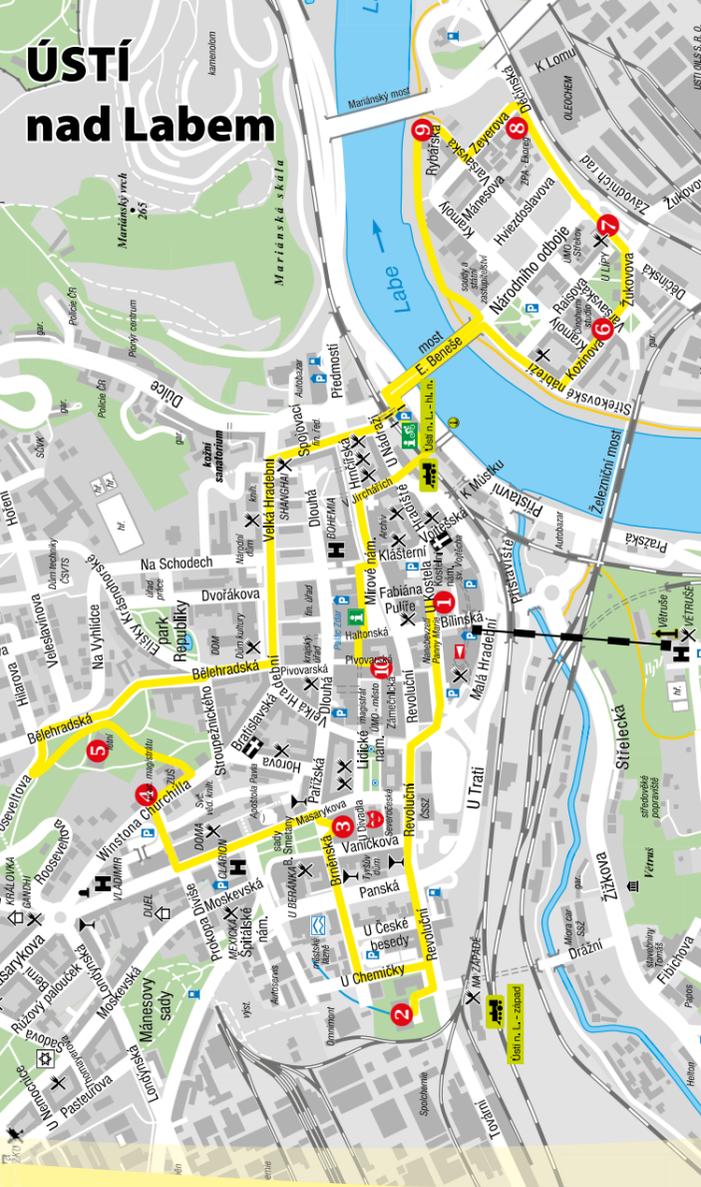


ÚSTÍ nad Labem



Route description

Stop 1 is next to the **Church of the Assumption of Our Lady (the church with the leaning tower)** – walk past the Forum shopping mall and Labe department store to Revoluční Street until you reach the subway at the crossroads with traffic lights. About 250m past the subway on the right of the street you will reach **stop 2** the **administration building of Spolchemie**. Return to Revoluční Street, turn into U Chemický Street on the left. At the end of the parking place go right to the crossroads with traffic lights and cross the street to the opposite side into Brněnská Street. Cross Vaníčková Street to get to **stop 3** opposite the park next to the **museum**. Cross the zebra crossing at the next crossroads near the park, go left along Masarykova Street and turn right after 250m into a short subway, walk up the steep hill to join Winstona Churchilla Street with the **palace villa of I. Petschek** right opposite to you – **stop 4** Continue along the right and after less than 100m you will reach the open-air cinema with **stop 5** **by the roofed seating area**. Climb to the upper entrance, go right to the crossroads and descend Bělehradská Street on the right past the open-air cinema down to Velká Hradební Street. Turn left, keep walking along Velká Hradební Street to reach the library and cross the street at the zebra crossing. Go straight for about 300m across Hrnčířská Street and U Nádraží Street to get to the subway at the railway viaduct and then continue to the E. Beneš Bridge. Turn right to the other side of the bridge into Střekovské nábřeží Street, take the second street on the left, Kozinova Street, and you will reach **stop 6** **at the Drama Theatre (Činoherní studio)**. Walk past the T. G. Masaryka Park and the post office until you get to Žukovova Street joining Děčínská Street, where you will find **stop 7** at the U Lipy restaurant. From here you can see the **Oleochem company and the Usti Oils company**. Then go left towards the roundabout, cross the street to the opposite side and continue along Děčínská Street up to the last **corner house into Zeyerova Street with stop 8** Turn left into the street and walk to the cycle path on the river embankment, where you will find **stop 9** You can enjoy the view of the **Marian Bridge** here. On the left of the embankment climb to the E. Beneš Bridge again, cross to the opposite river bank. Walk via the new terrace and the railway station on your left to get to Hrnčířská Street. You can also reach Hrnčířská Street via the subway joining U Nádraží Street, then turn into V Jirchářích Street on the right and you are there. Mírové Square is on the left, the last **stop 10**, **at the monumental mosaic** is situated by its upper part behind the new building seating the Czech Insurance Company.

