

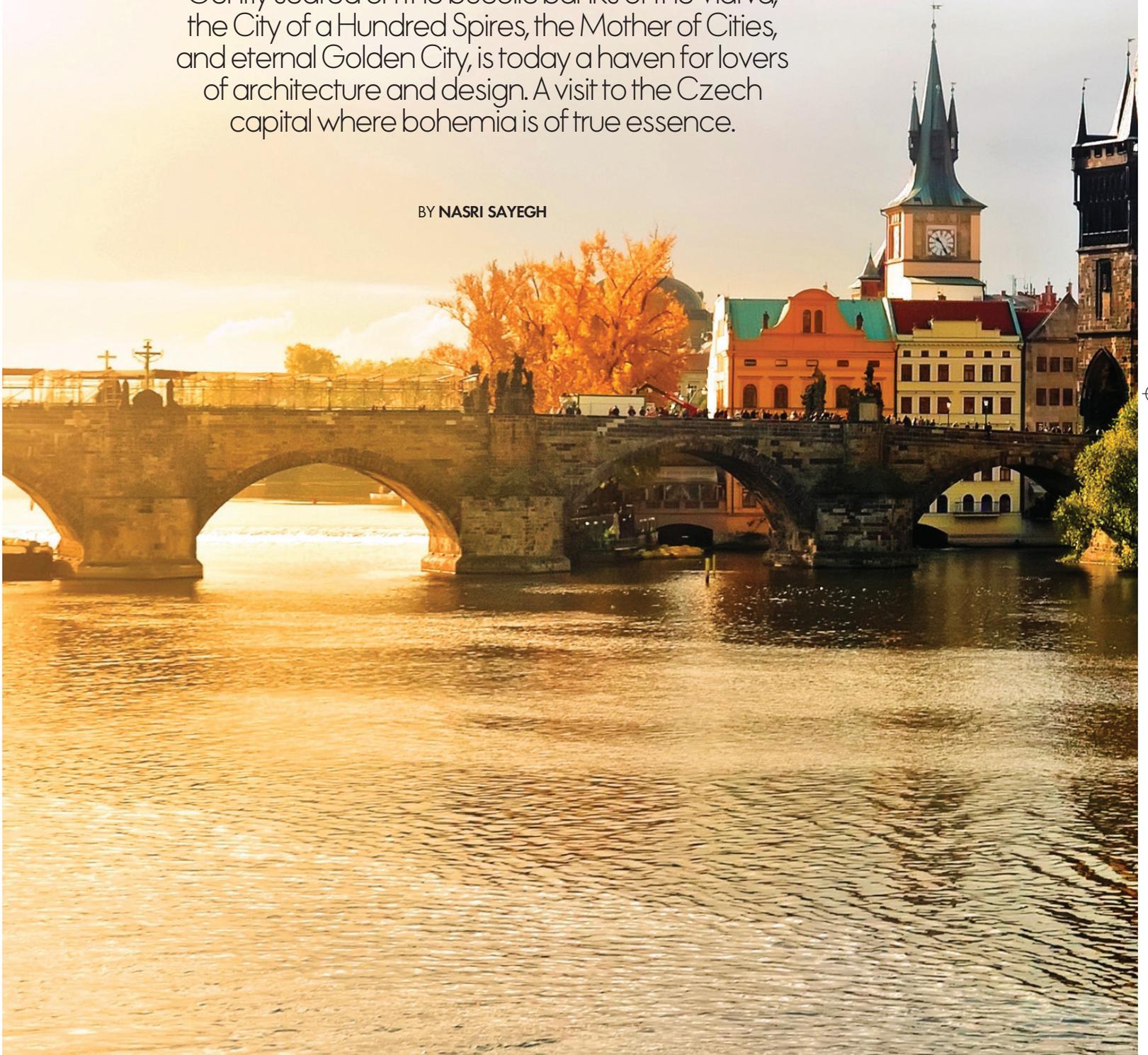


PROMENADE **پرومیناد**

in Prague

Gently seated on the bucolic banks of the Vlatva, the City of a Hundred Spires, the Mother of Cities, and eternal Golden City, is today a haven for lovers of architecture and design. A visit to the Czech capital where bohemia is of true essence.

BY **NASRI SAYEGH**





Objective image.





PROMENADE IN PRAGUE بروميناڊ پراگ

1



3

72 ELLE DECO





1. HOTEL NERUDA

AT THE STEPS OF A PALACE

Located in the heart of Malá Strana, on the flanks of Nerudova Street which was once part of the Royal Route connecting the Charles Bridge to the Prague Castle, the hotel has received a gorgeously uplifting makeover under the leadership of Borek Sipek and Barbora Skorpilová, a talented tandem of Czech architects. Simply the perfect spot for a royal night's sleep!

www.designhotelneruda.com

2. HOUSE OF THE BLACK MADONNA

THE HOME OF CUBISM!

The construction of the edifice in 1912 by architect Josef Gocár – a major figure of Czech avant-garde – was a warning shot in the city's architectural landscape. A cubist manifesto in physical form par excellence, the house is today a true aesthetic mausoleum. And the cube was... magnificent!

www.cz.kubismus.cz

3. KUBISTA

THE BEST OF CZECH DESIGN

Located on the ground floor of the House of the Black Madonna, this eclectic address revisits works of Czech avant-garde artists by proposing original and re-editions of furniture pieces, glassworks, and jewellery alongside contemporary creations by Rony Plesl, Jiri Pelcl, Jiri Belda, and others. A must-shop!

