalos. In winter, there is a skiing resort Monínec to cater for any snow pleasures. Throughout the year, Chateau Ratměřice can serve as a perfect basis for discovering local villages, castles, former goldmines, the Blaník natural reserve. In short, this is your country haven to relax in luxury and style, far from the madding crowd. Find more at www.zamek-ratmerice.cz

ST. THOMAS BEER



THE BEER WITH THE STORY WRITTEN BY AUGUSTINIAN MONKS

Prague is a city with an authentic and magic atmosphere. There is a story behind every corner, history on every street, unique flavor in every cafe. In the heart of it all, carefully hidden, you find a secret treasure... The Refectory bar at the Augustine, a Luxury Collection Hotel, Prague. The bar is housed in a beautiful room, which used to be a refectory of the Augustinian monastery for many centuries. Refectory is a place where monks gathered for lunch, dinner and prepared for masses. Double height ceiling with carefully restored baroque frescoes makes the bar a place with an incomparable atmosphere. Nowadays, this is the only place in the world where you can still enjoy a glass of St. Thomas Beer, which was first produced by monks in St. Thomas Brewery in 1352, after they were granted brewing rights by Holy Roman Emperor, Charles IV. In the



16th century, another famous Czech ruler, Rudolf II., made Augustinian brewery an exclusive supplier of beer to the Prague Castle. The chronicles had it that "when Czech kings were at the Prague Castle, they would only drink St. Thomas Beer!" Much later in 19th century Czech writer Jan Neruda said: "After the third glass from the Augustinian St. Thomas Brewery, you are ready to sell your soul to the devil." Do not miss this extraordinary experience while you are in Prague and enjoy a glass of this historical beverage exclusively at the Augustine, a Luxury Collection Hotel, Prague.

augustinehotel.com

The Historic Centre of Prague Celebrates 25 Years on the UNESCO list



In its 1,100 years of existence, Prague has become one of the most important representatives of urban development and architecture in Europe. This is primarily due to Prague's historic areas, which includes the unique neighbourhoods around Prague Castle and Hradčany, from which there is a beautiful view of other protected quarters: namely Lesser Town, including Charles Bridge, Old Town, Josefov (also called Old Jewish Town), New Town and Vyšehrad. This historic neighbourhood is one of the most attractive destinations admired and enjoyed by visitors who come from around the world. The reason is clear – they all want to experience its unique atmosphere and beauty.

Thanks to Prague's exemplary care of more than 2,000 protected monuments, the Historic Centre of the City of Prague, which spreads over an area of 895 hectares, was registered on the List of World Cultural and Natural Heritage Sites by UNESCO in 1992. It is full of gold-plated towers and domes adorning churches and temples, and perhaps that is why it is called the "City of a Hundred Spires".

WHAT CAN ONE SEE IN THIS BEAUTIFUL CITY?

A walk through the centre of Prague is above all like browsing through a grand textbook of historic building styles. Prague's panorama is dominated by Prague Castle, a centuries-old seat of Czech

sovereigns, and one of the most beautiful and largest castle complexes in the world. During a visit, one should not forget to see the castle's many monuments, from the unique Gothic cathedral of St Vitus, Wenceslas and Adalbert with its baroque tower, to the Old Royal Palace with Vladislav Hall, the Basilica of St George, the winding Golden Lane and the magnificent Summer Palace of Queen Anne.

At the base of Prague Castle is the picturesque Lesser Town, which is full of mysterious nooks, memorable inns, famous churches and noble palaces. This is where the future of the Czech lands is still being decided, as the Parliament of the Czech Republic is located here. Charles Bridge is also a world-famous Prague monument. It is one of the oldest Czech bridges – its foundation stone was laid 660 years ago – and it connects Lesser Town with Old Town. Its 16 arches span across the Vltava River, which like a backbone meanders through the whole city. There are 30 sculptures and statues on Charles Bridge, the most famous of

which is St John of Nepomuk.

On the right bank of the Vltava is Old Town. Old Town Square has been a famous meeting place for centuries. Old Town Hall has a unique astronomical clock that dominates the square. Every hour, the twelve apostles appear one after another in two clock windows. One can also soak up the atmosphere of Old Jewish Town in Josefov, a former Jewish quarter that dates back to the 13th century. This area is connected to a number of Jewish legends. To commemorate the 25th anniversary of the historic city centre, Prague will host, among other things, an international conference entitled "Prague – The World Heritage City" at the beginning of December. It will focus on dealing with questions addressing issues connected with life in these protected historic areas. Although this two-day conference will be of special interest to specialists, even laypersons will "get their money's worth". The





conference programme will be complemented by a number of accompanying events, such as a series of historical musical performances and an outdoor exhibition in the upper part of Wenceslas Square devoted to the changes made to buildings throughout the capital's centre in recent decades.

THE PRAGUE CONSERVATION AREA BY NUMBERS

The Prague Conservation Area, established in 1971, is the largest urban conservation area in the Czech Republic and one of the largest and most comprehensive urban heritage reserves in Europe. It covers 8.95 km², which represents 1.8% of the total area of the city. Its buffer zone spreads over a total area of 90.16 km², it has nearly 44,200 permanent residents and its highest point is Petřín Hill, whose peak is 325 m above sea level. There are 26 national cultural monuments and 1,366 historic buildings in this area. Such concentration of historic sites is rather unique, and for this reason, the Prague Conservation Area is the most visited place in the Czech Republic. The territory encompassing the Prague Conservation Area was named a UNESCO World Heritage Site under the name of the Historic Centre of Prague in December 1992. Průhonice Park was added to the Historic Centre of Prague UNESCO World Heritage Site designation in 2010 as the most significant landscape element southeast of Prague. It was founded in 1885 and boasts many unique features such as its collection of over 8,000 rhododendrons and one of the largest natural alpine collections in the Czech Republic.



Jan Wolf is a councillor in the Capital City of Prague Council, and tourism is, among other things, part of his responsibility. We talked to him about what it means for Prague to have its historic centre inscribed on UNESCO's World Heritage List.

Prague's historic centre was inscribed on UNESCO's World Heritage List twenty-five years ago. Why did the city deserve its inscription?

Thanks to its historic buildings, which, unlike in many other European cities, managed to maintain their appearance unscathed during the Second World War. For instance, it has now been 660 years since the foundation stone of Charles Bridge, situated in the centre of today's UNESCO site, was laid – linking the right and left banks of the Vltava River. To be honest, if it were not for Charles IV's construction exploits, we may not have made it onto UNESCO's List. Additionally, part of this area includes the Jewish Quarter, also known as Josefov, which is one of the oldest Jewish districts in the world and is one of the most visited places in Prague.

