

BB CENTRUM



03  
2015

review

[www.bbcentrum.cz](http://www.bbcentrum.cz) | free  
Awarded the Zlatý středník 2014

Four  
Postcards  
from  
Europe

Sports?  
Only With  
Diagnostics

Luboš  
Vlček:

ŠKODA AUTO  
Isn't Just a Carmaker



balance  
club  
BRUMLOVKA

Refresh your  
body and mind



[www.balanceclub.cz](http://www.balanceclub.cz)



# Dear readers,

It seems like it was just a short time ago that I wished you a wonderful summer, and all too soon, the full splendor of autumn is here. The packed summer programme here at BB Centrum has also come to an end, to be looked back upon fondly. It was full of some truly great events, so I'd like to recap at least a few of them.

Our regular annual concert took place at the end of June - the terrific MIG21. In August, we opened a public mini-library, the BookBooth, in a refurbished telephone booth, where you can borrow or exchange books. Over several nights in August, the Kinobus made a stop at BB Centrum, giving us the opportunity to enjoy open-air cinema. And the weather was fantastic this year! Another new service was acupres- sure massages in Baar Park. I personally took advantage of this form of relaxation and stress release quite often. The list could go on and on, but unfortunately my space here is limited.

But there's no need to be overly sentimental. We have a number of interesting events coming up - just flip through this issue and see for yourself. In particular, I'd like to draw your attention to a very inspiring interview with Luboš Vlček, Managing Director ŠKODA AUTO Czech Republic.

Wishing you pleasant and inspiring reading!

**Vendula Malochová,**  
Editor-in-Chief  
vendula.malochova@passerinvest.cz



## Contents

- |    |  |    |  |
|----|--|----|--|
| 4  | Where Business Comes To Life / Night Patrols, Brumlovka Park, New Park | 22 | Balance Club Brumlovka / Sports? Only With Diagnostics                             |
| 5  | Happenings at BB Centrum   | 24 | Health / Pickles: Fermented Veggies – Taste Great and Good For You                 |
| 9  | MARANATHA / Animated Bible Stories                                     | 26 | Health / Company Cafeterias at BB Centrum  |
| 10 | Working Among Us / Luboš Vlček: ŠKODA AUTO Isn't Just a Carmaker       | 30 | What We're Talking About / BanglaKids: Kids from Bangladesh Look Forward to School |
| 13 | We Present   | 32 | Culture Tips   |
| 15 | Sports & Entertainment / Four Postcards from Europe                    | 33 | News at BB Centrum   |
| 19 | Trend / Focus on Men   |    |  |

BB Centrum REVIEW is brought to you by: **Publisher:** Corporate Publishing, s.r.o., U Golfu 565, 109 00 Prague 10, www.copu.cz  
**Issue number:** 03/2015 | **Editor-in-Chief:** Vendula Malochová | **Writers:** Gabriela Bartošová, Nela Kadlecová, Alice Škočková, Martin Kavka, Jan Dvořák  
**English Translations and Proofreading:** Jennifer Hejtmánková and Veronika Lopauřová | **Client Service Manager:** Martina Krtouřová  
**Advertising:** Ditta Dvořáčková, ditta.dvorackova@copu.cz, tel: +420 603 196 614 | **Photography:** Lucie Tučková, archive, www.shutterstock.com  
**Printer:** TNM Print | **Registration:** MK ČRE I5246

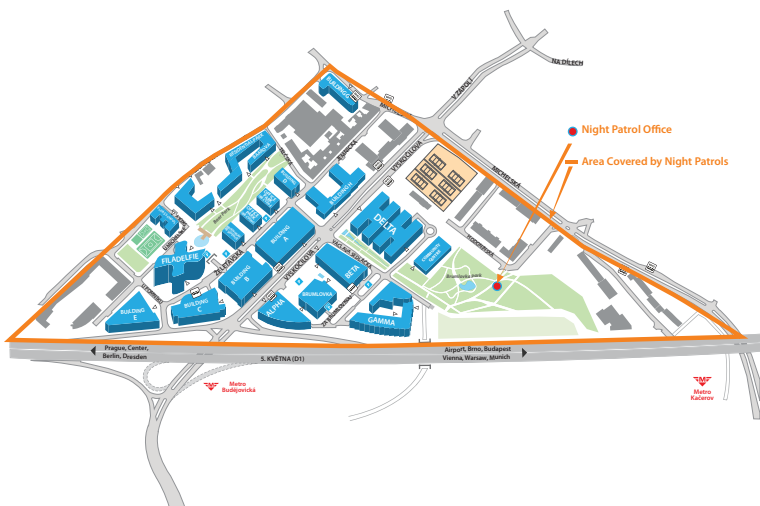
# Brumlovka Park: A New Relaxation Area For Children and Adults

In early October, PASSERINVEST GROUP opened the new Brumlovka Park at BB Centrum. You'll find it behind the Bethany Community Centre near Za Brumlovkou Street. Upon entering the park, visitors are greeted by an abundance of greenery - during the park's construction, the original trees were preserved, creating a pleasant atmosphere.

The relaxation zone is intended for both adults, but especially for children, who can play on a beautiful playground with lots of unusual attractions, including balance blocks, bouncing discs, pyramid towers with tunnels and slides, a two-story playhouse with ladders, drawing tables with seats, carousels, various types of slides, swings, and many other fun things to do. oo



# Night Patrols On the Job Since September



Safety and quiet at night at BB Centrum and the surrounding areas will now be the responsibility of the new night patrols. Two-person teams have been patrolling the area bounded by Baarova, Michelská and 5. května streets since the beginning of the school year. The service operates every day of the year from 7:00 p.m. to 7:00 a.m. They are not intended to replace the work of state or municipal police - their function is primarily preventative. You can turn to the patrols should you run into problems with homeless or inebriated people, if there is a problem with noise levels, or with damage to property. You can also report littering in public areas or other problems, such as non-functional street lights, etc.

The patrols, however, will not handle more serious crimes such as break-ins, thefts, or the like. These should be reported to the municipal or state police. oo



**Night Patrol Contact**  
 Areál Autoservisu K+K,  
 Hodonínská St., Prague 4  
 Tel: +420 241 404 956

# Once Again, Balance Club Brumlovka Rules the BB C CUP Football Tournament

○ The annual BB Centrum football tournament took place in June at FK Slavoj Vyšehrad. This year's 15th anniversary tournament was celebrated with a strong turnout of teams and excellent performances by all players. But their efforts weren't enough to depose the kings of BB Centrum - as in years past, the Balance Club Brumlovka team took the crown home once again.

The winners left second place Mars and third place GE Money Bank in the dust. Just missing out on the winners' podium were the teams from Microsoft, Gemalto, DAS, PASSERINVEST GROUP, and Tchibo. The tournament's top scorer was Jan Drahorád of the Mars team, with an impressive eleven goals. **Check out a recap of the tournament on the BB Centrum Facebook page.** ○○



▷ The tournament's top scorer was Jan Drahorád of the Mars team.



# The 7th Annual Brumlovka Tennis Cup a Success

○ Sports events took place at BB Centrum even in the middle of the summer holidays. Balance Club Brumlovka hosted the 7th annual doubles tennis tournament at the end of July. In addition to Balance Club members, a number of other BB Centrum employees took part.

A total of 27 duos took advantage of the great weather and battled it out on the clay courts on Vyskočilova Street for great prizes generously donated by tournament partners, including Auto Steiger, First Class magazine, Vivea travel agency, Brumlovka Car Wash, Nike, and Brand Gifts. Throughout the tournament, refreshments were available for players, as well as relaxing massages. **Photos from the event can be viewed on Balance Club Brumlovka's Facebook page.** ○○

# MIG 21 Gets Baar Park Dancing



► MIG21 with frontman Jiří Macháček rocked BB Centrum



○ MIG 21 fired up visitors during their June concert at BB Centrum. The popular group, with Jiří Macháček at the helm, played their hits in front of a relaxed crowd and easily got everyone in the good-humoured crowd dancing. The concert's opening act was the quirky Czech group The Děda Mládek Illegal Band.

The weather was great, and the afternoon was spiced up with a barbecue, an essential part of any sunny summer afternoon, as well as various activities for children. We're glad you came - whether with your families or colleagues from work. **Photos and videos from the entire event can be seen on the BB Centrum Facebook page.** ○○

# HAPPENINGS AT BB CENTRUM

▷ Radim Passer welcomed the concert goers



△ The concert attracted fans both big and small - and everyone had a great time

▷ The Děda Mládek Illegal Band opened the concert



# The Kinobus Makes a Stop At BB Centrum

Over three evenings in August, film fans had the chance to enjoy the Kinobus, a former bus re-purposed into a mobile cinema, transporting movie experiences instead of people. The bus made its temporary stop in front of the Eliáš Christian Primary School. Under the stars, just steps away from Baar Park, visitors watched the Czech films *Hodinový manžel*, *10 pravidel jak sbalit holku*, and *Zeitra napořád* - projected on a special inflatable screen measuring 8 x 4 m. The event of course included traditional movie refreshments, and admission to all screenings was free. This event was extremely successful and Czech cinephiles filled the benches nearly to the last seat. oo



△ The BookBooth's opening - from left: Tomáš Chmel, director of the Maranatha civic organisation, Vendula Malochová, PASSERINVEST GROUP marketing manager, and Petr Železný, co-author of the BookBooth project

## Go For a Good Read at the BookBooth

As of August, you'll even find a library at BB Centrum. It's small and cosy - in fact, it's an old telephone booth. At the BookBooth in Baar Park, people can borrow or exchange books free of charge, or just sit in the park with a book for a little while or while waiting in one of the local cafés and restaurants. Since 2013, eleven BookBooths have been opened across the country, the goal of which is to enliven public spaces.

The BookBooth works on a very simple principle - you can take and bring as many books as you want - just be sure to adhere to the "one for one" rule. This way, the exchange cycle will be maintained and the booth won't stay empty. So if you've got books at home that you've already read and are just taking up space in your bookcase, bring them in and add them to the BookBooth. You can take some books home in exchange. oo

**GOT AN IDEA FOR AN INTERESTING ACTIVITY THAT'S PERFECT FOR BB CENTRUM? WOULD YOU LIKE TO SEE MORE PROJECTS LIKE THE KINOBUS, THE BOOKBOOTH, AND OTHERS? E-MAIL US YOUR TIPS AND IDEAS: INFO@PASSERINVEST.CZ**



# “Animated Bible Stories” - A New Retelling of the Book of Books

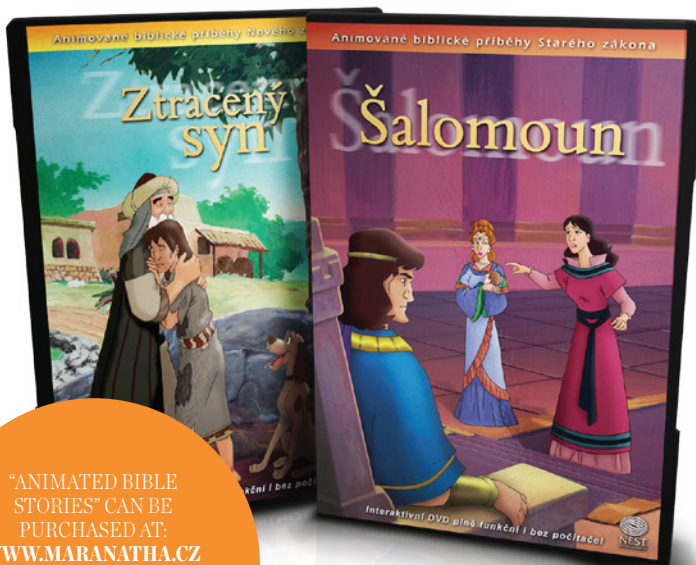
Children love to take a break from reality and immerse themselves in a TV programme or series. Our job as adults is to keep an eye on what they're watching, to be sure that good triumphs over evil, truth over lies, and justice over injustice in the things they watch – the same as we'd want for ourselves. If the story is truly well told, we often put our unfinished work aside, sit down with our children, and watch it together with them.

