



Travels from Luhačovice – East Moravia

■ **City of Zlín – city of Tomáš Baťa** – This city is a mere half an hour drive away from Luhačovice but easily accessible by public transport. Zlín is known for its Baťa's architectural style which makes a distinct contribution to the European modern architecture of the 20th century. The main personality behind all this was architect Vladimír Karfík (1901 – 1996). He studied in Prague, in Paris with Corbusier and also in the US. Already in 1931 he created the first high-rise building project for Zlín. The peak of his work in Zlín was the completion of administrative building no. 21. This was the headquarters of shoe-making company Baťa, founded in Zlín in 1894. The high-

rise building made use of then rather novel fast elevators, its representative parts were inspired by art deco style of American skyscrapers. This 17-storey building was opened to the public after an extensive reconstruction carried out in 2003-04 by Zlín region. The unique elevator made into a moving office of 5x5m, with air conditioning, phone switchboard, hot and cold water is on display there. The terrace of the building offers a spectacular view on the surrounding natural and urban landscape; the latter one includes the so-called Baťa housing colonies made of family houses built for employees of the Baťa shoe company. Refreshments are offered on the terrace and

also in a café that becomes open-air in the summer months. Close to this phenomenal building you will find the shoemaking museum with thousands of exhibits, documenting the history of shoes home and abroad. It showcases the most comprehensive collection of Baťa's products from 1894-1945.

■ **Barum rallye Zlín** has celebrated its 40th anniversary in 2010. This most famous Czech car race is part of the European Championship and also the prestigious international series Intercontinental Rally Challenge, attended by top teams from the whole world. The start and finishing lines of the race are located in Zlín and it takes place in August.

■ **ZOO Zlín Lešná** – This zoological garden will let you explore environments of Africa, Asia, Australia and South America. You can take a tour of the zoo by a special zoo train. In the middle of the gardens a fairy-tale like chateau Lešná is located, with underground premises that are a home to exotic animals. There are four restaurants in the area to satisfy any cravings.

■ **Buchlovice chateau**, located close to majestic castle of Buchlov, is one the most important Baroque-style aristocratic residences in the Czech Republic. Its Baroque garden and extensive English park, one of the most beautiful historical gardens in the country, are particularly remarkable.

The origins of Moravian spa of Luhačovice date back to the end of the 18th century. Its natural spring water with high mineral content help to treat illnesses of respiratory and digestive systems. The picturesque landscape surrounding Luhačovice is enhanced by buildings by Dušana Jurkovič in the style of folk Art Nouveau. Many of them have been converted into four-style hotels. Trips can be made to the stately castle of Buchlov, Buchlovice chateau, national heritage sites of Hluk and Vlčnov, Baťa's canal.

Distances:

Prague–Luhačovice by highway to Brno and then via **Kroměříž** 340 km
Brno Tuřany Airport 100 km
Vienna Airport 180 km.

Augustinian House – a pleasant and inspirational oasis of Luhačovice

Luxury that seeks to be different

A Neo-Renaissance building with historicist English influences in a quiet neighbourhood of the largest Moravian spa town of Luhačovice underwent a major refurbishment worth 110 million CZK and turned into a four-star luxurious wellness and spa hotel Augustinian House. The building has

been constructed at the beginning of 20th century for Augustinian monastery of St. Thomas in Old Brno. It is adjoined by St. Thomas chapel in neo-Gothic style. The renovated chapel has hosted many weddings up to date. The hotel has 26 rooms, each decorated differently, and also a suite named

after one of the most famous Czech music composers Leoš Janáček. He began to



visit Luhačovice on regular basis from 1903, the last ten years until 1928 he stayed in Augustinian House. He composed Glagolitic Mass here and also worked on the opera Cunning Little Vixen there.

Visitors from abroad are attracted mainly to the local festival of Janáček's music. Luhačovice also enable them to find out more about his

personal life. He met with three interesting women there who happened to



inspire his works too. Life story of Kamila Urválková became an inspiration for the opera Destiny. „People like human stories,” claims the hotel director Roman Taťák, „and here's a story that is not a legend, but a true story.“

Augustinian House prides in its family feel and friendly atmosphere as well as its first class services. The ho-

tel managed to seamlessly connect its historical part with a newly-built part and to match the historical exterior with modern, elegant furnishings in a very sensitive way during the reconstruction. Glassed-in restaurant with a terrace and a splendid view on the surrounding area evokes the feeling of an oasis. Indeed, the hotel's wellness centre

is a true oasis for the body and mind where experienced therapists including a Czech-french spa treatment specialist look after the guests. The hotel has also great sport resources. Excellent wellness services and experiential dining, courtesy of a foreign-trained chef, are to become the main selling points for this hotel aimed at upscale clients. ■ **maj**



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