What advantages and disadvantages, if any, does the inscription on UNESCO's List bring to Prague?

Prague attracts a lot of foreign tourists, which is in part thanks to the inscription. Last year, seven million tourists spent at least one night in our city, which is, by the way, half a million more than Vienna. Thanks to this volume, Prague is fifth in Europe in respect of the number of visits. However, this also has drawbacks, especially during the tourist season when the city centre is so busy that it is almost impossible to walk through. Therefore,

we would like to relieve the burden on the historic centre a little; too much tourist overflow is not always pleasant for the residents. Of course, we would not like to reduce the number of tourists; we would only like to disperse them into other parts of the city that are further out.

Apart from its historic centre, does Prague really have anything else to offer?

Of course it does. The zoological garden, for instance. The Prague's zoo is the second most visited place after Prague Castle. Last year, the zoo welcomed over one and a half million visitors. According to the visitors' reviews written on the TripAdvisor portal, it is the fourth best zoological garden in the world, and is highly regarded by experts. And once you set off for Troja, where the garden is situated, there is even more to see: The beautiful Botanical Gardens, which house one of Prague's oldest vineyards – St Clare Vineyard, and the baroque Troja Chateau with its stunning formal French garden. And there are more places in Prague that are worth a visit – Holešovice, a place increasingly teeming with culture, and the beautiful Vinohrady, or Dejvice, where you will find an area rife with functionalist villas that are unparalleled anywhere else in Europe.

Each Villa Is Its Own Unique Gem



Kramář's Villa

Foreign visitors are typically very clear about what there is to see in Prague: Prague Castle, Charles Bridge, the picturesque Lesser Town, Old Town Square and the nearby Jewish Quarter. Prague also has newer sights to see, and it would be a pity not to visit them. This includes villas that are approximately one hundred years old and are examples of architectural gems of their time. Some of them are accessible to the public, while some are inhabited and you can only see them from the outside. But even then – seeing them is worth it.

Houses usually reflect the character of their owners or inhabitants, and nowhere is this truer than in the case of **Bílek's Villa**. František Bílek designed and built his studio villa in Prague's Hradčany between 1910 and 1911. Bílek was primarily a sculptor and a graphic artist, but his strong religious beliefs led him to create an entire environment in which his works served to increase society's spirituality. He incorporated many religious motifs in his house. For example, the dining room is reminiscent of a sacred space with

a Calvary, the wash basin in the studio is shaped like a baptismal font, and the wooden furniture, the door and the stone lintels are all decorated with excerpts from biblical texts. František Bílek also drew deep inspiration from nature as a work of God. This is particularly evident in the construction of the house. The floorplan is reminiscent of a grain scythe and the brick masonry is articulated by massive sandstone pillars that resemble sheaves of corn. Some were deliberately left incomplete because even in nature, not everything is complete. The façade is decorated with elements of nature, such as a door handle shaped like a swallow and a light fixture shaped like an acorn surrounded by leaves. Nature motifs can also be found inside the house. Today, the villa belongs to the state and is administered by the Gallery of the Capital City of Prague. The villa was established

as František Bílek's Museum that houses a permanent exhibition about his life and his works. The villa is accessible to the general public every day except Mondays.

Kramář's Villa stands in the easternmost area of Hradčany. It was built from 1911 to 1914 by a well-known politician of that time, a Russophile who later became the first Czechoslovak Prime Minister, Karel Kramář. The building was designed by Viennese architect Friedrich Ohmann. The house with a neo-Baroque façade was decorated by Ohmann's colleagues from the Faculty of Applied Arts in Prague. The villa spreads over an area of 700 m², and has a total of 56 rooms. Most of them served for representative purposes. Kramář's Russian wife, Naděžda Nikolajevna, chose all

the interior fittings and significantly influenced the leading Czech artists who decorated the interior. The house was furnished very luxuriously; for example, Karel Kramář's office had 7.5 m tall ceilings, a fireplace made of green marble and a work desk covered with buffalo leather. The villa also contained a drawing room in Old Russian style complete with a billiards table. Unfortunately, Kramář's villa is among those buildings to which the public has no access. It has served as the official residence of Czech Prime Ministers since 1998.

However, it is possible to visit **Müller's Villa** (or Loos Villa, depending on whether you call it by the architect's name or by the builder's name). It is essential to book your tour in advance though. This luxury villa was designed by architects Adolf Loos and Karel Lhota between 1928 and 1930 and built by František Müller, a wealthy co-owner of a construction company. Loos applied not only functionalist ideas to this building, but also his theory of "Raumplan" – which states that space is not divided into individual floors but into "cubes" with individual rooms that intermingle on different levels. After facing criticism that the house was too plain on the outside, Adolf Loos, the enemy of ornamentation, replied that he was building it for the residents of the house and not for passers-by. This remarkable building is unparalleled in the Czech Republic and is one of the six most significant villas of the 20th century in the world. Loos himself considered it his most beautiful.

Winternitz's Villa is also open to the general public. It was built at the same time as Müller's Villa by Adolf Loos, with the help of Karel Lhota, who created all the interior elements. It was built in 1931 for Prague lawyer Josef Winternitz as a family villa for his wife, Jenna Winternitz, daughter of Suzan and son of Peter. This is the latest Loos building that contains many elements that are identical to the Müller Villa, including the Raumplan technique. The family did not use the villa for a long time. In 1943, the villa was seized by the Nazis and the Winternitz



Winternitz's Villa

family was transported to the Auschwitz concentration camp, where Josef Winternitz and his son Petr both died in the gas chambers immediately upon arrival. The wife and daughter survived, but never returned to the villa. Their grandson, Josef Stanislav Cysař, regained custody of the villa in the 1990s and after a costly renovation, he has recently made it available to the public.