**Watching together, telling stories together.**  
The stories are as old as time immemorial and children across history and all over the world love them. They love to hear their parents tell stories or read to them; older children will open a book themselves or choose a favourite DVD. Children experience stories on the screen especially intensely – the combination of images, music, and spoken word deepens the story's impact and adds colour to the characters. Stories aren't just a source of entertainment - they're also a way for children to learn to see situations from different angles, how to resolve conflicts, how to tell good from evil. If we can find some time after watching a show to sit

down together and talk, we can open up some important topics with our children. Why do you think the hero acted in that way? What would you have done in his place? Stories based on history or other themes are often a child's first contact with the various disciplines of knowledge. And - hand on heart - who of us adults doesn't remember some key dates and facts because we learned them from successful animated stories?

## Bible Stories for Big and Small

“Animated Bible Stories”, released by Maranatha, combine all the essential elements that a good story for children should contain. Ageless, 2000-year-old proven stories full of excitement, moral principles and lessons that shape children during their development, and above all, quality work by top creators that takes children's productions to a whole new level. This set of 12 DVDs featuring stories from the Old Testament, and a 24-DVD set focusing on the New Testament, were compiled by director and producer Richard Rich, who worked on several Walt Disney® films such as Pocahontas, Winnie the Pooh, and The Fox and the Hound. They brilliantly and sensitively place different Biblical episodes into context and create a storyline that will captivate even adults. The overall atmosphere of each story is shaped by songs, and the unique experience is enhanced by the high quality dubbing, based on texts by the Czech Ecumenical translation and recorded by popular actors. Each DVD features Czech and Slovak dubbing, as well as the original English version. For hearing-impaired viewers there are Czech and Slovak subtitles. Curious children (and adults) can then test their knowledge with a quiz, available in three levels of difficulty.



“ANIMATED BIBLE STORIES” CAN BE PURCHASED AT:  
[WWW.MARANATHA.CZ](http://WWW.MARANATHA.CZ)  
CLIPS FROM THE VIDEOS CAN BE VIEWED AT  
[WWW.BIBLICKEPRIBEHY.CZ](http://WWW.BIBLICKEPRIBEHY.CZ)

## M A R A N A T H A

The Christian-oriented organisation MARANATHA was founded in 2002 as a response to the specific needs of individuals and religious and non-religious communities. The word “Maranatha” means “The Lord is coming”, and the goal of Maranatha, o.s. is to help make God's revelations more understandable for the benefit of modern society.



MARANATHA o.s.  
Jemnická 887/4, Prague 4  
Tel: +420 224 210 571  
e-mail: [info@maranatha.cz](mailto:info@maranatha.cz)  
[www.maranatha.cz](http://www.maranatha.cz)



# Luboš Vlček: ŠKODA AUTO Isn't Just a Carmaker

Luboš Vlček joined ŠKODA AUTO in 1992. Over the following 23 years he and the company have seen many changes and, since last year, he has been Managing Director ŠKODA AUTO Czech Republic. This globetrotter, who is fascinated by China but still carries the Czech Republic in his heart, spoke with us about challenges that enrich life and about the fact that ŠKODA is not just about cars.



**○ You've been with ŠKODA AUTO, and subsequently the Volkswagen Group, since 1992. Not only the work you perform but the entire company has dramatically changed since then. How do you look back on this period?**

I received a job offer from Škoda in 1992, just after I had finished university and was participating in a study stay in Germany. I joined a company that was undergoing a huge transition. At that time, ŠKODA AUTO had only one line of models and was active as a supplier in only a few markets. Just about everything had to be built from the ground up - product management, product marketing, pricing, sales, sales channels, the dealership organisation - simply

said, everything. I also started at the very bottom of the ladder, as a salesperson. Quite soon I was promoted to middle management in 1994. In 2001, I accepted my first offer from the Volkswagen Group and assumed responsibility for the overseas region. For a Škoda man, who had until then been involved only with the European market, it was a giant leap into the big world.

**And this brought a lot of travelling ...** Yes, I had to travel a lot, even though the head office was in Germany. When I first met my future boss at the airport in Frankfurt, he said, "If you take this position, then this will be your home," literally meaning the airport... He was right.

**How did your family accept this change?**

The children were still small; they had to learn a new language and go to new schools. Overall, however, it made our family closer. It was also a great learning experience for me. I had to assert myself and convince the people working for me, the VW managers, that the young man from Central Europe deserved his new position.

**Was this the greatest challenge you faced in your career?**

That was still to come. After my stint in Germany, I returned to ŠKODA AUTO, where I was responsible for sales in the Western European region and later also after-sales support. In 2012, I received an offer to go to China. This is an enormous market, an enormous responsibility, and enormously complex management. In addition, negotiating with Chinese business partners can be extremely complicated. You have to find the right rhetoric, know how to understand your Chinese counterpart, negotiate with him, and reach a common conclusion - that takes some time. Sometimes these long negotiations are backbreaking, but, in the end, things generally move very quickly. Once you win someone over, then the process is above standard. Relationship management plays a key role in China.

**What sort of an impression did China make on you overall?**

I must say that China had a great impact on our family, primarily as

**The Czech market is very close to our hearts at ŠKODA and also the driving force behind our success.**

regards the human aspects. China is a fantastic country with great potential and Beijing is a very modern and safe city. The eastern part of the country is already well-developed, whilst western China is just starting to develop. The dynamics of the development are extraordinary. We had to adapt to the culture and the mentality. We also had to switch over from German to English, which is the main business language. The kids even learned Chinese. My family stayed in China for an additional six months after I returned to the Czech Republic. My son stayed for one more year on his own in order to complete his studies at the British school.

**What were your plans when you first took over as head of ŠKODA AUTO in the Czech Republic and how are they working out?**

Our main objective for the next few years is to develop a modern sales organisation, which will function as a stable and productive unit. Rather than focusing only on sales, it will also be involved in brand presentation, image building, ensuring a well-functioning dealership organisation, and so on. We are changing our distribution channel after fifteen years. Some changes at our dealers are already noticeable, such as the interior and exterior appearance of our sales and service locations. The Czech market is very close to our hearts at ŠKODA and also the driving force behind our success.

**Lately, it's almost impossible to ignore the systematic changes in car models. Does this mean that ŠKODA AUTO is doing well?**

We have a market share of approximately 35%, which reflects truly significant growth as compared to the previous period. Thanks to our diverse range of models, we have improved our position in the private sector (previously, we tended to be much stronger in the corporate sector as a fleet brand); we have improved our post-sales services; customer satisfaction is on the rise; we are ▶

▷ Luboš Vlček  
and his family, Li  
River, Yangshuo



Tibet, mountain pass near Lake Nam

▷ expanding our used car trade; we are working on CRM ...

As far as the innovation of our portfolio is concerned, today we can offer our customers a wide selection of cars ranging from the Citigo, the newest Fabia models (which have significantly been driving sales at home and abroad - in the Czech Republic alone, sales have doubled), the Rapid and Rapid Spaceback, the Yeti, including the ever-popular Octavia, and finally the brand new Superb, which truly marks the start of a new era for us. This car is so progressive, well-designed and technologically perfect that it has moved both the product and the brand to an entirely new level. We will continue with our product offensive next year. Customers can look forward to a new Roomster model and we are also planning an SUV offensive in the near future. There's always something going on at Škoda and even more new models are on the way.

#### What do you think is behind ŠKODA AUTO's success?

In addition to the aforementioned continuous innovation of the model portfolio, there are three other key areas. Firstly, we have successfully defined a path to our dealers, who are interested in maintaining long-term cooperation. Secondly, we are much more innovative than we used to be: we offer operating leasing to individuals through our ŠKODA Worry-Free programme; our one-of-a-kind Car Configurator Premium provides a digital tool that allows a car to be configured to meet the customer's wishes; the

unique Pre-Paid Servicing service ensures our customers have 100% mobility without any extra costs; and we have many other innovative products. Take for example our G-TEC models, which run on compressed natural gas and have significantly accelerated the number of CNG cars sold on the market and have also increased customer interest in environmentally friendly mobility. The last, but for me one of the most important factors behind our success, are the people. We are successfully developing our team with many young people, whose élan and talent are an excellent complement to the maturity of the more experienced team members.

#### As the representative of a large car manufacturer that employs 25,000 people, how do you view your position with regard to society and the automotive industry overall?

ŠKODA AUTO has never been - and will never be - solely a car manufacturer in the Czech Republic. We feel a sense of responsibility that exceeds our primary activities. We hold responsibility as an employer - we have 25,000 employees, but, in addition, more than 100,000 other individuals are associated with ŠKODA AUTO through connected fields and our suppliers. Of our other activities, I should like to mention the initiative to improve technical education, as we perceive the deficiencies as representing a slight risk for the entire Czech Republic. For this reason, we are trying to restart apprenticeship programmes. We have a very modern training centre in Mladá Boleslav,

and, for the non-technical fields, we have established the ŠKODA AUTO University. Other important topics for us include road safety and vehicle fleet renewal. The average age of personal cars in the Czech Republic today is 14.7 years as compared to an average of 8.4 years in the EU.

#### What specific steps are you taking to help in this particular area?

We are not trying to improve the situation solely through selling as many new cars as possible. We offer our customers various customised programmes, such as operating leasing for individuals. In addition, we are working to develop our used car trade and, through our ŠKODA Plus programme, we offer the 100% safety of our products by selling safe, environmentally-friendly, well-tested cars that are no more than five years old and with 120,000 or fewer kilometres on the clock at an affordable price.

#### How does ŠKODA AUTO feel at BB Centrum?

BB Centrum provides an excellent location for our young dynamic team in Prague. Not even taking its strategic location into account, I see it as a "small town" where you can lead a meaningful life. There are shops, opportunities to play sports, interesting and pleasant restaurants, and all other necessary facilities - in short, it's not just a development project offering square metres of empty space and parking places. I greatly appreciate this added value as well as the effort to develop green areas. ○○

WE PRESENT

# kafe - kafe - kafe: One is Simply Not Enough

Starting in November, the ground floor of the FILADELFIE Building will be filled with the aroma of fresh coffee with a unique story. The next time you're in the mood for kafe - kafe - kafe, come see their new espresso bar of the same name and choose from one of their single-cru Arabicas from all over the world!

It sounds like the beginning of the American dream - two friends, classmates from Prague's Film and TV School and serious coffee lovers, open an espresso bar at BB Centrum with a very simple concept - to offer their customers high-quality, light or medium roasted coffee,

prepared on-site by the owners themselves. Stop by for a beverage to go, take a few minutes to chat with the owners and learn the secret of their alternative brewing methods, or just sit back and relax with friends, colleagues, or business partners.

