



MAHLER'S JIHLAVA

During the 13th century made Jihlava the most powerful town in Bohemian kingdom. And even later when the mining has subsided, the town would not let its good reputation to be taken away. From 14th to 18th century Jihlava became famous home and abroad for its cloth weaving production. Still, the town wasn't spared of some big disasters and the Thirty Year War led to rebuilding of the town in Renaissance, Baroque and Classicism styles, respectively. Medieval walls have been partly preserved though. One Medieval gate out of five is left - the Madonna Gate. A branch of the information centre is also located there and apart from historical exhibitions, one can also

enjoy some fine views from there. Great views can also be seen from one of the two towers of St. James' church. Tourists can also explore what's below the town's surface. A labyrinth of underground corridors of a total length of 25 km is linked to many myths and mysteries. Jihlava's most remarkable churches include the church of Feast of the Cross, currently under reconstruction that should bring it back to its original form.

In 2011 one of the concerts from Mahler's Music Festival took place there. Gustav Mahler's house is a modest building near the main square and has a commemorative plaque by Milán Knobloch on it. The latest reconstruction

The importance of Jihlava to Czech history has often exceeded the limits of Czech borders and is reflected in the value of its urban heritage with 213 protected monuments and sites. It may be useful to remember the origins of the city as we enter the Tourist Information Centre in the premises of the townhall. At the beginning there was a Slavic village, then the development of silver

JANÁČEK'S LUHAČOVICE WITH A FESTIVAL

One of the most popular Czech music composers abroad Leoš Janáček (1854-1928), the author of operas *Káta Kabanová* and the *Makropulos Case*, a number of symphonic poems, instrumental and chamber music pieces, was visiting his favourite spa town of Luhačovice in south-east Moravia for more than 40 years. He even composed some of his works there and experienced some of his love stories. Luhačovice has not forgotten him. Since 1992 this biggest spa town in Moravia hosts the music festival Janáček and Luhačovice, held under the auspices of the wife of the Czech president Mrs. Livia Klausová. It is organized by joint stock company Lazne Luhačovice. The 20th jubilee edition in July 2011 showcased Janáček's Glagolitic Mass that he composed there in 1926 with 130 performers. A number of great guests and artists regularly visit this festival. In 2011 the star guest of the festival was the first lady of Czech opera scene and soloists of the National Theatre in Prague Eva Urbanová. Pianist Martin Kasík and cellist Jiří Bárta were highlights of the festival too.

Picturesque spa town of Luhačovice with natural spring water, sports facilities, wellness and spa resort but also natural baths is an ideal place for a relaxing holiday as well as a great starting point for exploring eastern part of the Czech Republic. Enjoy Luhačovice's vivacity, interesting food, unusual folklore and folk music that often inspired Janáček. Luhačovice is decorated by Art Nouveau buildings by famous architect Dušan Jurkovič. Recently the reconstruction of the Augustinian house where Janáček also used to stay and compose his works, has been completed. It was converted into a luxury hotel that reminds of the composer at every step. To celebrate the jubilee year of the music festival, the hotel has prepared an inspirational menu



Augustinian house

called *Symphony, Libretto, Janáček*.

A GLIMPSE AT EAST MORAVIA

The most eastern region of the Czech Republic, neighbouring with Slovakia, is a land of diverse natural beauty and of some rich pickings. Protected natural area of Beskydy mountains is one of the most distinct ones in the country, biospheric reserve White Carpathian mountains with rare orchids is a one-of-a-kind place with preserved nature, vineyards of Slovácko region are very picturesque but also full of really tasty wine, so nice to

be enjoyed in wine cellars in the company of cheerful winemakers, and finally the tranquil, flat landscape of Haná region with the Morava river all create the essence of this part of the Czech Republic. Lately, East Moravia has becoming a popular destination for those seeking relaxation and wellness. Apart from well-known spa town Luhačovice, there is also Velké Karlovice that ticks those boxes. Family trips often lead to Zoo in Zlín. Zlín is the capital of the region and is linked to