The length of the route is approx. 6.5 km, most of it is flat on roads suitable for pedestrians except the ascent up the hill through the open-air cinema to the Skřivánek neighbourhood.

The route is of medium difficulty, not suitable for the wheelchair bound or cyclists.



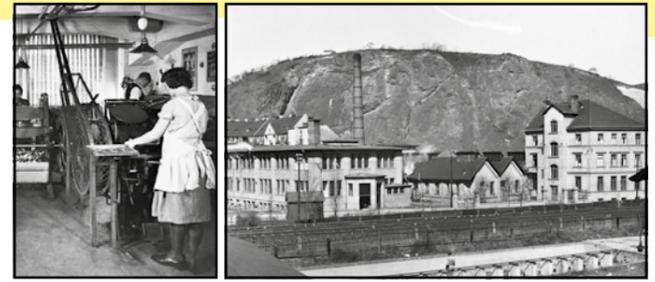
7 Most famous soap in former Czechoslovakia

„Cleanliness is half of health“ – you may sometimes find yourself telling your children or grandchildren, thinking it is an old saying. In fact, it is our most famous advertising slogan ever. It was conceived by the advertising department of the Ústí Schicht company to support sales of its soap with the emblem of a stag in the past century. The yellowish bar of soap with a relief of a jumping stag became an important part of all households of cleanliness loving landladies in Austria-Hungary. The Schicht company had the stag trademark registered in 1891, so it is one of the oldest continuously used trademarks in the Czech Republic. However, the famous logo had appeared on a soap bar before. It was brought into being at the very beginnings of the company, i.e. 1848, when the Schicht obtained a soap production licence in Rynoltice near Liberec. The factory in Ústí was built in 1882 and the soap production helped the Schicht family build the greatest foodstuff processing – toiletries business in the whole of Europe. As early as in 1929, the Schicht plant became part of the still existing multinational Unilever concern, leader in cosmetics.

8 Oldest factory making gramophone records in Bohemia



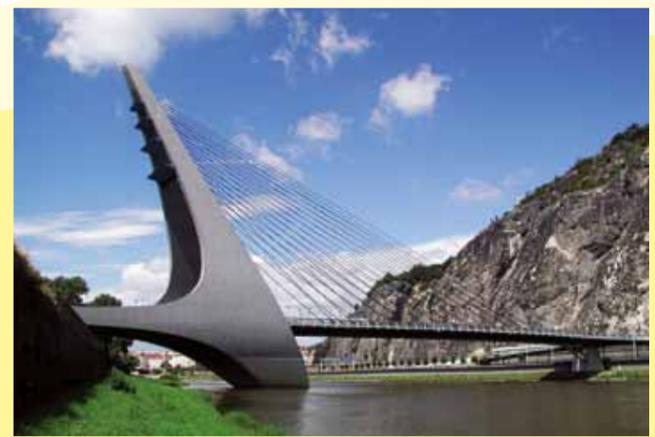
Today's premises of the ZPA Ekoreg company still echo back to the breakthrough year of 1910, when the first Czech company producing "talking" records started business. It was established in Střekov, a neighbourhood of Ústí, by Josef Berliner from Hannover, brother of the gramophone inventor, as a branch of the Berlin plant. He supplied the whole monarchy with his brother's invention. The business was soon bought by the British