The owners know the stories behind the coffee they serve - they know on what plantation it was grown, which farmer harvested it. They also know all the professionals at the coffee roasters who roast for them in small batches, and they always pick the freshest ones.

The main attractions at kafe - kafe - kafe are fresh espressos and lattes

and iced drinks prepared from it. Their goal is also to improve the reputation of filter coffee - filtering is one of the most gentle and delicious preparation methods - and it has even more caffeine than espresso. Finally you can even try some of the alternative preparation methods, such as French press, drip, aeropress, and others.

They also sell coffee beans by weight as well as equipment necessary to prepare it at home (hand grinders, French presses, designer drip makers, etc.), fresh homemade bread and cakes.

kafe - kafe - kafe's coffee is not just brown stuff to get you moving. It's an impulse to keep trying new things. ☺☺



**kafe {} kafe {} kafe**  
FILADELFIE Building  
Opening hours: Mon-Fri 7:00 a.m. - 7:00 p.m.  
Tel.: + 420 605 484 681  
[www.kafekafekafe.cz](http://www.kafekafekafe.cz)

# Moje BUBLINKY: A Different Kind of Childcare Centre

From time to time, work and other obligations force us to “deposit” our children at a childcare facility. Often we feel bad about doing it. However, at the BB Centrum there’s no reason to feel guilty. On the contrary - at the newly-opened Moje BUBLINKY (My Little Bubbles) Childcare Centre in the BRUMLOVKA Building the most important thing is for children to feel good and to help them develop.

“In the beginning we were also only dissatisfied parents. Nursery schools, childcare centres and other facilities for children don’t function as they should. It’s as if their purpose has been completely lost,” says Jan Petr Nekovář, who established the new concept. One part of their purpose is to help a child develop, and thus Nekovář uses a number of educational elements for the Moje BUBLINKY Childcare Centre. After all, there’s no reason why this type of facility shouldn’t contribute towards a preschooler’s development. So they have an English teaching programme every Monday and Friday (from 3 p.m. to 5 p.m.) and a thematic programme every week. Playing is always at the top of the list. At this centre the children do not just wait for their parents to pick them up, they enjoy true adventure.

Children in this age group naturally and very intensively perceive their surroundings, which is their main source of learning and which they imitate. The Moje BUBLINKY Childcare Centre provides the best possible guides for this purpose. In his practice, Nekovář discovered that in order for teachers to be perceptive guides during this part of a child’s life journey, they must first know themselves. They can then naturally take advantage of their skills, knowledge, and experience to provide a child with sufficient space for free play and learning. For this reason, the criteria this childcare centre uses for selecting the childminders are quite rigorous. They must enjoy working with children and they must feel that their work is meaningful. Joining the childcare centre is only a beginning for them - regular meetings are held to discuss what they have experienced with the children and how they felt, which helps them to understand more about children and also about themselves.

It’s actually quite simple. Come and see for yourself; try our childcare centre and see how you feel. Moje BUBLINKY does not believe in strict rules, but rather in being happy in life and in the purpose of things. ○○



## THE VALUES WE BUILD ON



**PARTNERSHIP AND RESPECT**  
A natural and healthy relationship with the children and their parents

**THE VALUE AND PURPOSE OF THINGS**  
Children and their development and the purpose of things

**OPENNESS AND UNDERSTANDING**  
Sensitive guides who know themselves

**ACCESS AND SUPPORT**  
To be there when the situation requires



**Moje BUBLINKY**  
BRUMLOVKA Building, 1st Floor, Opening hours: Mon-Fri, 8 a.m. - noon and 2 p.m. - 5 p.m. (by prior arrangement, any time between 7 a.m. and 8:30 p.m.)  
Tel.: +420 724 384 441  
www.mojebublinky.cz



Volkswagen's Transparent Factory



# Four Postcards From Europe

Would you like to set out on a euro-weekend, but don't feel like travelling too far? Visit four fascinating cities that are just around the corner: Linz in Austria, Dresden in Germany, Krakow in Poland, and the Slovak metropolis of Bratislava.

## **Dresden**

If you decide to visit Dresden, start with the artist and student quarter of Neustadt, which is filled with unique bistros, extravagant shops, and small pleasant pubs. Recently reconstructed houses, sparkling with eye-catching colour, are interspersed with old buildings in their original state, giving the narrow streets their own inimitable charm.

Neustadt was established at the end of the nineteenth century, but towards the end of East Germany's history, there was not much left and the dilapidated quarter was ripe for demolition. Fortunately, however, local en-

thusiasts were successful in their rescue attempts. Today, Neustadt is home to alternative artists, students, and the young at heart.

The most enjoyable part of Neustadt is the area located between Alaunstrasse and Louisienstrasse and it can be reached by train. However, you must disembark at the Dresden-Neustadt station or else you will have a long forty-five-minute trudge from the city's main railway station. Although these two main streets are bursting at their seams, if you wander through the surrounding small streets and explore the wide array of music clubs, galleries and cafés, you'll find a more intimate atmosphere.

The Bunte Republik Neustadt street festival takes place here for three days and three nights every year. First held in 1990, it was initially a wild party, but today it is a more traditional, yet still highly entertaining, festival that you should not miss if you're in the area. Children are more than welcome.

From Neustadt, set out to visit Yenidze, a factory building dating back to the start of the twentieth century. Today Yenidze houses offices and you will find a pleasant restaurant located in the dome.

Whilst on the topic of food, be sure to take in one of Germany's best restaurants. The Luisenhof, established in 1894, is an elegant ▶



Lentos Art Museum in Linz

## WITH UNICREDIT BANK'S U KONTO ACCOUNT YOU CAN WITHDRAW MONEY FREE OF CHARGE ANYWHERE ABROAD



With the U Konto account at UniCredit Bank you don't have to worry about using ATMs abroad. You can take out money anywhere in the world without paying any fees and without limits. Simply fulfil one simple condition: deposit at least CZK 12,000 in your account every month, such as your salary.

"Whether you're heading to Dresden to shop, to the markets in Linz, or on a long weekend to Bratislava or

Krakow, you don't need to carry unnecessarily large amounts of cash with you. With the U Konto, you can withdraw money at the first ATM you come across. And it's the same even if you go on a longer holiday to Dubai or Thailand," explained Petr Plocek of UniCredit Bank.

Czechs have quickly gotten accustomed to this kind of convenience and are paying by card more and more even abroad. For example, in Vienna last year, Czechs spent an average of CZK 7,100. They took out Euros from ATMs in the amount of CZK 2,200. At the famous Christmas markets in Dresden and Nuremberg, they pay an average of over CZK 5,000 with their cards.

In cooperation with Generali Insurance, UniCredit Bank can also offer you a great deal on travel insurance. The TRAVEL plan is valid throughout the world, has high limits, and a wide range of insurance coverage. It includes not only medical coverage and accident insurance, but also covers personal property, luggage, and pets travelling with you. It ensures you assistance and legal services, covers you liability for damage and trip cancellation fees. You can purchase the insurance online for your entire family.

▷ locale sure to be appreciated by all connoisseurs. For those who have a sweet tooth, the menu includes the well-known local pastry delicacies. No less appealing is the gorgeous view that can be enjoyed during favourable weather conditions, whether from the terraces or from the glass-walled interior.

Car lovers should be sure to visit Volkswagen's Transparent Factory, located in the centre of Dresden in one corner of the Grosser Garten park, where you can see the luxurious Phaeton models assembled before your eyes. The majestic building, with more than 27,000 square metres of glass-encased space, is more reminiscent of a gallery or shopping centre. Guided tours, lasting about 90 minutes, are offered in English (you can make a reservation in advance by sending a message to [infoservice@glaesernemanufaktur.de](mailto:infoservice@glaesernemanufaktur.de)).

Dresden is a popular destination for many coach operators. The journey from Prague is about two hours long, so you can leave your car at home, as it would be only a few minutes faster. The trip by train is also quite quick – you'll be in Dresden in just two and a half hours.

### Linz

The Danube snakes through Linz and it is in this city that the river changes both its direction and character. In much the same way, Linz, too, has changed its character over the past few years. Thanks to a number of fantastic building projects, this former industrial centre has been transformed into a city full of modern architecture. Linz is definitely not afraid of taking risks and changing its image.

You'll surely be captivated by the buildings housing the Lentos Art Museum, the Ars Electronica Centre of Technology and the Future, the Brucknerhaus Concert Hall, and the Musiktheater. Traditional elements are joined with the modern in Linz Castle, with its historical facade facing the Danube whilst the other side consists of a glass-encased steel structure.

If you are interested in art, you don't even have to visit the museums. All you have to do is walk down to the Danube where artists like David Rabinowitch, Matthias Goeritz, and Herbert Bayer exhibit their steel sculptures, reflecting the great changes that have taken place in Linz. The river used to be more like a drainage ditch and was a far cry from the beautiful blue Danube of



▽ Krakow's Rynek Glowny – Central Europe's largest town square



◁ Wieliczka Salt Mines

Strauss's waltz. Today, not only is the Danube blue, but it even glimmers in multi-coloured splendour as it reflects the lights from the new buildings.

Once you have completed the traditional tourist circuit and seen the city's most famous buildings, the Museum of the History of Dentistry is also worth a visit. Here you can see the first ever foot-operated dentist drills and so many other instruments that you might even get toothache.

As far as shopping is concerned, the city's Old Town Quarter is the place to go. Landstrasse, this district's main thoroughfare, is Austria's second largest shopping street, immediately following Vienna's Mariahilfer Strasse. You'll find brand name stores as well as traditional small shops.

Linz also hosts a number of excellent festivals. Take, for example, the Ars Electronica Festival, which has been held every September since 1979. This year's theme was focused on how life is changing in the twenty-first century, when everything is interlinked, the work performed by humans is even more frequently being replaced by automation, cars can drive themselves, and the post is delivered by drones. At the end of September and the beginning of October, the Brucknerhaus organises the Brucknerfest, offering a programme of dozens of varied concerts and performances by artists from around the world. The oldest and largest Austrian fair - the Urfahrenemarkt - takes place at about the same time. It has been attracting visitors for more than 190 years with its various attractions, beer tents, entertainment programmes, shopping halls, and a large number of culinary delicacies.

If you are staying overnight, you can find truly stylish accommodation, ideally from amongst the choices offered by the Pixel Hotel project, which include a shipping container on the Danube and a historic tower. Even more original places used to be available, such as a former tugboat, a soup kitchen for the poor, and a textile gallery. Unfortunately, those have been permanently removed from the offer.

If you choose to drive from Prague to Linz, the journey will take approximately three and a half hours. Many bus com-

panies are also available and the trip takes a little less than four hours. The train is the slowest option and takes five hours to get to Linz.

## Krakow

Old medieval Krakow has very surprisingly survived wars and several different regimes, remaining one of the most valuable historical gems in Europe. There are many places that you simply cannot miss seeing when you are there. Some must-sees include the main square - Rynek Glowny - which is Europe's largest medieval square; Wavel Castle, which was the seat of the Polish kings; and the remnants of the Wieliczka Salt Mines, located just a few kilometres outside the city, which was in operation for 700 years.