Tomáš Baťa, founder of the shoe-making industry, but also to the world famous architect Eva Jiřičná who designed the local Congress and University Centre. The region is much sought after also among the cyclists who often head off to the valley of Vsetínská Bečva. It is possible to travel with a bike on a boat through Baťa's canal. The fitter ones among us can test their fitness level at the Drašal bike marathon trail. Those who like sightseeing should not miss the town



Chateau Napajedla

EAST MORAVIA – THE BEAUTY OF DIVERSITY

Tourist region East Moravia is a suitable location for organizing congresses, conferences and accompanying events in an environment that is well known for its hospitality, unique gastronomy, strong bonds to the nature and respect for folk customs and traditions, many of which are famous all around the world. Ideally located in Central Europe, in the very eastern corner of the Czech Republic bordering with Slovakia, with a wide selection of accommodation facilities and a great range of restaurants, this destination meets the highest standards for organizing various MICE events.

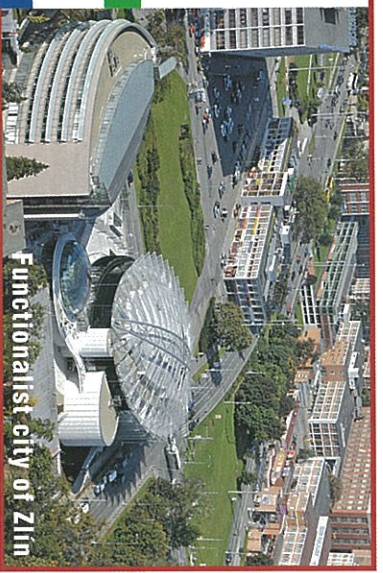


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MICE OFFER CAN BE FOUND AT WWW.EASTMORAVIA.COM

Interesting tips and recommendations can be found at: www.viamorava.com, www.bernsteinstrasse.com, www.vychodni-morava.cz/en

COME AND ENJOY THE BEAUTY OF DIVERSITY!



Functionalist city of Zlín

ANTONÍN DVOŘÁK human and a musician



Interactive exhibition in the Czech Museum of Music in Prague

In 2011 the whole world celebrated 170th anniversary of birth of the most famous Czech music composer Antonín Dvořák. National Museum's branch the Czech Museum of Music is hosting a retrospective exhibition to mark the occasion from 8th June 2011 to 29th February 2012.

The exhibition tells the life story of Antonín Dvořák without overwhelming visitors with too much information. Telling extracts from his correspondence or various statements revealing his personal views and weaknesses and never seen before family photographs create greater interest in his music and his journey that took him to international fame. Thanks to the exhibition, Dvořák steps down from the pedestal and we can connect with him at human level. Organizers of the exhibition who tend to be young wanted to come up with an exhibition that will appeal to the younger audiences while still satisfying others interested in Dvořák. They have not gone down the superficial route, instead they tried

to create certain thought outline that weaves together several different storylines. Original scores and recordings of Dvořák's most famous pieces are naturally not missing. The exhibition boasts with a world original and that is the autograph of 9th symphony. From the New World.

"Visitors can find many Dvořák-related, never seen before originals in one place," commented Michal Lukes, General Director of the National Museum. Exhibition curator and author Eva Velická adds: "Dvořák's music is splendid and also Dvořák himself was a very inspiring personality. The exhibition basically tells a simple story of a poor boy who conquered the whole world."

National Museum - Czech Museum Of Music looks after the biggest collection of Dvořák-related artefacts and memorabilia in the world that counts around 8000 items but rarely leaves the vaults. The exhibition also showcases photographs, documents and objects from other institutions.

Family tourism

2011 in Prague) - these are all just a brief example of the attractions that East Moravia has to offer. Check out the website for more information.