„Gramophone Company“, the world biggest record producer. From that time, the legendary His Master's Voice brand was produced in Ústí, depicting an image of a dog confusingly listening to a gramophone, from which his master's voice recording is heard. The name of Ústí nad Labem also appeared on every local record printed in the Czech, German, Hebrew and Arabic languages, depending on the market. The Ústí records sold all over Central and South-east Europe, as well as in Palestine and Morocco. Production ceased in 1938.

9 Most beautiful bridge worldwide in the 1990's

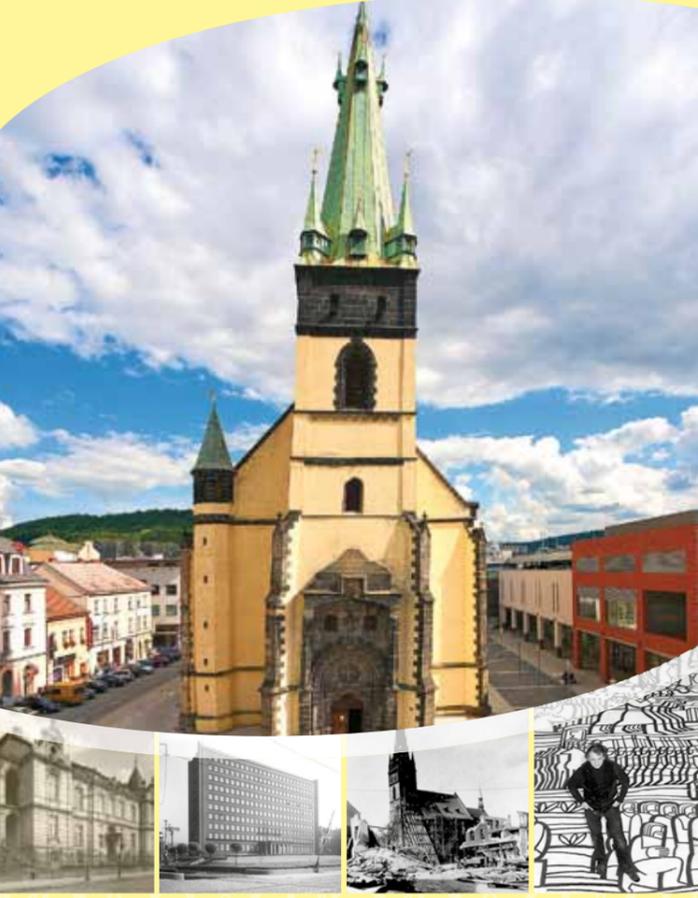
What do the Twin Towers in Kuala Lumpur, one of the world's tallest skyscrapers, and the Marian Bridge have in common? They are ranked in the top ten most beautiful structures of the 1990's, according to a poll by the renowned magazine Structural Engineering International. This ranks the bridge as one of the top world architectural structures together with such jewels as the Guggenheim



Museum in Bilbao and the London Millennium Dome. It is the highest award a Czech structure has achieved since 1969, when architect Karel Hubáček was awarded the Auguste Perret Prize for the construction of the TV tower on Ještěd by the International Union of Architects. With its 70m high steel pier, the bridge became the main landmark of the city in 1998. Not only is it attractive due to its height, but its provocative shape is complemented by its unforgettable system of steel cables carrying the 170m long bridge deck. Hardly any Czech lover of architecture has failed to stroll across the bridge. The unique structure designed by the foremost Czech architect, Roman Koucký, became a new symbol of the city, replacing the medieval Castle Střekov in the position it had enjoyed for decades before.