After you have seen enough landmarks and are ready for some enter-

tainment, set out for the Kazimierz Quarter. This district was the centre of the Polish Jewish community for many centuries, until World War II changed everything. Of the almost 60,000 Jewish inhabitants, only 3,000 survived and the entire quarter started to fall into ruins. This has changed over recent years - bars, clubs and cafés have sprouted up like mushrooms after rain and the streets are full of life just about every evening. Be sure to drop into the Mleczarnia or the Miejsce Bar for a drink, followed by an evening at the Alchemia Club.

On one morning take a trip back in time. But not all the way to the Middle Ages that permeate all of the Old Town district, but 'only' back to Socialist times, as it is in Krakow that you'll find a former model Socialist town and the pride of the urban planners of the time - the Nowa Huta (New Steel Mill) suburb which was virtually built from scratch on a green meadow close to the large steelworks in the area.

With a population of 250,000, the largest housing estate in the country is the exact opposite of the Krakow of olden days. At one time, it was a Polish version of the Bronx and was known for its high crime rate; quite paradoxically, it later became a bastion of resistance against the Communists. Today, it's one of the destinations offered by the alternative tour company [www.crazyguides.com](http://www.crazyguides.com) - you'll have the opportunity to sit behind the wheel of a Trabant, cruise around the steel mills, have a meal at a socialist-era restaurant... So how can you get to Nowa Huta? Board the tram at the Krakow Railway Station and travel to the Plac Centralny stop. ▷

## On the Road With a Healthy Snack

No matter where you are heading, you'll always appreciate healthy and tasty food during your trip. At the BB Centrum, you'll find this type of snack at MARANATHA. Here you'll find a selection of high-quality energy bars, such as gluten-free Lifebars (from Lifefood), bio and raw diet suitable Raw Energy Bars (from DMHERMES), and bars made by Nutrend. Try rosemary crackers, carrot dumplings, unbaked olive bread, and many other gluten-free foods from Lifefood. REJ crackers also make a great snack, and you'll appreciate the fact that they're packaged individually. When travelling, you'll certainly enjoy PRO-BIO spelt crispbreads.



**MARANATHA Shop**  
BRUMLOVKA Building  
Opening hours: Mon-Thu 7:30 a.m. - 7 p.m., Fri 7:30 a.m. - 5 p.m.  
(Oct - Mar to 3 p.m.)  
[www.obchodmaranatha.cz](http://www.obchodmaranatha.cz)



△ Bratislava

▷ In just twenty minutes you'll find yourself in a different world.

Afterwards, return to Kazimierz and enjoy a cup of coffee at the pleasant Singer Café. According to the locals, this is where you will experience the real Krakow - during the day, they sit here and sip cappuccino; after dark, the entertainment starts. Music and dancing continue into the early morning hours. You can enjoy Polish cuisine with a contemporary twist at the Nostalgia Restaurant, or opt to enjoy a bit of history at the Wentzl Restaurant, which has been serving food since the seventeenth century.

For the night, head to the small stylish Klemer-Hois Hotel. It has only ten rooms which the current owner has refurbished in pre-war style and it includes a good Jewish restaurant. The Pod Wawelem Hotel has also been renovated and you will enjoy a beautiful view of the river and the castle from the rooftop cafe. Another option is to reserve a room in Krakow's first boutique hotel - the Pugetów. The Hotel Stary, housed in an aristocratic residence dating back to the eighteenth century, has its own charm as well.

You can travel to Krakow from Prague by train. The Leo Express travels this route twice daily and the journey takes just over six hours. Another rail option is to take the Pendolino, operated by Czech Railways, to Ostrava and transfer to a bus; Regiojet provides the rail-bus option too. This journey also takes about six hours. The fastest way to get to Krakow is by car: take the D1 motorway to Brno, and then continue via Ostrava and Katovice. The trip takes five and a half hours under normal conditions but can be done in just under five hours if there is no traffic.



Picturesque street in Old Town, Bratislava



Bronze statue of Napoleon



## Bratislava

The Slovak metropolis has significantly changed since the separation of Czechoslovakia. If you haven't visited Bratislava yet, you should definitely do so - in spite of the fact that the Slovaks themselves make fun of their capital, often laughingly replying "Vienna" when asked by visitors what they should see first in Bratislava.

Located only an hour from Vienna, Bratislava has always been somewhat overshadowed by the Austrian city. At one point, there was even a tram connecting the two cities. Nevertheless, Bratislava has its own magical atmosphere, enhanced by the fact that you won't be caught in crowds of tourists,

not even in the beautiful small streets in the Old Town quarter. Instead, the city centre is filled with locals, who take advantage of the bars, cafés, and small pubs and, in the summertime, transform the streets into one large garden restaurant.

You can skip the city's dominant feature, Bratislava Castle. Instead explore the former Jewish Town and enjoy the medieval atmosphere in the areas that were a part of the castle's outer bailey - Vydrica for example. You can even order a kosher meal at the Chez David Pension and Restaurant. You will find Bratislava's most beautiful park located next to the Presidential Palace on Hodžovo námestie (Hodža Square).

If you were thinking of going shopping in Bratislava, don't. Do as the locals do and go to the outlet mall in Parndorf, Austria. This shopping centre, located only a few kilometres outside the city, has hundreds of stores. However, you can bring back souvenirs from Bratislava. One traditional source is the ÚLUV Centre for Folk Art Production, which has several outlets in the city, such as the one on Obchodná street.

Even on the poorly maintained D1 motorway, the trip to Bratislava from Prague will not take more than three hours. If you prefer to travel by rail, the journey takes a little over four hours, with trains departing from Prague's Main Railway Station approximately every two hours. ∞



## TIPS FROM DM DROGERIE

On your next trip, take along some small practical helpers that don't take up a lot of room in your suitcase.

- 1 Balea Lime & Aloe Vera shower gel, 50 ml
- 2 Balea Antibacterial hand gel, 50 ml
- 3 Nivea Face Cleansing Gel, 2 types, 150 ml
- 4 DAS gesunde PLUS, Sportness Protein Bar with Chocolate, various types, 45 g



dm drogerie  
 FILADELFIE Building  
 Opening hours: Mon-Fr 8 a.m. - 7 p.m., Sat 8 a.m. - 1 p.m.  
[www.dm-drogeriemarkt.cz](http://www.dm-drogeriemarkt.cz)

# Focus on Men

Men's fashion, trends and styles, as well as cosmetic and even aesthetic care have always been somewhat overshadowed by the women's equivalents. However, over the past few years trends have significantly changed, and, as a result, men are finally getting their say as far as these things are concerned.

○ Not that today's aesthetic standards force men to queue in front of beauty salons, but the number of clients at what were formerly salons solely for women is significantly increasing. A well-groomed appearance has become the norm for men and they are starting to care about it more and more. Appearance and success go hand in hand. Maybe it doesn't apply as much here in the Czech Republic, but in other countries, a well-groomed appearance has been one of the prerequisites for success for quite a while.

It's hard to say how Czech men would look today were it not for that period of time during which everyone was forced to look exactly the same. It was not possible to deviate in any way as far as fashion was concerned and uniformity was praised - maybe even more than uniforms... Then came the 1990s, which quite possibly may have been even worse from the perspective of men's outward appearances. Why? Because anything that was considered to be 'Western' and thus modern was slavishly copied. >



## “SHORT HAIR IS ON TREND NOW,” SAID DAVID VANĚK OF BOMTON BRUMLOVKA



David Vaněk,  
hairdresser, Bomton

**Men's hair trends are constantly changing - what's currently "in" in men's cuts?**

Many men are now cutting their hair short. Ponytails and long hair on top are on the wane - short hair is more common now, sometimes with bangs.

**Men's fashion dictates that more and more men now look like hipsters, with full beards, moustaches, and other creations. Will this trend continue?**

Although many men are still wearing beards, many have chosen to shave theirs off. The trend is already becoming passé and people are eagerly looking forward to what's next.

**What percentage of your clientele is men, and what do men usually ask for?**

I'd say that the ratio of men to women is fifty-fifty. Because of the number of offices in the vicinity, there's no shortage of men. Men most often ask for a shorter, good looking, and low maintenance hairstyle.



**BOMTON**  
beauty is what we do

**Bomton Brumlovka**  
BRUMLOVKA Building  
Opening hours: Mon-Fri 8 a.m. - 9 p.m., Sat 10 a.m. - 6 p.m.  
[www.bomton.cz](http://www.bomton.cz)

► The results were often catastrophic. Crumpled purple suit jackets, white socks with dress shoes, and the hairstyle known as the mullet - short on the sides, shoulder length in the back - were all popular.

Fortunately, the world has changed. The men of today, or at least some of them, know that a well-groomed look brings many benefits, not only from the perspective of self-confidence, but also when dealing with others

### Fashion Plate Hairstyle

Men's hairstyle trends, as compared to women's, don't change all that drastically, and men don't have to worry as much due to shorter styles. In 2016, as is the case this year, natural cuts will still head the list. "The ideal cut will have short sides following the contours of the face. The result is a clean cut that goes well with a suit. On top, men look best with their hair combed to the side, or short and slightly mussed," explained David Vaněk from Bomton Brumlovka.

The alpha and omega is the least amount of chemical "modifications" to hair's structure or colour - men should avoid highlights, dyeing, or other such "improvements". They needn't be ashamed of their grey hair or receding hairlines. A skilled hairdresser can camouflage a multitude of problems with a clever haircut.

One group of "chemicals" that belongs in men's hair care is the various hair care products that are available. Thanks to the latest technologies, these products can work miracles, and not even men should ignore them. Definite social faux pas are dandruff and hair loss - thankfully good products exist that can take care of those problems.

### What's next after hipsters?

One important lesson has come out of the men's fashion trends of the past few years - namely that men have begun to believe in their own beards again. Hipster fashion brought a thousand different creations even to the Czech Republic, from full beards to moustaches to sideburns. Naturally, not even the youngest generation of men sidestepped any of these fashion trends, despite the fact, or rather because the mentioned excesses significantly aged the wearer. Older men cleverly waited and didn't touch their beards because they knew very well that with men, it's more about styling and that no image change should be a drastic one.

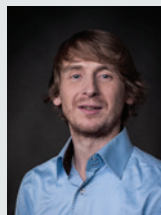
It seems the hipster wave is behind us. Now we're looking forward to the next new trend in beard care. If a man already has one, or wants one, the same rules apply as for hair. Beards also need regular care; unlike in the past, when barbers took care of men's chins, now it's best to visit a specialised barbershop. Hair salons today care only for hair in most cases. ○○

## Beauty lies in the details

Unlike women, men are more limited when it comes to ornamentation; therefore men's accessories need more attention than other attributes. The number one men's accessory is a watch, something that men buy with the same degree of passion as buying a car. Watches should express the wearer's individuality, but should not attract excessive attention. The magic of the most expensive watches lies in the fact that they are very discreet - only their owner knows their value. It's the same as with the most expensive jewellery. Value equals refinement.



## DUŠAN MLYNARČÍK, MANAGER, JK JITKA KUDLACKOVA JEWELS: "WE GUIDE MEN THROUGHOUT THEIR LIVES."



Dušan Mlynarčík,  
JK Jitka Kudlackova  
Jewels manager

### What do men buy here most often?

Men most often buy for women - it's their fate. Jewellery is an investment into a relationship, often a lifelong one - men buy jewellery for their daughters, mothers, colleagues, girlfriends... For themselves, they usually buy watches. Most of our customers own several of them, for various occasions. Through watches, men express their natures - for example, automatic and mechanical watches are most often bought by men, who appreciate classic watchmaking craftsmanship.