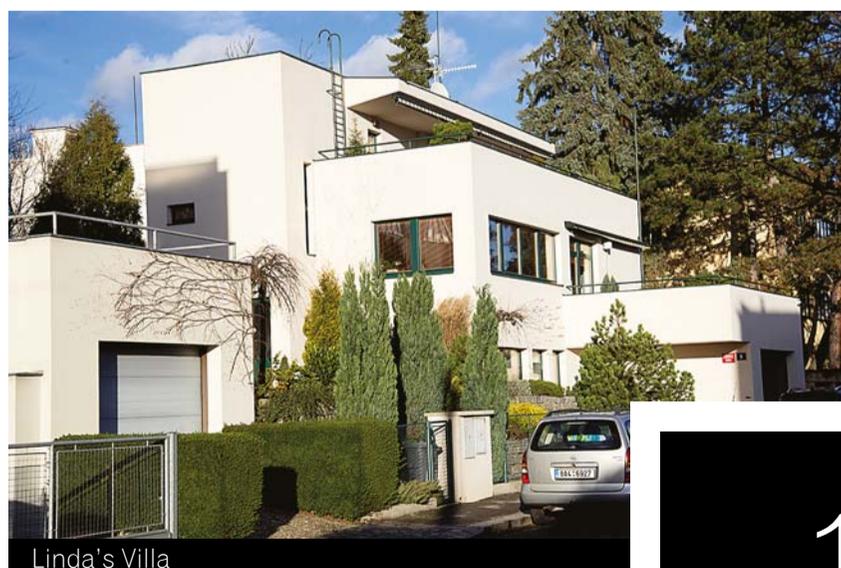
If you want to see an entire functionalist neighborhood, you will find it at **Baba** in Prague's Dejvice. The villas in that area were built 85 years ago and their construction brought together many notable architects of that time. The neighborhood was built as one of six European modern housing colonies that arose in the late 1920s and early 1930s. These colonies were built to provide modern affordable functionalist construction to a wide range of social classes. The Baba neighborhood, however, is the only one of these colonies comprising individual houses that were customized for each buyer, so it immediately became

the place for the Prague's elite. Architect Pavel Janák, who was responsible for the urban design of this collection of villas, placed the houses in a horizontal sequence in several rows. He designed them in such a way that they would spread one above another in a rising terrain and in a checkered pattern, so that no one villa could be directly seen by another. In the end, twenty-one architects were involved in the final project, and they created 33 villas.

Baba is renowned not only in Czech history, but also in European functionalist architecture. It was fortunate that besides the excellent architects, there were also educated and enlightened investors. Today, this neighborhood is very unique, because similar housing colonies in Vienna and Germany were damaged during the Second World War. You are not able to view the interiors of the houses since they are all inhabited, but it is still worth taking a walk through the neighborhood; it is a pleasant and quiet walk that even provides a view of Prague Castle.



Bílek's Villa



Linda's Villa

THE CENTURY OF CZECH STORIES



The independent Czech state is now 100 years old. And over the course of the century, a vast number of phenomena emerged in the country that appeal to and attract visitors from all over the globe. The Czech Republic has experiences to offer from this modern period: the gems of Functionalist architecture, an array of healing spas, the rich industrial heritage, the monuments of its cultural boom, the gastronomy with its wine and indigenous spirits and, of course, beer.



History is all too often the most decisive factor in making destination choices, as if there were nothing as valuable as the monuments of past glory. However, there is a lot from the past century of independent existence of the Czech Republic (formerly Czechoslovakia) that discerning visitors will appreciate when visiting the country.

The modern Castle

The Prague Castle, the icon of Czech history and the most visited sight in the Czech Republic, has its modern side for you to appreciate. After it became the seat of the first Czechoslovak President Tomáš Garrigue Masaryk, Slovenian architect Jože Plečnik was appointed to the position of the castle architect. In his Modern Classicist style, he introduced modern elements to the castle, that were contemporary and timeless at the same time. He renovated the First Castle Courtyard, finished the castle gardens, full of gazebos and lookouts, and created the Bull Staircase, which draws upon the inspiration of the 4,000 years old Minoan Culture. And you will never miss the 18-metre high granite monolith in the

Third Castle Courtyard. However, this commingling of the Ancient and Modern in a minimalist manner shines

bright on the other side of the river, in the district of Vinohrady: visit the Plečnik's Church of the Sacred Heart of Jesus in the time of the holy mass and you will be transformed, regardless of your faith. And just one small note to the Prague Castle: the development did not stop, as is testified by the contemporary tunnel in the Deer Moat by Josef Pleskot – it is an oval tube of elegant brick work that feels at once enveloping and expansive.

The story of cafés

Cafés have always been the cultural hot-spots of the country, in Prague as well as in Paris. They were, and still are, a busy social networking hub, used by artists and politicians as an office, and visited

Tradition is
a guide and
not a jailer.

William Somerset
Maugham

by locals and visitors alike. Cafés are a phenomenon you can spend days exploring, with benefits far surpassing the refreshment by being served good coffee.

Located just opposite the national theatre, the Art Deco Café Slavia was popular among the inter-war artistic avant-garde and later among Czech dissidents. In 1989, it was one of the centres of the Velvet Revolution. History taken aside, you can enjoy the view of its expansive windows, watching the stories of people unfold on the riverbank of the Vltava river, as famous Hollywood director Miloš Forman did. Ready for more? For an unforgettable lunch or dinner, direct your steps to Café Imperial or Café Savoy (insider tip: great for lavish breakfast). Café Louvre is a busy place with a special billiards room, a fountain and... no wi-fi to distract people from meeting people. Closer to the Příkopy and Wenceslav Square boulevards, the Municipal House Café is also worth spending an hour or two.

A change of style? On the Royal Road, there is the Grand Café Orient, in a cubist house. Nowhere in the world have the principles of Cubism art been applied to architecture – except for the Czech Republic! The House of the Black Madonna by Josef Gočár. If Cubist lines appeals to you, just visit the Law Faculty building, at the end of the famous shopping strip Pařížská Street: the building was designed by Jan Kotěra, a world-renowned leading figure of Prague architecture. The entry is free of charge.

Luxury Czech cafés, it is not only heritage, but also hot present – which nods to the century old cafés along minimalist lines. In Prague, try Eska café in a Paris-like suburb of Karlín. Brno, the second-largest city offers trendy spots like Café Mitte, Café Fratelli, Fusion, V melounovém cukru, Industra, Spolek, Falk, Skog, Charakter, and many more. For a glimpse of the past in Brno, visit the Pavillon restaurant, a copy of the purely Functionalist Zemanova kavárna, built by Bohuslav Fuchs in 1926.



The brand heritage

Often referred to as the "Family Silver", there are several brands that have until now symbolized the boom of Czech industry, design and creative spirit, in the textile, glass, automotive, aerospace and footwear industries.