10 Largest mosaic in former Czechoslovakia

The "Assumption of the working class" or "Ten storeys of communist heaven" are some of the insulting nicknames given by city residents to the mosaic displayed on the building of the former regional national committee on Mírové Square. However, with an area of 450m² it is unique for being the largest mosaic nationwide. It also ranks as the largest modern mosaic worldwide. The creator of the monument, dedicated in 1985, was Miroslav Hora (1933-2006), a renowned city artist. Work on the gigantic mosaic, from the graphic design up to production and installation, took more than three years. The tableau shows over a hundred characters. Yet, the artistically valuable artwork reflected socialist ideology. It depicts the „socialist“ allegory of the borderland history and celebrates the working class in the North Bohemian region. Beginning from Přemysl the Ploughman, showing rural uprisings and Hussites at the bottom levels, we can see miners on strike and the police shooting at them at a higher level. The level above shows the victorious February coup d'état, and numbers of workers even above with factory stacks and a mine excavator. The top of the tableau culminates in the „bright tomorrow“, symbolised by children, flying pigeons and the sun.



Ústí's TOP sights Route No. 1



PATHS OF UNEXPECTED BEAUTY:

- I. Ústí's TOP sights
- II. Villa architecture
- III. Golden 4
- IV. Artist's Route

Ústí's TOP sights

Ústí nad Labem, the biggest city in the North Bohemian region, can boast a number of great TOP sights that make it number one nationwide, Europe-wide or even worldwide. This important strategic point by the largest Czech river soon became an important fortified settlement under the Přemyslids. In the 13th century, a royal free town grew here, although for most of its existence it was more a sleepy small town set in the picturesque River Elbe valley. Most recognised personalities of European culture such as the composer Richard Wagner, natural scientist and explorer Alexander Humboldt, painter Ludwig Richter, and writer Karel May were enchanted by it in the 19th century. However, the nearby deposits of brown coal and the crucial transport routes predestined a different fate for the town. During the late 19th century, the sleepy town turned into a leading metropolis of the empire. It featured the greatest chemicals company, the greatest bottling plant, the first pulp mill, yeast press, the largest marshalling yard, the busiest ports, etc. The bustling town gave birth to successful sons and daughters such as Rudi Sieber, a film producer and husband of Marlene Dietrich, the internationally renowned German actress, Ignaz Petschek, the wealthiest entrepreneur of Czechoslovakia in the interwar period, the highest Czech commander and general in WWI - Eduard Kadlec, the first globe-trotting film maker - Martha Schichtová, Heinz Edelmann - artist and creator of the most famous submarine, i.e. the "Yellow Submarine" film with the legendary Beatles, Vladimír Páral, the bestselling contemporary Czech writer, etc. Do you find so many superlatives are just too much for one town?

Let us find some more in Ústí's streets ...

1 The most leaning tower in Central Europe

Is it going to fall or not? This is what you could think when you see the tower of the Gothic Church of the Assumption of Our Lady. It leans so much that it can boast the title of the most leaning tower in Central Europe. Its creator, the famed builder of the St. Vitus Cathedral, architect Josef Mocker, certainly did not build it with a lean in 1890. The spire was hit by bombs in an air raid at the end of



WWII. The nave corner collapsed and the tower's structure was disturbed. Such serious devastation appeared to have been fatal. In the end it was supported by a construction made of massive timber piles and the rescue work took four years to stabilise the structure. Still, it leans from the perpendicular axis by more than two metres over its 65m height. It is ranked in the top five leaning towers in Europe, right behind the famous bell tower in Pisa. First place is held by the church tower in Suurhusen, Germany, which is 27.4m tall and leans by 243cm.



2 The tallest building in Czechoslovakia between 1930-1934

Facing the administration building of Spolek pro chemickou a hutní výrobu you can feel the spirit of America. With a height of 44m it was the tallest building in Czechoslovakia in 1930 when it was completed. The ten-storey building was referred to as a skyscraper then, the very first one nationwide. It symbolised the sovereign position of Spolchemie as one of the most important European players on the chemicals market. The skyscraper featured technical achievements such as tube post and the paternoster lift with cabins moving on a chain without stopping, with everyone wanting to know what would happen if they failed to get off



The Ústí skyscraper remained the tallest building for four years. Then it was beaten by other structures in Prague and Zlín. Today, even the blocks of flats in the local high rise blocks are taller. However, architecture experts regard the building as the most monumental Expressionism structure in the Czech Republic, at least.