### Men's jewellery usually means watches - but what else can you offer men?

In addition to watches, there are wedding bands, the design of which is usually based on the woman's band and complements it. Then there are cufflinks, tie clips (currently very much on the wane), necklaces, and pendants. The current trend in men's jewellery is the combination of precious metal with untraditional materials, such as rubber. We're currently preparing a complete collection of bracelets with gold motifs on leather that we'd like to introduce this autumn.

### What does your typical male customer look like?

Most often it's a young man coming to us to choose an engagement ring - and once he's chosen a ring, he takes a look at the brands and models of watches we have on offer. Later he'll often return to buy something for his family, his children. Basically we accompany him throughout his life, whether choosing gifts for his wife on the birth of a child, to anniversaries, to birthdays and other occasions.

JK  
JITKA KUDLACKOVA  
JEWELS

JK Jitka Kudlackova Jewels  
FILADELFIE Building  
Opening hours: Mon-Fri 9 a.m. - 7 p.m., Sun 10 a.m. - 6 p.m.  
www.jk.cz

## LUCIE PAVLÍKOVÁ, LOUIS PURPLE: “ON TREND NOW ARE FUN POCKET SQUARES AND BOWTIES”



Lucie Pavlíková,  
Louis Purple store  
manager

The Louis Purple branded salon in the FILADELFIE Building is the place to go for a variety of accessories. Although it sells primarily men's custom tailored suits, you can also find a wide range of original fashion accessories as well. "Louis Purple offers surgical steel cufflinks set with Swarovski crystals, Louis Purple and Breuer ties, and silk pocket squares," said store manager Lucie Pavlíková. "We also offer invisible undershirts, and of course we also sew custom bowties, wedding regalia, and more. The Louis Purple range will soon also include belts, and in the future we'd also like to offer shoes."

And what are the current trends according to Pavlíková? "Because business fashion is loosening up a bit, and 'casual' style is more and more popular, we're seeing a lot of interest in fun, creative pocket squares and bowties. Of course the classic styles still rule. In business positions, ties are still popular, always the finishing detail in a perfectly groomed appearance."



  
LOUIS PURPLE

**Louis Purple**  
FILADELFIE Building  
Opening hours: Mon-Fri 9 a.m. - 6 p.m.  
[www.louispurple.cz](http://www.louispurple.cz)



## MANICURES ARE FOR MEN, TOO



Radka Chválová,  
NAIL STUDIO owner

"Men make up about five percent of our clientele," said Radka Chválová, owner of the nail studio in the FILADELFIE Building. "Because manicures and pedicures are not only aesthetic, but also health and detox treatments, they're designed for both men and women," she explained. From this point of view, it's clear that for men, professional care of their hands unfortunately still hasn't fully become one of the attributes of a modern lifestyle. According to Chvalová, men are more interested in pedicures, but once they actually "try" a men's manicure, they find that it's a very pleasant experience. Trends in nail care don't change as often as fashion or hair care. What's important are short, well-groomed nails, with the cuticles removed around the nail bed.

**Radka.  
Chvalova.**  
Nail.  
Studio.

**Radka Chválová NAIL STUDIO**  
FILADELFIE Building  
Opening hours: Mon-Fri 9 a.m. - 6 p.m., Sat - by appt.  
Appointments can be made at tel.: +420 603 155 922



## DM DROGERIE TIPS: CARE FOR MEN

- ❶ Nivea For Men Pure  
– anti-dandruff shampoo
- ❷ Nivea Creme  
– cream for face, hands,  
and body
- ❸ Balea Men ultrasensitive  
– gentle shaving cream for  
sensitive skin
- ❹ Balea Men Precision 5  
power – vibrating razor
- ❺ Playboy Play It Wild  
– eau de toilette

  
ZDE JSEM ČLOVĚKEM  
ZDE NAKUPUJI

**dm drogerie**  
FILADELFIE Building  
Opening hours: Mon-Fri 8 a.m. - 7 p.m., Sat 8 a.m. - 1 p.m.  
[www.dm-drogeriemarkt.cz](http://www.dm-drogeriemarkt.cz)

# Sports? Only With Diagnostics

Without even realising it, physical activity carried out in various forms accompanies us throughout our lives. Just think how much you move every day. When you move, you use various muscles. You pick up your child, run with them, work in the garden. You can sit or stand correctly or incorrectly. Whatever you do, proper exercise can improve it.

○ In order to exercise properly, you need to have specific information about your body. At Balance Club Brumlovka, they know that and automatically offer free diagnostics to new club members. It's a comprehensive examination on the basis of which trainers can work with clients during personal training, or help them come up with a customised training plan. This kind of approach isn't very common in the Czech Republic.

But it's hard to imagine, for example, that you'd take your car to the service with a problem and not be concerned that your mechanic didn't check the car over and just started fixing it completely blind. But this is exactly what most people at fitness centres and gyms do.

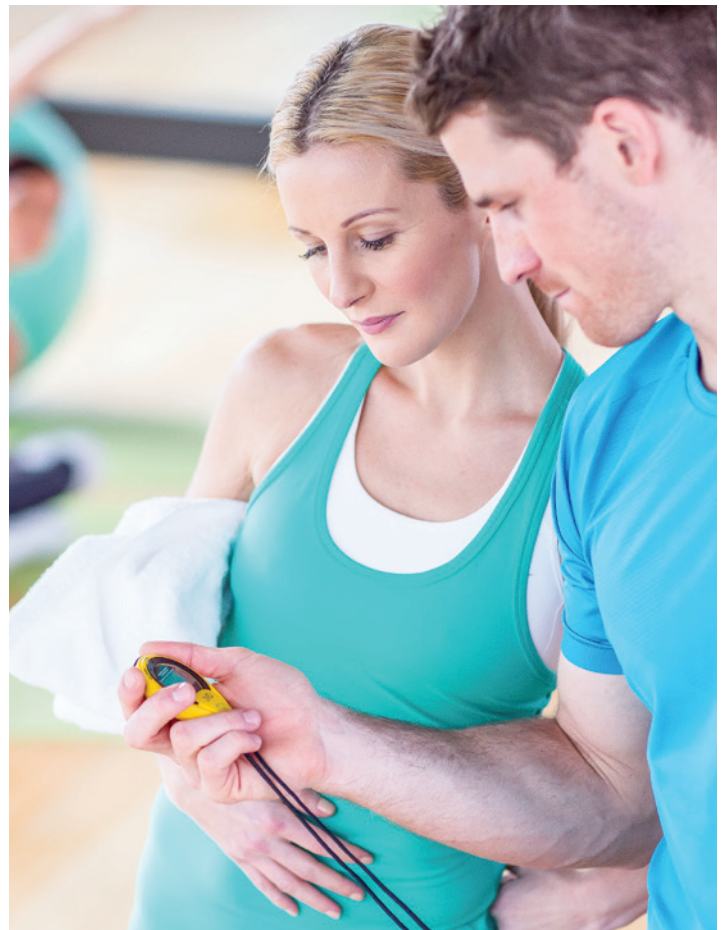
"The initial diagnostics are key. Without information about your own body, you run the risk of injury. If you don't have anything to build on, you have no way of knowing how to exercise properly. Diagnostics can reveal muscular imbalance,

## How to sit properly at the computer

It's important to follow the rule of right angles. Legs should be bent at the knees at a 90 degree angle, feet placed firmly on the floor at hip width. The lower back should be gently supported in the lumbar area. If you don't have an anatomically shaped backrest, you can use a small inflatable ball to support your back.

When holding the body upright, the torso should be at a right angle to the thighs. The same is true for the forearms and the upper arms. The chin should be tucked back, the head held straight, and the top edge of the monitor at eye level. It's important to keep your shoulders back and down, your hands should rest freely on the desk or keyboard. If you use a mouse, you can reduce tension in your hand by using a wrist rest.

It's a good idea to take a break from time to time, loosen up with a few exercises, or take a short walk. A badly adjusted chair, desk, or monitor can negatively affect your posture. Bad posture can cause back and neck pain, and increase muscle imbalance.



problems with posture, and even possible heart problems. The goal is to provide a complete picture to enable the trainers to approach their clients as individuals based on their current state of health. For clients, it gives them information about their current condition and how they stand in comparison with the rest of the population," said Maroš Bačík, personal trainer and diagnostics specialist at Balance Club Brumlovka.



### It Takes an Hour

He added that the diagnostics take about an hour and resemble a medical exam. It starts with filling out a questionnaire about the client's current health, learning about the client's lifestyle, their exercise history, and helping them to come up with realistic, achievable goals.

If, for example, the primary goal is to lose 20 kg, it's a long-term goal divided into a number of smaller steps. "It's individual, of course, but it's not unrealistic to lose six kilos in three months, and the full twenty in a year. We set short-term goals such as exercising to improve flexibility, posture, and the like," explained Bačík.

This is then followed by a number of tests. During them, the experts focus on posture and revealing muscle imbalances. "During the kinesiological analysis, we look at the client from all sides. We determine whether individual parts of their body are deviating from the body's axis, we watch the symmetry between the left and right sides, check to see if the spine shows signs of lordosis (swayback), scoliosis (spinal curvature), or kyphosis (hunchback). Additional testing checks flexibility and strength of individual muscles. We test to see how strong the individual parts of the abdominal muscles are, whether the deep stabilisation system works, how the interscapular muscles are activated, if the pectorals, hamstrings, or other muscles are not shortened," he added.

If muscle imbalance is detected, additional tests can be performed which are not part of the initial diagnostics. The expert runs a unique spinal mouse, similar to a computer mouse, down the client's spine to determine the curvature of the vertebrae, the amount of curvature of the thoracic kyphosis or lumbar lordosis, what the angles are between the individual vertebrae, and more. It even creates a 3D image of the spine. With this measurement, the development of the spine over the course of the exercises can be monitored. BackCheck detects weak areas in the body, muscle function, and how large the imbalance is. In addition you can continue to monitor and check its progress.

Next in the initial diagnostics is a blood pressure test.

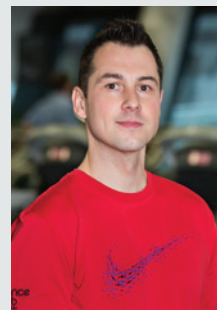
"Many overweight or obese people have high blood pressure. There are certain exercises that they shouldn't even do - primarily presses with heavy weights. We also monitor their resting heart rate. If it's higher than 100, we recommend checking with a doctor because the heart is working too hard," said the trainer.

At Balance Club Brumlovka, they also do a test with a Cardioscan device, which is a type of EKG that can reveal anomalies or deviations in the heart. It also measures the stress level at which the heart is working, and also checks the client's fitness level.

Another device used during the initial diagnostics is the In Body S20, which is unique in that it can measure precisely the total amount of body fat as well as the amount of visceral fat - the fat between the organs. This fat is more dangerous than subcutaneous fat because it gets into the bloodstream faster, clogs veins and arteries, and increases risk of cardiovascular diseases. "It can also measure the amount of water in the body and in its individual parts, and reveals if there is any swelling or if the body is dehydrated. It also gauges the amount of muscle mass and minerals in the bones, revealing arthritis or osteoporosis in the bones," explained Bačík.