The truck maker Tatra is the world's second-oldest operating car manufacturer and its products are well-known for every fan of the Dakar Rally. Learn about the history of the brand in the Tatra Technical Museum in Kopřivnice, North Moravia.

Škoda Museum in Mladá Boleslav will introduce you to the heart of the brand that is now one of the car manufacturers globally. The names of its founders Mr. Laurin and Mr. Klement can be still found on the high-end versions of Škoda cars.

Baťa is still synonymous with "shoes" in the country. There is rich array of monuments to this industrial giant in the country. The whole city Zlín was, in fact, built by Baťa, and is now a specimen of fine industrial and residential architecture of 1920s and 1930s.

The Czech Republic is a land of beer and beer lovers. It is a rewarding experience to visit at least the two major places where this "liquid gold" is brewed. Admire the production and taste the samples of Budvar in České Budějovice in the south of the country. Live story of Pilsner Urquell, the beer that gave the name to a whole beer species, in Pilsen in West Bohemia. You will discover the history of Pilsen pubs, explore the brewing process, have a peek into the laboratory and see beer curiosities. And taste, of course, the whole story.

The Famous Café Imperial



Once frequented by the writer Franz Kafka, composer Leos Janacek, first president of Czechoslovakia Tomáš Garrigue Masaryk and many other prominent guests, Café Imperial has been the most famous and most popular "Grand Cafe House" and restaurant in Prague for the past 100 years. The café is situated in the Art Deco Imperial Hotel and although it has been remodeled it still offers a feeling of the past glory. The original Art Nouveau ceramic wall tiling and mosaic ceiling from 1914 will definitely take your breath

away. Should you want to enjoy the unforgettable atmosphere with a touch of the early 20th century be sure to make a reservation at least seven days in advance. But it is not just the atmosphere, the food is great too. Led by celebrity chef Zdeněk Pohlreich, Café Imperial offers the best from Czech cuisine and other specialties, all prepared with utmost care and passion. The place is open from 7 a.m. so an early breakfast here can really make your day.



THE LAND OF SPA GLORY

Discover Czech spas – the ideal towns in a nutshell that bring back health and inner harmony

Czech spas have not been primarily designed to be medical establishments, but rather ideal towns in a nutshell – places of retreat where nobility visited to restore their inner strengths, reinvigorate the body and enrich the soul in a harmonious environment. Based on sophisticated urban planning and landscape architecture, the spas are places where can one live a life as it should be. And of course, there are the mineral springs, one of the country's most precious natural treasures. You will know the most famous spas – Carlsbad, Marienbad and Franzensbad, the “West Bohemia Spa Triangle” – but there is a rich variety of other options that offer luxury short- and long-stays.

The charm of the spa town of **Luhačovice** is enhanced by the surrounding hilly countryside and the unique folk Art

Nouveau architecture by Dušan Jurkovič. Of 16 Luhačovice's springs, probably the most famous is Vincentka with exceptional healing effects due to its high mineral content. In fact, Vincentka is underground sea water, which is 33 million years old!

Jáchymov in the Ore Mountains used to be a medieval mining town where the first “dollar” was coined, giving name to the modern currency. Jáchymov's second fame came with the discovery of new elements, radium and polonium, in the local ore by Nobel Prize laureates, Pierre and Marie Curie. And it quickly transpired that Jáchymov water has incredibly powerful curative effects. The first radon spa in the world is now there for you to discover.

Teplíce, the oldest spa in Central Europe, is sometimes called the “little Paris of Bohemia”. It offers curative treatments in four spa Classicist houses amid parks, gardens, fountains and a long promenade. The famous guests included Beethoven, Wagner and Goethe, and other luminaries of European culture. Embraced by the wild and deep-forested mountains, the **Jeseník** spa boasts the





cleanest environment in Central Europe and has been the place of origin of the world-famous natural hydrotherapy, invented by Vincencz Priessnitz in early 19th century. The spa has a special "water garden", where you can wade through streams.

Renowned for treating diseases of the cardiovascular system, **Poděbrady** is a town in a park in the flatlands of the River Elbe, with a distinct 1920s and 1930s architecture. It is located just 40 km east of Prague.

The natural healing elements in **Janské Lázně** are mineral water and the fresh climate of the Czech Republic's highest mountain range – the Giant Mountains. The treatment is complemented by extensive walks, either along the Art Nouveau Spa Promenade from 1904, or in the mountains surrounding the town.

Třeboň, with its historical town and chateau, is known as the capital of the miracle of landscape art, the Třeboň Basin, now protected by UNESCO. A previously swampy region was transformed into a

harmonious countryside with vast lakes and endless dykes, tree alleys, forests and fields with Baroque and Renaissance structures sensitively set into nature. However, the main healing element here is not water, but peat that has formed in the area for tens of thousands of years, every year's layer being only about one millimetre thick.

Konstantinovy Lázně is often referred to as the fourth vertex of the West Bohemia Spa triangle and a beloved spot of the high-society since 1920s.

The Olympic Palace: Luxury and Elegance in Karlovy Vary

WELCOME ON BOARD the Luxury Spa Hotel Olympic Palace, one of the most magnificent hotels in Karlovy Vary. It was named after the luxurious and at the time the largest ocean steamship, Olympic. This name was given to the hotel in 1918 when, after the Czechoslovak Republic was founded, its original name – Germania – was no longer appropriate. Today, the hotel lies in the heart of this famous spa town and combines the historical with the perfect modern spa with ease. Its recent renovation is visible in every detail. Just climb the stairs or take the old-fashioned elevator and look into one of the rooms. They are, with the exception of the presidential suite named Olympic Suite, all designed in the same style. The cherry veneer furniture with patina, ornamental wallpaper and luxurious fabrics create a very pleasant and cosy environment. The most beautiful room in the entire hotel, the Olympic Suite, is located on the sec-

ond floor of the building. Its furnishings and accessories are in the original French Art Nouveau style. You will feel extremely special in the Olympic Suite.

The pride of the Luxury Spa Hotel Olympic Palace is its modern spa centre, Hera.

You have to go to the imaginary lower deck to find it. There, covering an area of more than 800 square meters, you will find everything that pleases your senses and your body, including the medicinal Carlsbad mineral water. It is piped directly into the building.