3 The oldest district heating in Czechoslovakia

The museum building was completed in 1876, originally as the largest school in the city. It is marked in the history of the town mostly because it was the first building in Czechoslovakia connected to district heating. This breakthrough technology was taken up by the city council after the collapse of the old school boiler room in 1922. However, it took some

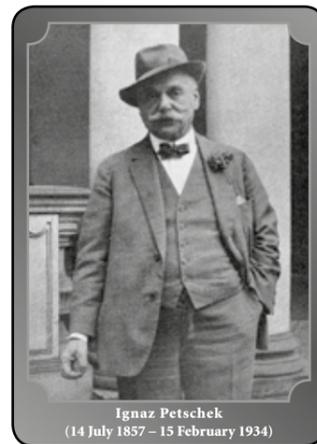


time to take the decision because the proposal was considered unfeasible. The idea of district heating was more to be found in visionary literature even in the early 20th century. Once the steam pipe from the nearby power plant was successfully laid and the facility proved to work, other public buildings were successively connected. From 1925, the power plant also had private buildings connected. In any case, radiators were filled with sharp steam, not hot water as today. It was used for heating as well as cooking in combined electric-steam kitchen stoves. A heat plant was later established in Brno to follow Ústí as a progressive town, however, not until 1930.



4 The wealthiest entrepreneur in Czechoslovakia between WWI and WWII

Have you ever thought about what the house of the richest entrepreneur in pre-war Czechoslovakia looked like? The initial "P" in the forged grating above the villa's entrance dating back to 1902 stands for Ignaz Petschek, a coal tycoon. This Jewish coal wholesaler was referred to as a prodigious businessman even by the Nazis. He was born in Kolín into the family of a minor Jewish tradesman. His surname was derived from the nearby hamlet of Pečky, where his ancestors had lived since time immemorial. In 1876, he made the crucial decision to move to Ústí, then a brown coal trading centre. He made a fortune selling coal; today it would amount to billions of crowns. He controlled half of the brown coal mining in Europe at the time his career was culminating. Not only did he leave the luxury



Ignaz Petschek
(14 July 1857 – 15 February 1934)



villa in Winstona Churchilla Street but also a number of public structures whose generous benefactor he was.

5 The most courageous open-air cinema roofing

Not a single pier interferes with the audience's view in the open-air cinema. Yet, a steel roof the size of half a football pitch is suspended above their heads. 3,500 visitors can escape from the rain here without a problem in this, the largest roofed amphitheatre area in the Czech Republic. There were only two similar structures worldwide at the time it was established in 1971 – in Western Germany and Australia. However, neither could compare



with the Ústí roof's parameters. The unique steel structure of the open-air cinema was designed by a magician, Czech engineer Josef Zeman (1922-1997). He became world renowned for his daring Žďákovský Bridge construction at the Orlik dam. The private garden surrounding the villa of the richest pre-war businessman, Ignaz Petschek, is the setting for one of the largest open-air theatres in the Czech Republic. The villa was confiscated from the Jewish mine owner by the Nazis, followed later by the communists. It is a huge area right in the city centre on 33 hectares of greenery. The open-air cinema was brought into being here in 1951.

6 First exhibition of projected sound film in Czechoslovakia

The first time film "talked" in Czechoslovakia was on 26 April 1929 right here in the famous Ústí Drama Theatre (Činoherní studio). At that time, it was the Alhambra Cinema. Prague audiences had to watch just silent films for another four months. Nevertheless, professional literature incorrectly links the first Czechoslovak projection of sound film with Prague on 13 August. A projection device reading the sound from the film strip was a world novelty in 1929. The Ústí film studio did not hesitate to invest in purchasing it for an unbelievable half a million crowns. The sensation attracted spectators from far and wide to Ústí. The cinema showed a silent film first with the sound played from gramophone records to demonstrate how imperfect all the trials before to make talkies had been. The renowned Ústí businessman Georg Schicht appeared on the screen and talked to the astonishment of all the audience. He made a speech on the importance of sound film, in which he saw an opportunity to advertise his products - Elida soap and Ceres fat.