Finally, full body measurements are taken (chest, waist, hips, arms and legs). If the client's focus is on losing weight or increasing muscle mass, they can graphically compare these with the results of later measurements.

## We asked Maroš Bačík, personal trainer and diagnostics specialist:



### What are the most common problems you resolve?

The people who come to us have sedentary jobs and have similar posture problems. The majority hold their heads too far forward, which leads to headaches or blockages in the cervical spine, and their shoulders. By having your arms constantly in front of you on the keyboard leads to shortening of the pectoral muscles, and the interscapular muscles are weakened, leading to pain between the shoulders. Due to excessive stress and poor breathing into the chest, the shoulders are pulled up, shortening the upper trapezius, and the deep stabilisation system is weakened. What's more, they sit badly, bending their backs, which can lead to lumbar lordosis (swayback), and related pain in the lumbar spine. And the list goes on.

### Why exercise with a trainer?

The trainer teaches proper exercise techniques and adjusts the intensity of the workout. In this way fitness goals can be achieved much faster while simultaneously avoiding injury. The trainer encourages clients to push themselves when it's necessary, making the exercises more fun and effective, and results can be seen more quickly. In short, there must be kind of logic to the exercises, and the trainer offers that.

### Motivation to Exercise

At Balance Club Brumlovka, they have the most modern equipment, providing a truly comprehensive examination. The result of the diagnostics is a very detailed report which, along with the recommendations, makes its way to the desk of one of the trainers, who will contact the client within 10 days and arrange a date and time for the intro session.

"The intro session with the trainer is free as part of club membership. During the intro session, the trainer recommends and demonstrates exercises. These exercises don't always have to be about building muscles, but also things like helping correct muscle imbalance and therefore posture," said Bačík. "We always keep in mind that the most important thing to focus on is health, and then other goals such as weight loss or building muscle mass," he added.

After about two months, they recommend that the client undergo the diagnostics once again to see how much their condition and health have changed. It's a great motivation - they get to see how much the effort they put into their exercise programme is reflected in their body's condition. ○○



**Balance Club Brumlovka**  
BRUMLOVKA Building, Opening  
hours: Mon-Fri 6:30 a.m. - 11 p.m.  
Sat-Sun and holidays: 8 a.m. - 10 p.m.  
[www.balanceclub.cz](http://www.balanceclub.cz)

# Pickles: Fermented Veggies For Taste and Health

The term “pickles” isn’t very well-known here, but everyone has tasted pickled cabbage, a.k.a. sauerkraut. In this case, we’re talking about lacto-fermented vegetables - the benefits of which were discovered by our ancestors thousands of years ago.

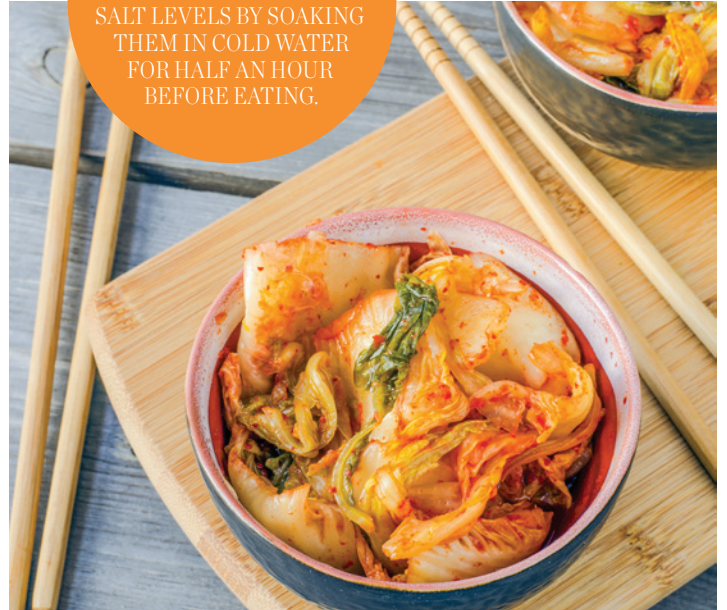
It seems that this method of preserving vegetables was discovered around 2400 BC in Mesopotamia, and simultaneously in Egypt, China and other countries. Because they contain a high level of vitamin C, they were of great importance for sailors during the Age of Discovery, who often suffered from scurvy. In our part of the world, it’s most often cabbage and cucumbers that are processed in this way as regional specialities. Try making your own jar of fermented veggies and enjoy pickles during the cold season - they’re tasty and good for your immune system.

## Lacto-Fermentation Instead of Vinegar

Preserving vegetables for the winter has a long tradition here. The main difference between vegetables pickled in a vinegar solution and those that undergo lacto-fermentation is the health benefits. During fermentation, vegetables don’t lose their valuable nutrients and they’re also enriched with bacteria that are beneficial for



TIP: IF YOU DON'T LIKE THE SALTY TASTE OF PICKLES, YOU CAN REDUCE THE SALT LEVELS BY SOAKING THEM IN COLD WATER FOR HALF AN HOUR BEFORE EATING.



## KIMCHI - KOREAN - STYLE PICKLES

Try this variation on Korean pickles by Jitka Adamová, vegan food pioneer and founder of the “Raw For Life” concept. Kimchi is a traditional Korean side dish served with practically every meal. There are many different recipes that have been handed down through generations in Korea. The basic recipe includes Chinese cabbage (Napa cabbage), white radish, chili peppers, salt, and sometimes cucumbers. Koreans store vegetables for fermentation in stoneware jars that are buried in the ground in cold weather. In this way, vegetables were preserved for the winter months. During the rest of the year, quick fermented kimchi is made with seasonal vegetables that are fermented for only a few days.

**Ingredients (for 1 medium-sized jar of raw kimchi):** 1/2 salad cucumber, 1 small carrot, 1 small red beet, mint leaves, 2 tsp miso paste, 1 garlic clove, dried chili pepper (to taste), hulled sesame seeds (dry toasted in a pan), 1 tsp honey, freshly grated horseradish, a few drops of lemon juice.

### Directions:

Chop the cucumbers into small pieces. Peel the carrot and grate coarsely. Peel the beet and slice into thin strips. Place the vegetables in a bowl and let rest in the refrigerator. In the meantime, prepare the fermenting paste: In a small bowl, combine the miso paste, crushed garlic, finely chopped chili pepper, sesame seeds, honey, grated horseradish, and lemon juice. Mix well, ensuring the ingredients are completely combined, and add to the bowl of vegetables. Combine well to ensure that the vegetables are completely covered with the paste. Place the vegetables in clean, dry jars and seal with clean, dry lids. Let rest in the refrigerator for at least 6 hours, then serve. The kimchi will last about two weeks.

**TIP:** Feel free to adjust the kimchi seasoning to your individual taste. You can make a simpler version with just one or two types of vegetables, add more lemon juice, or use hotter spices like chilli, turmeric, pepper, or ginger to warm you up.



one's health in many ways. This method of preparing vegetables, called "pickles" (or "pickled vegetables" in the UK) contains many other valuable active substances in addition to lactic acid bacteria, such as B vitamins, vitamins C and K, minerals and trace elements, and enzymes.

**Good Health in a Jar**

Pickles activate your immune system, lower blood pressure, and support intestinal function and your metabolism. Because they contain substances that help heal mucous membranes, they're recommended by folk medicine practitioners to reduce stomach ulcers and diseases of the duodenum. Eating them is also recommended to restore the proper function of the thyroid gland.

Michio Kushi, a pioneer of the macrobiotic lifestyle, recommends eating lacto-fermented vegetables after a meal to aid digestion, as well as to increase appetite.

**Choose Your Vegetables**

Making pickles isn't difficult - it's easy to do even at home. Which veggies should you choose?

The only requirement is to choose vegetables that contain enough sugar and that aren't too soft. The best choices include white and red cabbage, as well as broccoli, radishes, carrots, celery root, pumpkin, kohlrabi, cauliflower, red beets, and others. The vegetables should be seasoned with salt, but you can also tweak the flavour with cumin, horseradish, garlic, or even seaweed.

**How To Do It**

Chop or shred the vegetables and mix them in a deep bowl with salt and other spices to taste; for each 1 kg of vegetables, use 15-20 g of sea salt. Once the vegetables begin to release liquid, pack them into glass jars, and firmly press them down. The jars' contents should be weighted down before sealing, such as with a plastic bottle filled with water, so that as little air as possible remains in the vegetables. Let the prepared jars ferment at a constant room temperature for up to five days. Once the liquid has a slight white cloudiness, the fermented vegetables are ready to eat. Seal the jars with lids and store in the refrigerator. ∞

**YOU CAN BUY  
READY-TO-EAT  
PICKLES FROM  
SUNFOOD DOBRUŠKA  
AT MARANATHA**



**MARANATHA Shop**  
BRUMLOVKA Building, Opening Hours:  
Mon-Thu 7:30 a.m. – 7:00 p.m., Fri 7:30 a.m. –  
5:00 p.m. (October to March until 3:00 p.m.)  
[www.obchodmaranatha.cz](http://www.obchodmaranatha.cz)

**Reading Tip**

Are you a supporter of a healthy lifestyle? Get inspired by Jitka Adamová's new book on raw food, which presents easy recipes for soups, main courses, desserts, and drinks that are not cooked to the boiling point, but are still - or rather therefore - delicious and above all good for you. To try her unique recipes - all you need is an open mind, a mixer, and a handful of ingredients.

More at: <http://rawforlife.cz>



WHILE DURING  
CANNING WE USE  
VINEGAR, WHICH CAN  
IRRITATE THE STOMACH,  
WHEN PICKLING, WE  
USE JUST SALT  
- PREFERABLY SEA  
SALT.

# The Company Cafeterias at BB Centrum Wish You Bon Appetit!

○ No matter how much or how little work we have, we need to take time to recharge our batteries at some point during the day. Because there's never enough hours in the day, we appreciate company cafeterias close to our workplaces that are usually open from the early morning. Formerly nicknamed "pit stops", maybe because the goal was to get customers in and out without really noticing what they're eating and get them back to their work as quickly as possible. The cafeterias at BB Centrum, however, are far from this concept. They follow the trend of improving quality, depending on fresh local ingredients and menus designed to suit their customers. Fans of Czech and international cuisine will surely find something they like, as will those who count calories, or even those who like homemade baked goods.



## MOMENTO HAS MOMENTUM

One of BB Centrum's newest restaurants is MOMENTO in the DELTA Building. It's only been open a short time, but has already secured a loyal clientele. Head chef Martin Jiskra, who gained experience at top hotels both here and abroad, specialises in Czech cuisine and fresh fish. He loves to introduce new elements into old favourites, such as unusual ingredients.

One of the restaurant's big pluses is that its food is not put together in a centralised fashion, but rather individually tailored to the needs and wishes of its customers. Although it is technically a "company cafeteria", MOMENTO puts great emphasis on the quality of its ingredients and the originality of its selection of dishes which customers are used to from a la carte restaurants. Warm breakfasts, both savoury and sweet; three complete menus and a number of ready-made foods to choose from at lunch; and a salad bar and assortment of quick foods, including organic selections, throughout the day. A further advantage is their interactive website with current photos of the foods, nutritional values, and convenient access from mobile phones.