Spend the evening sitting comfortably in the hotel's restaurant enjoying the atmosphere of the beginning of last century and enjoy the scrumptious special delicacies they serve. There is no shortage of delicacies in the Sebastian Lobby Bar, especially if you want to enjoy a cup of great coffee or a glass of fine wine in a cosy English-style setting.

www.olympic-palace.cz



St Joseph Royal Regent Hotel

Where St Joseph cured himself



ONE OF THE FEW design hotels in the centre of Karlovy Vary is just a short walk from Park Colonnade. The proud name of St Joseph Royal Regent refers to a spa house for priests, Kurhaus St Joseph, on the site of which the hotel is situated.

The unique local mineral springs in particular are used for curative procedures. In addition to popular and sought-after baths that provide perfect relaxation and support metabolism, guests can also enjoy other procedures, such as wet wrapping, various kinds of electrotherapy, a wide range of massages, gum irrigation, sonotherapy and, apart from many others, inhalation and oxygen therapy. An important healing procedure, which is also emphasised in the

extensive hotel spa, is correct movement in medical exercises. Among these, the Therapy Master rehabilitation programme stands out – a special form of individual curative physical exercise using only one's own body weight, under the guidance of a therapist.

The hotel facilities are of the highest standard. Guests have a choice of six categories of room. The vista category offers a breathtaking view of Karlovy Vary. For the most demanding clientele, the hotel has three prestigious suites, with a terrace and superior furnishing.

The extensive hotel premises also house the excellent Mayflower restaurant, with the spectacular Esquire Gourmet Lounge.

www.royalregent.cz

Nové Lázně imbued with the spirit of history



MARIÁNSKÉ LÁZNĚ attracts guests not only for curative treatments, but also for its delightful scenery and ornamental parks, combined with the noble architecture from the end of the 19th century. Also the five-star Danubius Health Spa Resort Nové Lázně will enchant you. In addition to luxury accommodation, the hotel offers top curative care in the largest, historically unique complex dedicated to spa treatment. The real gem of Nové Lázně, however, is the largest, historically original complex offering spa facilities, called the Royal Spa Centre. In this centre, you will be captivated by the unforgettable atmosphere of a Roman bath with original interiors, through which distinguished rulers of former ages have strolled. You will find two original pools on the historical premises, as well as a swimming pool with flowing currents, whirlpool, sauna, sanarium, steam bath, Kneipp therapy, relaxation room for rest, but also the Royal Chamber of Edward VII and the Imperial Chamber of the Austrian monarch Franz Joseph I of the Habsburgs.

www.marienbad.cz



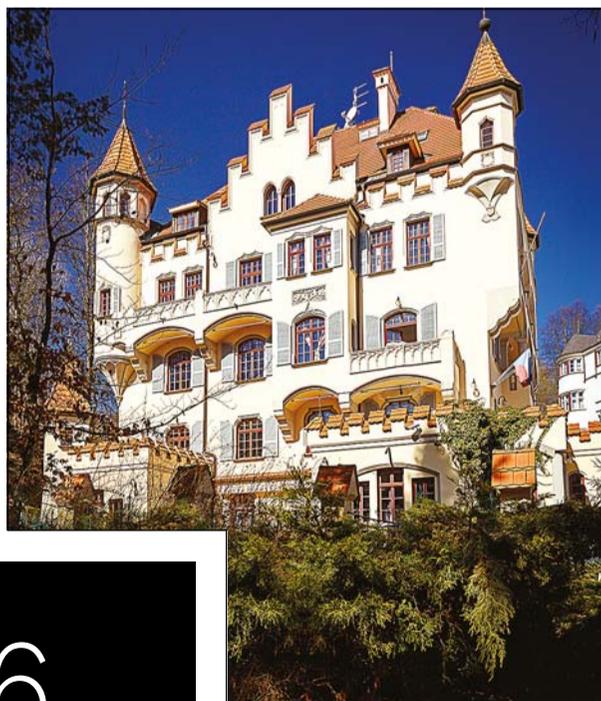
VILLA RITTER VITAL HOTEL

VILLA RITTER has become part of a multinational chain of hotels offering vegetarian or vegan diets, associated with the Veggie-hotels.com internet portal. In addition, in Villa Ritter, vitarian nutrition is an integral part of several detox treatment programmes. Thanks to its refined cuisine, the spa hotel in Karlovy Vary has become a member of a family of more than 500 hotels in 60 countries around the world. The leading hotels include Hotel Raphaël in the centre of Rome, as well as one of the most exotic detox hotels in Bali. Villa Ritter Vital Hotel with three rich detoxification programmes is an excellent alternative to far-away destinations. The vitarian diet



complements the 10-day Detox Complete Cleanse, 7-day Detox Yoga Retreat and Detox Anti Stress treatments, as well as all other programmes and short-term stays.

www.villaritter.com



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CHANGING THE W



Through The Love Of Beauty For Ov

The original Czech brand Dermacol, which has been improving and caring for women's beauty for more than half a century, started in the Barrandov Film Studio in 1966 when film make-up specialists teamed up with dermatologists from the Medical Cosmetics Institute. Its first and still most successful product, the extreme coverage Dermacol Make-Up Cover, was launched on markets

all over Europe. At that time, the word "dermacol" became synonymous with make-up in general in Czechoslovakia. The reason for this was the uniqueness of the water-resistant and high-coverage make-up that came in dozens of different shades and even today, women all over the globe rely on it. In 1969, the license for this product was sold to Hollywood. In other words, Dermacol can proudly say that the beauty of many film stars originates from Prague's Dermacol brand. Today's Dermacol is a dynamic, family-owned business that has been maintaining this legacy with great care. Spouses Věra and Vladimír Komár have continued this remarkable story



ORLD



Q&A



Věra Komárová, co-owner of the family-owned company, is in charge not only of Dermacol cosmetics' development, but also of marketing. And her efforts are bearing fruit.

You are the first lady of the most successful Czech cosmetics brand. How do you manage to maintain the brand's popularity today when there is so much competition?

Over the last three years, we have opened our own stores in Prague and other large Czech cities, in Slovakia and in Palestine. This represents a large part of our marketing activities and it has helped to strengthen our contact with our customers. We refer to the stores as the "Czech kingdom of Dermacol beauty"! Our customers can choose from more than 250 shades of nail polish, over 200 shades of eyeshadow, 79 shades of foundation and 13 scents from the Aroma Ritual body line plus 14 women's and men's fragrances. Our beauty advisers will help you to select from among 22 skin lines and our make-up artists are ready to do your make-up. The new stores help us reinforce our position not only in the Czech Republic, but also abroad thanks to visits by tourists. We have been constantly launching new products; one of our latest hits is the 16-hour lipstick that stays on even when you eat and drink, or when kiss somebody. This year, we have supported our marketing efforts with a powerful media campaign and we have won the hearts of many Czech and Slovak women.

How did you manage to enter such markets as the USA and Australia?

We have been constantly investing into the brand. We have been promoting new foreign markets by being active online. We have established collaboration with YouTubers and bloggers all over the world. This year, we organized the Dermacol Love Days in Prague on 1 May, attended by 18 YouTubers from the USA, China, Kazaschstan, Italy, Germany, Mo-

rocco, Poland and Greece. Dermacol products have received reviews with millions of views on YouTube and we are very pleased that the reviews have been largely positive.

Your products are sold in countries where one would not quite expect it, such as Afghanistan and Syria. How difficult it is to maintain a profitable business under these local conditions?

Dermacol is a legendary brand with a long-standing tradition and its greatest advantage is that there are more than 20 products that are original from the Barrandov Film Studios; plus their quality is so high that women have been using them for 50 years. Cosmetics products are not just a luxury, they are an everyday necessity, so even women and men in war-torn countries take care of themselves.

Which foreign market do you consider to be the most promising and why?

Naturally, we are very happy about our success in the USA. We work with distributors in China and are assessing India. We are also well-known in Europe, in countries such as Italy and France. Although the cosmetics market is rather saturated, women are different and love new products and as long as we can distinguish ourselves by our unique properties, quality and price, we will be an attractive brand in many regions. Our most successful product has been the Make-Up Cover, which can immediately change your skin tone. It provides such high coverage that it can even make your skin lighter, which is very desirable in some countries.

Over 50 Years!

that has lasted three generations in which traditions go hand in hand with innovation, national pride and a love for beauty, and where there is the desire to make cosmetic products of the highest quality. Dermacol has been the most successful cosmetics brand with exports into more than 60 counties and territories. The most successful export destinations include the USA, Saudi Arabia, Brazil, Vietnam, Syria, Palestine and Qatar, as well as Germany and Poland.

www.dermacol.cz



HOME AWAY FROM HOME

When on the road, combine the luxurious perks of a five-star hotel with the privacy and independence of a beautiful, comfortable and fully-equipped apartment. We have a couple of suggestions for you. You will be amazed.







MOOo by the Castle

New high-class apartments recently opened doors to the first guests in the Prague's prominent district of Lesser Town. The setting was carefully selected to give visitors an authentic Prague experience in a neighborhood where the history of Prague was written – just around the corner from the Castle. Situated in a completely and carefully restored historical building from the 16th century, MOOo by the Castle offers accommodation in thirteen apartments. One, two and three-bedroom units stretch over three floors and the size and distribution of the property make it a perfect fit for those looking for some subtle time, family getaway or a real Prague romance. Rumor has it that even William Shakespeare might have stayed in the building, but we will never know. What we, however, do know for certain is that Shakespeare's contemporary, alchemist Edward Kelley, resided in the house and also used it for his experiments. MOOo guests can even now experience the magical feeling of Kelly by walking a few steps to the peculiar Kelly tower that the alchemist built himself and that now serves as the common space of the property. MOOo by the Castle is the younger sister of MOOo Downtown, a popular aparthotel introduced two years ago to Prague's bustling New Town district. And all of the perks of the Downtown establishment are kept and upgraded in MOOo by the Castle. The custom-made furniture, unique airy design, a feeling of intimacy, royal vibes interfusing with countryside ambience... You will be overwhelmed the moment you walk into the courtyard.

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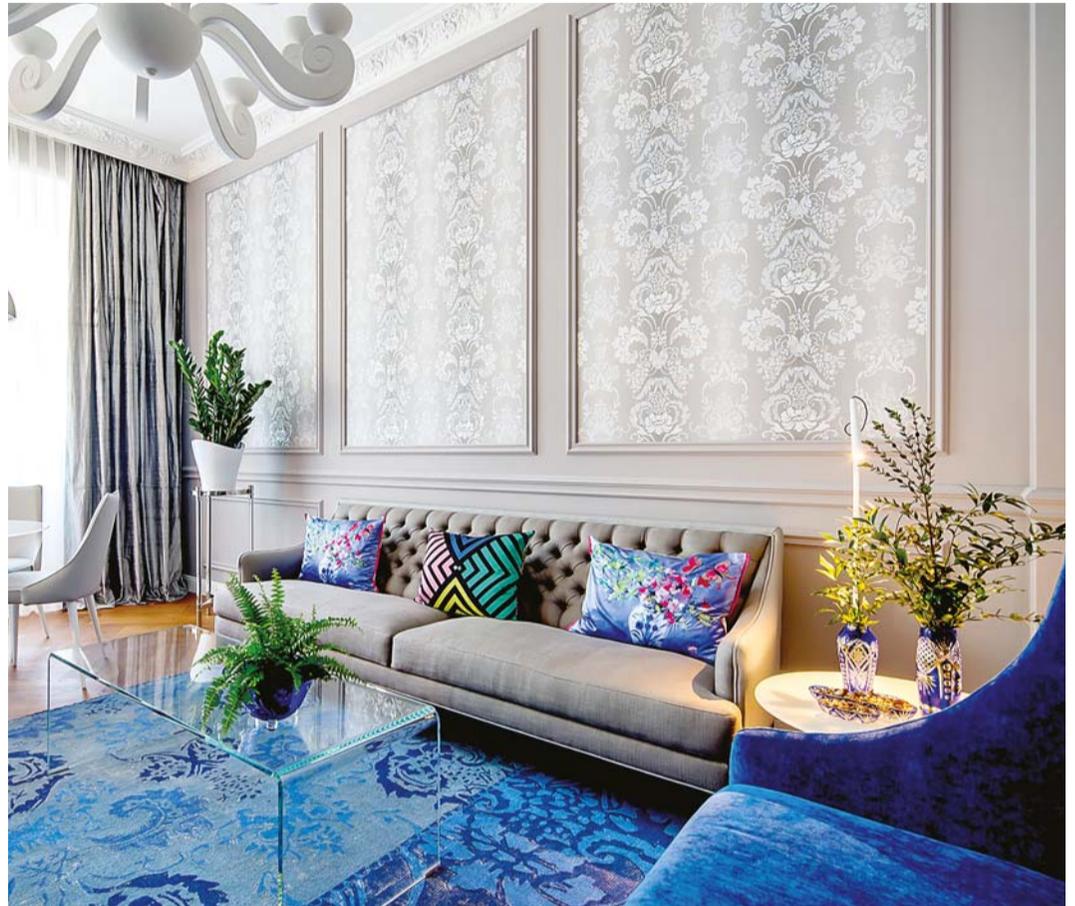