## HONEST FOOD - HONEST LUNCHES

At the Honest Food cafeteria, there's plenty to choose from on the lunch menu. Soup (discounted when purchased with a main course) and six main courses (one of the selections is always vegetarian), plus three classic ready-made meals, and two "quick" meals. Diners can also choose from four types of salads. A beverage from the daily offer is always included free of charge, and payment can be made in cash or with vouchers. You can make your menu choices in advance at [www.gastromerret.cz](http://www.gastromerret.cz) in the "Menu" section.



**HONEST FOOD**  
Building H  
Opening hours: Mon-Fri 10:45 a.m. - 1:30 p.m.  
[www.gastromerret.cz](http://www.gastromerret.cz)



**MOMENTO**  
DELTA Building  
Opening hours: Mon-Fri 7:30 a.m. - 5 p.m.  
[www.momentodelta.cz](http://www.momentodelta.cz)





## “BE FIT” AT THE GTH CATERING CAFETERIA IN THE FILADELFIE BUILDING

Customers at the GTH cafeteria in the FILADELFIE Building can choose from eight lunch menus. Hot meals include four classics (of which one is always vegetarian), three “quick” meals, and a self-serve warm buffet. To lighten up their food intake, diners can choose from vegetable plates as part of the “Be FIT!” concept, as well as a salad bar where they can make their own salads. Every day from 7:30 a.m., a wide variety of breakfast foods is available (frankfurters, sausages, eggs, meatloaf, bread, etc.), as well as daily homemade cakes, open-faced sandwiches, healthy bread, whole wheat bread rolls, baguettes, sandwiches, pickled camembert, mayonnaise-based salads, and yogurt parfaits with fruit. The menu is based on the use of fresh ingredients and the absolute bare minimum use of processed foods. Their aim is to achieve high quality and the taste of home cooking at an affordable price.

The restaurant is also open to the public - at the FILADELFIE Building reception, diners just need to ask for an access card against a CZK 100 deposit.

## GTH CAFETERIA IN THE BETA BUILDING OFFERS HOMESTYLE COOKING

The GTH Cafeteria in the BETA Building offers seven lunch menus, of which four are classic dishes, two are “quick” meals, and there’s also a warm self-service buffet, and as part of the “Be FIT!” concept, there’s a vegetable or salad dish. At the salad bar, you can make a salad just the way you like it. Breakfast is served from 8 a.m. to 10 a.m. and features a warm and a cold buffet (muesli, open-faced sandwiches, scrambled eggs, omelets, ham and eggs, frankfurters, and other warm foods). Every day they prepare homemade goods, such as cakes, stuffed baguettes, and sandwiches. Coffee lovers will surely appreciate the Piazza D’Oro coffee, prepared from 100% Arabica beans.

The menu is based on the use of fresh ingredients and the absolute bare minimum use of processed foods. Their aim is to achieve high quality and the taste of home cooking at an affordable price.



**GTH CATERING**  
 FILADELFIE Building  
 Opening hours: Mon-Thu 7:30 a.m. - 4 p.m., Fri 7:30 a.m. - 3:30 p.m. Lunch served Mon-Fri 11 a.m. - 2:30 p.m.  
[www.gth.cz/bbc-filadelfie](http://www.gth.cz/bbc-filadelfie)



**GTH CATERING**  
 BETA Building  
 Opening hours: Mon-Fri 8 a.m. - 3 p.m. Lunch is served from 11 a.m. - 2 p.m.  
[www.gth.cz/bbc-beta](http://www.gth.cz/bbc-beta)

## SODEXO COUNTS ON HOME COOKING

The motto of the Sodexo cafeteria is an emphasis on Czech cuisine and the use of local ingredients. Here they make food that diners not only enjoy, but that also gives them the energy they need for working all day long, from a variety of breakfast foods to a wide selection of main courses to the choice of warm dishes from the self-service buffet in the afternoon. Lunch service begins at 11:30 a.m. and offers a choice of eight dishes, of which one, marked “Balance”, is always a lighter choice. Diners also have a choice of two soups. Over the past several months, the kitchen has undergone a complete overhaul of its cooking equipment in order to better respond to the needs of diners, and to prepare higher quality versions of their favorite foods, such as homemade burgers and chicken gyros. A new addition to the food options is a line of pre-packaged foods made in-house under the “Simply To Go” label. These include classic baguettes as well as packaged salads (pasta, fruit, vegetable, and bean), wraps, bagels, and pastries.



**SODEXO**  
 Building C  
 Opening hours: Mon-Thu 7:30 a.m. - 6 p.m., Fri 7:30 a.m. - 5 p.m.  
<http://bbcc.portal.sodexo.cz/cs/jidlni-listek-na-cely-tyden>



## PERFECT CANTEEN IN ACTION WITH FILIP SAJLER

Perfect Canteen has been active on the Czech market since 2007. Together with its sister company Perfect Catering, they are engaged in company catering and catering services throughout the Czech Republic and Europe. In all their facilities, they emphasise real gourmet experiences and the completeness of the services they provide. With their special menu offers, Perfect Canteen will delight the most demanding clients as well as accommodate customers with specific dietary requirements. You can count on professional service and a high quality culinary experience. The varied menu at Perfect Canteen is regularly enlivened with thematic events - in November, for example, every Tuesday will feature a presentation of original burgers by local chefs as part of the Perfect Burger Project.

The main guarantor of the quality of catering services is Filip Sajler, co-owner of Perfect Canteen, s.r.o., chef, experienced professional with international experience, and host of the Czech Television series "Guys in Action", which organises interesting workshops, discussions, and cooking courses for canteen customers.



### PERFECT CANTEEN

Building B  
 Opening hours: Mon-Thu 7:30 a.m. - 5:30 p.m., Fri 7:30 a.m. - 4 p.m.  
 Weekly menu: [http://www.perfectcanteen.cz/images/PDF/Menu\\_GE-MONEY-BANK.pdf](http://www.perfectcanteen.cz/images/PDF/Menu_GE-MONEY-BANK.pdf)

## ARAMARK NOW OPEN TO THE PUBLIC

Aramark has operated the restaurant in Building A since 2010. Now, after exactly five years, they've opened the cafeteria to the public. Clients will find Czech and international cuisine here, and diners enjoy the gastronomy days when the restaurant cooks various ethnic specialities, for instance the Japanese and Mexican dishes.

The menu includes a regular vegetarian item as well as a "vitalfood" - a menu especially for those who are watching their calorie intake. This important bit of information is also available for all other menu items. New on the menu are fresh pizzas from their new pizza oven, and an extended warm buffet and salad bar.



### ARAMARK

Building A  
 Opening hours: Mon-Fri 7:30 a.m. - 5 p.m.  
 Lunch served: 11 a.m. - 2 p.m.  
[menu.aramark.cz/02praha](http://menu.aramark.cz/02praha)



**AUTHOR**  
BICYCLES



**SALE**  
2015

**GRAND**

cross

model 2015 by Author

For more information about new models in 2015 go to [www.author.eu](http://www.author.eu).  
Follow us on Facebook – Author and Author AG Lab.

# BanglaKids:

## Bangladeshi Children Look Forward to School

What does CZK 550 mean to you? Dinner for two at a restaurant, a new t-shirt, or two tickets to the movies? For rural children who are part of the BanglaKids programme, it means being able to go to school for a month and get school supplies, basic health care, and one nourishing hot meal a day. For a poor Bangladeshi family, it means five hens and their eggs, which will help improve their living conditions.

○ The humanitarian organisation ADRA has been helping children and poor families through their long-term development programme BanglaKids.

Through direct sponsorship (long-distance adoption), it offers education to children and youths in one of the poorest countries in the world.

We spoke with Kamil Kreutziger, director of the BanglaKids programme, about the children and life in Bangladesh.

### How did this programme come about?

The programme came about spontaneously 16 years ago, when a Czech dentist working in Bangladesh couldn't come to grips with the sight of begging, hungry, homeless children running through the streets. First he sought out

and distributed food. He understood, however, that in order for aid to be effective, it must be long-term, and it must guide the children to a self-sufficient life. By sheer luck, he came into contact with people working in a network of Christian schools through which direct sponsorship for children's education was already taking place. This was followed by a search for sponsors in the Czech Republic, the creation of the programme, and support for educating children in village, boarding, and slum schools.

### Why help in Bangladesh?

Bangladesh is a beautiful, densely populated, poor country. In a country the size of former Czechoslovakia live 166 million people, of which 40% live on less than USD 1.25 a day - less than the poverty level set by the UN. Only just over half of its adults can read and write. Illiterate people tend to have lower or unstable incomes. Children from poor families are forced from a young age to work hard and contribute to the family income. They work in fields, brickyards, in shops, they

beg, and some go hungry. They lose out on their childhoods, and without education, they end up being cheap labourers. In this way, poverty is passed on from generation to generation. By providing education, we can improve their position on the labour market and break the vicious circle of poverty.

### What do the children learn at school?

Thanks to the BanglaKids programme, children learn to read and write in Bengali and English, maths, geography, and other general education subjects. They learn good habits in the areas of hygiene, health, disease prevention, etiquette, and interpersonal relationships. They acquire practical manual and craft skills necessary for everyday

▷ Children during a school break, Ambara village school



▷ Teaching in the Tallapara village school



▷▷ The BanglaKids team: Kamil Kreutziger, Anna Krejčí, pregnant Šárka Hejnková, Jan Hádek



# WHAT WE'RE TALKING ABOUT



◀ Children from the Khujura village school



## What has ADRA accomplished over the past 15 years with the Bangla-Kids programme in cooperation with sponsors?

life. In our schools they can get primary, secondary, and tertiary education.

### By what criteria do you select the children for the BanglaKids programme?

Children are chosen for the BanglaKids programme by our colleagues in Bangladesh. It's a team effort - representatives of our partner organisation BCSS, representatives of the schools, churches, and a representative of the parents. The primary criteria are income level, property held, overall life situation of the family, and the child's interest in studying. Children are chosen for the BanglaKids programme regardless of their origin, religion, or gender. Special attention is paid to children from broken homes and orphans.

### Why do you think direct sponsorship is better than anonymous donations?

The advantage is its specificity. You know that you're supporting a specific child, someone you can get to know personally. It really hits you right in the heart. For both you and the child it makes sense. That is not to say that anonymous donations don't have their place or that they're less effective. Every bit of help is valuable, and the value of a donation isn't

measured by its specificity, but rather by its timeliness and the motive behind it. Another advantage of direct sponsorship is that it's long term. Some sponsors have supported children throughout their school careers. We even had a case where an older man had made arrangements in case of his death so that the three children he sponsored could finish their studies.

### The BanglaKids programme allows sponsors to visit their child. Would you recommend it?

That depends on the personalities of the sponsor and the child. In our experience, the meetings of sponsors and children are very positive. For the child, it's a dream come true, a good motivation to study, and sometimes even gives them a sort of "anchor" for their lives, especially for orphans. For sponsors, it's a one of a kind experience that affects them to their very souls. A number of years ago, my wife and I began to support an orphan in Bangladesh - Ronjon. We got letters and photos and could see how the boy was growing. At the time, I didn't realise that one day I'd be in charge of the programme and that we'd meet. But as you know, life is an unpredictable adventure. Last year, we got to meet Ronjon for the first time. We played football together, drank coconut milk, I taught him to take photos, and he sang to me. We communicated through an interpreter. This year it wasn't necessary. The meeting with Ronjon was an incentive for him to do well at school, and he learned the language in a year. We're close again and we're so thrilled with his progress. ◊◊

◀ Girl from the Gopalganj boarding school

- They've helped 6,500 children and youths study at 43 village, 15 slum, 7 boarding, and 1 city school in Bangladesh.
- They've renovated and equipped 42 school buildings.
- They built one entirely new village school.
- They brought electricity to five village schools thanks to solar energy.
- They installed wastewater treatment equipment and a well with a water tank at two boarding schools.
- They rebuilt wells at nine village schools.
- They trained 848 teachers.