Rubin Luxury Apartments in Carlsbad

The Rubin Luxury Apartments, located in the newly refurbished Rubin Spa Palace in Carlsbad, are available for lovers of luxurious and upscale living, who prefer privacy over hotel accommodation. The apartment building, which originally was a spa and is prominently positioned directly opposite the Mill Colonnade, was built from 1893 to 1897. This building, listed as a protected cultural heritage site in the Czech Republic, has served spa guests for almost one hundred years. It was partial-



ly refurbished between the World Wars and again during the 1950s; after that, though, it closed down. It was not until recently that it re-opened, with great effort expended by the current owners, architects and preservationists alike to salvage and restore the surviving architecturally valuable features, both on the façade and in the interiors. The interiors were designed by the



renowned interior designer Simona Fritz. The instructions she received from the owners were simple: Create interiors that even the Queen of England herself would want to return to. Guests may discover for themselves whether she succeeded in seven different accommodation options, two of which have two floors. The first – the generous 101 m² Aquamarine apartment, comprising two bedrooms – accommodates a total of 4 people; the 170 m² Emerald apartment, with a balcony and a view of the Colonnade, can accommodate as many as 6 people. The dominant feature of all the apartments is their exclusive wallpapers and

fabrics by Designers Guild, which give them a unique character and visual continuity. The rooms are appointed with the best quality furniture from all over Europe – French sofas by Roche Bobois, Dutch Eicholtz furniture, Danish Massimo carpets, Italian lighting by Flos, Masiero, Catellani & Smith, Foscarini and Luceplan. Each apartment also has unique wall decorations – from oil paintings created by young artists in one apartment, to Fornasetti plates and photographs by a Czech photographer, to old original frames. An important part of the Rubin Luxury Apartments the facility's own spa centre with saunas and a relaxation zone.



Q&A



We spoke with **Miroslav Lukeš**, General Director of Mastercard for the Czech Republic, Slovakia, and Austria, about Prague's integration into the world of payment cards, and about the development of digital payment in tourism.

Mastercard in the Czech Republic has joined the Priceless Cities project, which has been in place in other countries for a number of years now. Who is it aimed at, and what does it offer to clients?

This global project is intended exclusively for Mastercard cardholders around the world, and offers both foreign tourists and local residents in given localities a whole range of remarkable experiences and other benefits that are normally not available from other providers. Once the service, which is mainly aimed at a premium and affluent clientele, proved successful in many world metropolises, we decided to also develop a similar product in Prague. Our capital city is a great and popular tourist destination which offers plenty of opportunities and experiences that are not found in the usual

guides. The choice of experiences becomes something of a guide to what is new and where to go in the city. In the Central European region, Prague is the first city in which both Czech and foreign Mastercard cardholders alike will be able to take advantage of the Priceless Cities opportunities through Priceless Prague.

Is the Priceless Prague programme limited to only Mastercard cardholders?

It is, but it must be said for clarification that this is more or less a symbolic limitation, as in the Czech Republic alone, there are more than seven million people who hold Mastercards and are able to take advantage of this opportunity not only in Prague, but also throughout the entire platform.

How is the product being created in Prague and who is helping to create it?

The offer is being put together in the Czech Republic's Mastercard Headquarters and will, in a way, round off the previous cooperation that existed among some of Prague's institutions and our partners – such as the National Theatre, the Zoological Garden, and Ruzyně Airport. We are building on these foundations to further widen and enrich our selection of services. We

must say that our goal is not primarily discounts. We have nothing against them, of course, but the exclusivity of unique experiences that we arrange for our clients is foremost, whether it's meeting famous actors, sportspeople, designers, or an opportunity to stroll through Prague's mysterious nooks and crannies in an innovative way.

How would Mastercard cardholders learn about the offer?

In the beginning, they mostly learn what is available from the www.priceless.com website, which will run Priceless Prague from our website www.mastercard.cz. They also learn what is available by information provided by their bank and later also via an application that we are currently developing. The clients will be able to search the experience platform themselves for the events they are interested in. Some will be free of charge, others will have a fee which will be payable only using a Mastercard or Masterpass digital wallet. Some will have a limited number of participants who will be required to register. The exclusivity of some events, for instance tours of the most interesting places, lies in the fact that the organizer does not have the technical or operational means to host large numbers of people.

Could you give us a specific example?

For instance, special tours of the National Theatre's backstage area and its production buildings, which visitors normally do not get a chance to see.

It's no secret that Airbnb has recently come up with a similar experience programme in this country. Do you know what they offer?

We do and we like what they offer. We welcome it because Airbnb accepts card payments as well. It reaffirms the trend of tourists being interested in local experiences. We are heading in a similar direction as Airbnb, but we don't view ourselves as a competitor of theirs. Rather, we can supplement each other because we aim at a different client demographic.

The Gallery Lounge and Bar at Four Seasons Hotel Prague

FOUR SEASONS HOTEL PRAGUE opened in its lobby a new lounge and bar called The Gallery to offer its guests a unique space for business meetings or spending time with friends while enjoying coffee or tea, premium champagne, cocktails and a large selection of wines and spirits. The drinks menu is complemented by gourmand pastries, desserts and savory bites. The interior of the stylish lounge is in line with the new design of the Hotel lobby and features Czech contemporary art, including paintings, drawings, photography, glass and tailor-made lamps and chandeliers

from renowned Czech artists and companies including Lasvit, Pavel Roučka, Rony Plesl, Richard Kočí, Milan Chabera, Tomáš Němec and others.



A SPENDING CHART

There is a whole range of finest things and experiences you can buy for your money in the Czech Republic. Just choose your preferred price tag, order and enjoy.



CZK 5,100
Rural comfort in the mountains – Do you feel like staying with someone you love in a cosy and stylish country house in the mountains? And do you like luxury, simplicity and design bundled together? Then opt for Mezi plůtky (“Between Fences”)! With only 4 rooms to provide maximum comfort and privacy, the house has been renewed with utmost respect for its past, with original wooden roof, stone floors, beamed ceiling, wine cellar, a winter garden and a fireplace.
www.meziplutky.cz

CZK 6,000
Design haven on water – Houseboat VIP Living offers you luxury accommodation directly on the Vltava river, near the city centre, with a splendid 360-degree view (including the Prague Castle) from the glass living room, which you can enjoy either from sofa bed or from dining table. The houseboat has been designed for total comfort, featuring a modern kitchenette, a grill and a bathroom. For only CZK 3,000 extra, you will get a captain to take you on a cruise through Prague. The houseboat can hold up to 10 people.
www.vipliving.cz



CZK 33,950
Gift for your body & soul – Treat yourself to 8 days of Ayurvedic



treatment in the Svatá Kateřina resort, located in a pristine countryside in the heart of the Vysočina region. Enjoy life that is free of distractions and stress of our civilization: slow down, put away your notebook and turn off your mobile phone. Combining therapy, the use of oils, herbs, herbal supplements and yoga, the Ayurvedic program offers a holistic treatment and has been designed together with the Kairali Resort in Kerala, India.
www.katerinaresort.cz

CZK 100,000*
The ultimate bicycles – Czech manufacturer Festka produces top-quality hand-crafted road bikes with frames from carbon, titanium and steel. The company was established by former road cycling racer Michael Moureček who, after the end of his racing career, wanted to buy a perfect bike for himself, but could not find any, so he built his own. Every piece is unique, tailored to the customer's preferences and needs, including the graphic design.
www.festka.com



** The prices starts at about CZK 100,000, but as each bike is an original, it depends on the wishes and preferences of customers.*



CZK 329,000
A gem of a book – A true treasure for every lover of books and arts, the three-volume book Sistine Chapel by Euromedia publishing house is a rare collector's item and an investment asset at the same time. The book contains reproductions of Michelangelo's frescoes in 1:1 scale, which will bring the Sistine Chapel in front of your eyes, with a commentary, but without the need to leave your room. Every owner of the book becomes a generous donator to the Vatican Museum and has an opportunity to visit the Sistine Chapel outside the regular opening hours. One volume weighs around 30 kilograms!
www.euromedia.cz

CZK 460,000
Imperial Watches – Prim Charles IV limited edition watch testify to the supreme quality of Czech watchmaking and is a tribute to the most famous Czech king of all times. The crown has the shape of a coronation jewel and is fitted with a moldavite cabochon. The gilded hands refer to royal sceptres. The fourth hand indicates day and night phases, and the balance is given the shape of a coronation orb. The enamel dial with hand-painted miniature of Charles IV. The 18k gold and white gold case is decorated with damascening technique. The edition is limited to 100 pieces only.
www.prim.cz



EDITOR'S TOP 3



① **Volcanic Wines** – Discover the unique wines from Johann W winery in Třebívlice, North Bohemia, a wine region with almost a 1,000-year tradition. The grapes grow on the volcanic soil at the foothills of the České Středohoří (“the Central Bohemian Highlands”).
www.johannw.com

② **Far from the Madding Crowd** – At Zikmundov, you do not have to worry about when the breakfast finishes and when you need to get up. The essential thing at this superbly designed house of relaxation is that you don't need to rush and are the masters of your own time.
www.zikmundov.cz

③ **Crystal-clear creativity** – Appreciate the creative spirit of Czech glassmakers from Preciosa, a traditional Czech crystal manufacturer, from lighting elements, to beads, to jeweller and decorations.
www.preciosa.cz

premium picks



Michael Specking,
General Manager, Hilton Prague, shares
his affection for some special places in the
country he calls his second home for ten
years already.



1 CHURCH OF ST. JAN NEPOMUCKÝ AT SKALKA – A small piece of paradise placed in the middle of a busy capital city. The church is open only once a week, in fact on Sunday mornings for just two hours, and is home to the German speaking catholic

community. Located in Prague 2 near Charles Square, it is hidden but close to the famous Emmaus Monastery. A place of worship here dates back to 1691, but this building today was built after Jan Nepomucky was canonized in 1729. Important local architect Kilian Ignaz Dientzenhofer was asked to prepare the project and the Baroque church was completed eight years later. Twice a year there is a small association who plants foliage and they have a flower presentation in the little garden in front of the church.



2 CLOUD 9 SKY BAR & LOUNGE – Cloud 9 sky bar & lounge is located 40 meters above the Vltava river on the rooftop of Hilton Prague. Offering glorious views over the city of Prague and not only from the inside but also from our terraces, Cloud 9 invites to experience its matchless chic urban lounge ambience. The bar menu is about innovative cocktails based on premium spirits, with a highlight on Gin & Tonic creations from all around the world, enriched by natural ingredients paired with delicious bites and snacks for sharing with friends. Great place not only for a summer evening with friends on the terrace with outside bar and grill, but also as a venue for private events, such as parties, press conferences, product launches ...

3 LITOMYŠL CASTLE – Litomyšl Castle, a great example of the Italian Renaissance and a UNESCO monument, was built between 1568 -1581 by Vratislav of Pernštejn. The pride of the castle is the theater from the 18th century with preserved classical scenes, of which the most interesting are exhibited in the exhibition of pianos on the second floor of the castle. Litomyšl city is also the birthplace of one of the most famous Czech composers, Bedřich Smetana. In summer, it is also worth



visiting the famous Smetana's Litomyšl Festival of classical music with a history of almost 60 years taking place on the castle courtyard and featuring opera and ballet performances as well as variety of concerts.

4 KARLÍN – Karlín, which is adjacent to Hilton Prague, has just celebrated its 200th anniversary. It is one of the neighbourhoods where one can witness an amazing growth and development over the last years. From the part of Prague that has been almost flushed away with the floods in 2002, it has reborn and became a hip area to live and work. The only Prague district with a grid layout still preserves its charm with the leafy streets and parks, even though new development projects have been set in the area. Offering a great and diverse array of trendy restaurants, bistros, cafés and farmer's shops, it is also a nice alternative for hotel guests to stroll around.



5 ZOO PRAGUE – Hilton Hotels in Prague are a proud partner of the Prague Zoo for already 9 years. The cooperation started in 2008 with a support of giraffes, and over the years we continued with hippos, anteaters, Indian lions and finally Cape fur seals. Rightfully, the Prague Zoo has been ranked by TripAdvisor as the fourth best zoo in the world. It is a perfect place for a day spent with a family. Not only the animals that are preserved in conditions closest possible to the nature, but the whole landscaping of the Zoo makes it worth a visit.





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