## YOU CAN HELP TOO

On their site, [www.banglakids.cz](http://www.banglakids.cz), you'll find information about the children who are looking for sponsors who can support their studies through regular donations. If you become a sponsor, you'll get letters from your child twice a year, you can write to them, send them gifts, and even meet them personally in Bangladesh.

You can provide direct material support for families through their e-shop at [www.banglakids.cz/cz/kategorie/darky/](http://www.banglakids.cz/cz/kategorie/darky/) and help them meet their basic needs. You can donate, for example, 50 kg of rice, a goat, a calf, chicks, household goods, or things to help families earn a living, such as fishing nets, a sewing machine, a boat, or a rickshaw.

How else can you help? Arrange a running race, a sports tournament, a concert, or other event and donate the profits to children in Bangladesh. You can learn more at [www.banglakids.cz](http://www.banglakids.cz) in the section "Support a Child" and "Other Ways to Help".



**BanglaKids Office**  
ADRA, o. p. s.  
Klíkatá 1238/90c, 158 00 Prague 5  
[www.banglakids.cz](http://www.banglakids.cz)



# Culture Tips

## Theatre



Martin Hruška  
as Joseph Stalin

Ondřej Voljeník  
as Mikail Bulgakov

**What? John Hodge: Collaborators**

**When?** Czech premiere October 2, 2015

**Where?** Divadlo pod Palmovkou, Zenklova 34, Prague 8.

This play by John Hodge (screenwriter of such cult films as *Trainspotting*, *Shallow Grave*, and *The Beach*), is an ironic comedy about responsibility for one's own actions and about the variety of traps that await a person in every time period. Hodge's provocative modern "Faust", written in 2011, ingeniously touches on the events at the end of the life of the great Soviet author Mikail Bulgakov as he's faced with persecution by the Soviet regime. The play, full of clever British humour, combines real events with those that are completely fictitious. The production met with great success during its first run in London and received the prestigious Laurence Olivier Award for Best New Play. The production, which reopens the theatre after a two-year renovation, features Ondřej Volejník in the role of Mikail Bulgakov, Martin Hruška as Joseph Stalin, and Tereza Dočkalová as the actress Anna under the direction of Michal Lang.

**More at:** [www.divadlopodpalmovkou.cz](http://www.divadlopodpalmovkou.cz)

## Exhibition

**What? The Hidden Language of Plants**

**When?** June 12, 2015 - January 3, 2016

**Where?** Kinský Palace, Staroměstské náměstí 12, Prague 1.

Rare treasures of traditional Asian art, contemporary art, design, and the scent of flowers are all part of the National Gallery's exhibition *The Hidden Language of Plants* at the Kinský Palace. The singular theme of the exhibition that interconnects across time and shape is the symbolism of plants and floral themes of traditional Asian art. All manner of traditional floral motifs are shown in a broad range of materials: textile, lacquer, metal, porcelain and paper. Decorative and utility objects whose surfaces are embellished with rich and multi-layered floral symbolism predominate. The exhibition includes a wide range of media ranging from video art, animated work and installations to photography and painting. Traditional works are exhibited side by side with contemporary works by young fashion designers and prominent jewellery designers.

**More at:** [www.ngprague.cz/vystavy](http://www.ngprague.cz/vystavy)





# Book



**What? Seven for a Secret, Lyndsay Faye (Czech translation: Lovci vran, published by Paseka)**

**When?** Release date (Czech version) September 30, 2015 (English version available on Amazon).

It's early 1846 and Timothy Wilde is part of the newly-created New York Police Department, where he specialises in seemingly unexplainable cases. One day beautiful Lucy staggers into his office and begs for his help. According to her, hunters of runaway slaves sometimes earn a bit more money by kidnapping free citizens who are then deported to the South and re-enslaved. Lucy fears that this is exactly what happened to her family. In this period detective story, the author paints a fascinating and authentic portrait of the American metropolis in the 19th century and demonstrates her skills at telling a riveting story with a secret.

# Film

**What? The Martian**

**When?** Premieres October 1, 2015.

Astronaut Mark Watney (Matt Damon) nearly dies in a dust storm during a mission on Mars. The rest of his crew leave the planet, believing that their colleague is dead. But Watney survives and finds himself abandoned on an inhospitable planet. He has only limited supplies and must use every ounce of ingenuity, inventiveness, and technical know-how he has in order not only to survive, but also to find a way to send a signal to Earth that he's alive. He overcomes one obstacle after another, and begins to believe that he'll finally be able to escape the planet alive. But Mars has yet another surprise in store for him. This action-packed film was directed by Ridley Scott, based on the 2011 novel by Andy Weir.



# Event

**What? Lecture Series: Give In to the Journey of Faith**

**When?** November 1-26, 2015

**Where?** Bethany Community Centre, Za Brumlovkou 1519/4, Prague 4

Throughout November at the Bethany Community Centre, hear lectures and life stories of those who have tried to live the journey of faith. A schedule of all sixteen events, which always begin at 6:30 p.m. and are free of charge, can be found at [www.zkusitviru.cz](http://www.zkusitviru.cz). There you can also watch the lectures online.

**More at:** [www.zkusitviru.cz](http://www.zkusitviru.cz)



# Music



**What? Strings of Autumn - 20th Annual International Music Festival**

**When?** October 5 - November 19, 2015

**Where?** State Opera, Czech Museum of Music, Dvořák Hall at the Rudolfinum, FORUM Karlin, Lucerna Great Hall, Spanish Hall at Prague Castle, National Memorial at Vítkov.

This year's popular festival offers yet another epic journey into the world of unusual musical experiences. Every year, the festival brings together personalities of the contemporary international music scene, spanning such genres as classical music to jazz, crossover and ancient music to world music. This year's jubilee festival will pay tribute to the genius of Czech film composer Zdeněk Liška: the Baborák Ensemble and Martinů Voices will perform the score to the film Markéta Lazarová. Festival audiences will have the chance to meet personally with composer David Lang together with Paul Hillier and his Theatre of Voices, with pianist Jason Moran, violinist Gil Shaham, and contra-tenor Phillipe Jaroussky.

**More at:** [www.strunypodzimu.cz](http://www.strunypodzimu.cz)

# SHOPS AND SERVICES AT BB CENTRUM

## RESTAURANTS

- 1 Ristorante Pizzeria Grosseto
- 2 Express Sandwich
- 3 Baifu – sushi bar
- 4 Maranatha – vegetarian restaurant
- 5 Mango – Chinese restaurant
- 6 Kiindi – Thai restaurant
- 7 Dhaba Beas – Indian restaurant
- 8 Puzzle Salads
- 9 Ugo – fresh and salad bar
- 10 Aramark – canteen
- 11 GTH – canteen
- 12 GTH – canteen
- 13 Honest Food – canteen
- 14 Memento – canteen
- 15 Perfect Canteen – canteen
- 16 Sodexo – canteen

## SHOPS

- 1 Louis Purple – tailor
- 2 dm drogerie – drugstore
- 3 Albert – supermarket
- 4 Albert – supermarket
- 5 JK Jitka Kudlackova Jewels
- 6 Sommellerie – wine, coffee, delicatessen
- 7 O2 Store
- 8 Ted'&Hned – newsstand, gifts
- 9 Maranatha – health foods
- 10 Don Pealo – newsstand
- 11 Nivosport – sportswear
- 12 Bianco & Rosso – Italian delicatessen
- 13 GolfProfi Store Praha – golf accessories
- 14 Romantika Florist
- 15 Romantika Florist
- 16 Just Trading - newsstand
- 17 Novus Optik

## BANKING

- 1 Česká spořitelna
  - 2 UniCredit Bank
  - 3 GE Money Bank
- Cashpoint**  
 FILADELFIE Building (UniCredit Bank)  
 Building B (GE Money Bank)  
 BRUMLOVKA Building (Česká spořitelna)  
 BETA Building (ČSOB)

## SPORT / RELAXATION

- 1 Balance Club Brumlovka – fitness and wellness
- 2 Baar Park
- 3 Children's playground
- 4 Multifunctional sports court
- 5 Tennis courts
- 6 Brumlovka Park

## CAFÉS

- 1 Office Café
- 2 O2 Café
- 3 Cupucino
- 4 Costa Coffee
- 5 Hájek & Hájková confectioner's
- 6 Kafe {} kafe {} kafe

## SERVICES

- 1 Česká pošta/Czech POINT – post office
- 2 Automyčka Brumlovka – car wash
- 3 Bomton – hair and beauty centre
- 4 Net dry cleaning & laundry
- 5 Radka Chvalova Nail Studio
- 6 Elliot Activity – travel agency
- 7 Moje Bublinky - kid's corner

## HEALTH SERVICES

- 1 Urosanté – urology and andrology centre
- 2 Benu pharmacy
- 3 Santé – private medical clinic
- 4 MUDr. Denis Krupka – dentist, dental hygienist

## EDUCATION

- 1 Eliáš Christian Nursery School
- 2 Eliáš Christian Primary School
- 3 Bible Study Lessons
- 4 Bethany Community Centre
- 5 Morning Devotionals
- 6 NeuroLeadership Group – education, coaching



# PUBLIC PARKING AT BB CENTRUM

## PUBLIC PARKING

- 1
P
Public paid attended parking (Za Brumlovkou St.)  
Capacity: 117 parking places
- 2
P
Public paid attended parking (Vysočilova St.)  
Capacity: 40 parking places
- 3
P
Public underground parking (BRUMLOVKA Building)  
Capacity: 59 parking places
- 4
P
Public underground parking (FILADELFIE Building)  
Capacity: 102 parking places
- 5
P
Public paid attended parking (Želetavská St.)  
Capacity: 36 parking places
- 6
P
Public underground parking (Building G)  
Capacity: 16 parking places
- 7
P
Public underground parking (DELTA Building)  
Capacity: 70 parking places

All parking lots  
are open  
24 hours  
a day

## LONG – TERM PARKING FOR RENT

- 3
BRUMLOVKA Building  
Capacity: 30 parking places
- 4
FILADELFIE Building  
Capacity: 100 parking places
- 8
Residential Park Baarova  
Capacity: 96 parking places

CONTACT 724 607 209

P **Aboveground parking: CZK 40 per hour\***  
(weekdays 7:30 -19:00, free of charge outside these hours)  
\*First 15 minutes free at aboveground parking lots

P **Underground parking: CZK 40 per hour**





**BBCENTRUM**

*Where Business  
Comes to Life*



”

**WELCOME AUTUMN  
AT BRUMLOVKA PARK**

BEHIND THE BETHANY COMMUNITY CENTRE (ZA BRUMLOVKOU STREET, PRAGUE 4) [WWW.BBCENTRUM.CZ](http://WWW.BBCENTRUM.CZ)