www.kubista.cz

4. ZIZKOV TOWER

THE UGLY DUCKLING

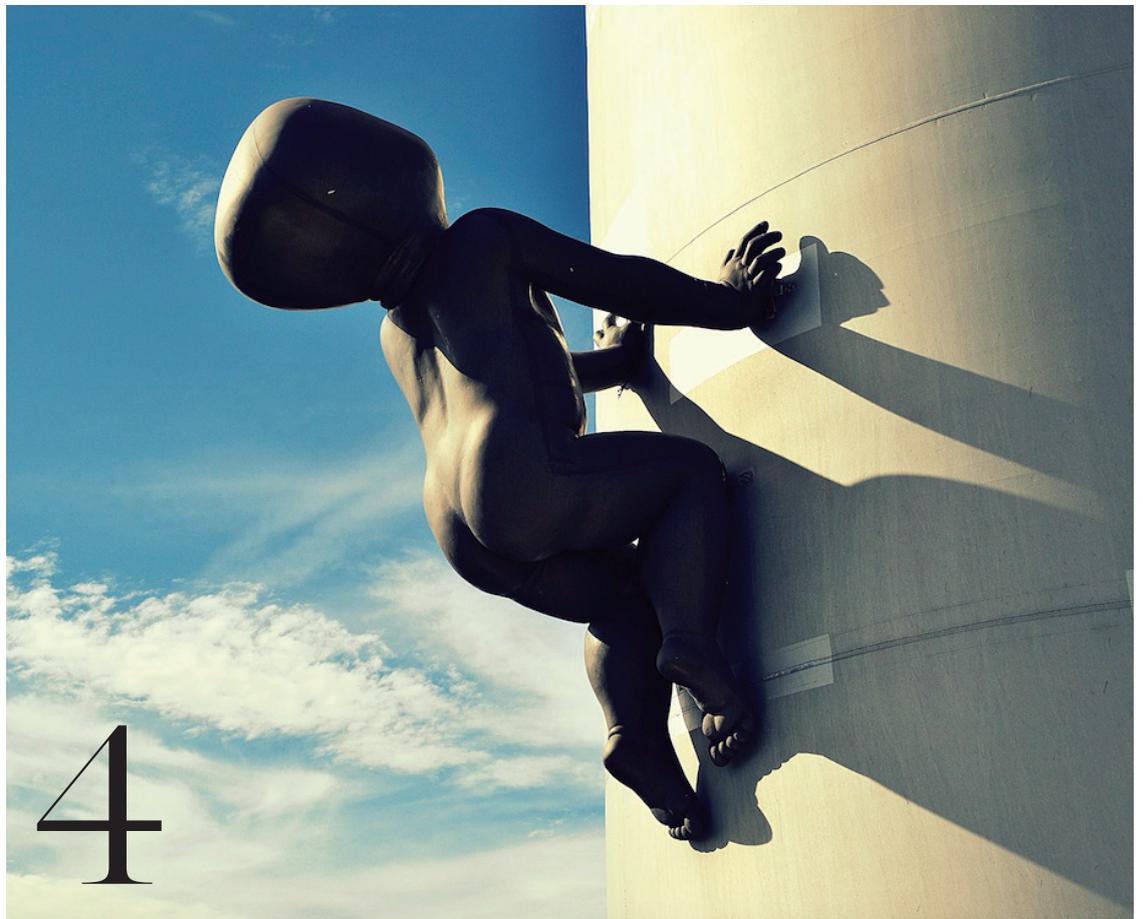
Never has a tower incited so much passion. Winning the prize for the second most odious construction in the country – also agreed on by the tower's directors – its 216m of concrete are otherwise invaded with sculptures of crawling babies by the enfant terrible of Prague's art scene, David Cerny. This ugly duckling still awaits metamorphosis but we love it!

www.towerpark.cz

2



4



PROMENADE IN PRAGUE



5



6

5. FLEXUP

GORGEOUS DESIGN
A newcomer to the long list of Prague's design galleries, Flexup is a must for those wishing to discover the latest trends in the city. Allow yourself to be guided by Jiřka Stolinová, one of the space's directors, and allow yourself to fall deeper under the spell of Rony Plesl's intricate creations. One word: gorgeous.

www.flexup.cz

6. SISTER CONSPIRACY THEM AND HIM

Hipster afternoon in the Letná district to meet Alice and Jana Klouzková, two designers who direct a men's line of fashionable creations. Both graduates of the prestigious Academy of Arts and Design in Prague, these conspirers of taste have taken over the city with one of the trendiest shops!

www.sistersconspiracy.cz



7



8

7. MOSER

BOHEMIAN BEAUTY
Founded in 1857 by Ludwig Moser in Karlovy Vary, Moser has since gained fame worldwide and is undoubtedly the most prestigious creator of glassworks the country has to offer. Customers include Queen Elizabeth II, King Mohammed V, the Royal Palace in Bahrain, and you... Luxury in its purest of forms.

www.moser-glass.com

8. QUBUS DECLARATION OF HUMOUR

Established in 2002 by Maxim Velcovsky and Jakub Berdych, a designer duo with quirky humour and corrosive design, Qubus combines Czech historic and cultural references with more amusingly contemporary lines. An inspiring address where glass and porcelain crack a joke with chic attitude!

www.qubus.cz



9

K FOR KAFKA

From its 10-meter high tip to its base, the 45 tons of metal that form the Franz Kafka monument impose themselves on Spálená Street in the heart of the old town. A face is forever carved in the history of world literature, and the tribute, imagined and created by artist David Cerny, is a matter of eternity. www.davidcerny.cz

PROMENADE IN PRAGUE

10

PRAGUE DESIGN WEEK

MAY IS THE SEASON From the 2nd and until the 8th of May, this fair will transform the city into a veritable design mecca. An event not to be missed for those wishing to experience the ultimate in Czech-European creations, this third edition once again reaffirms Prague's spot in the world's map of innovation: smack in the centre!
www.praguedesignweek.cz

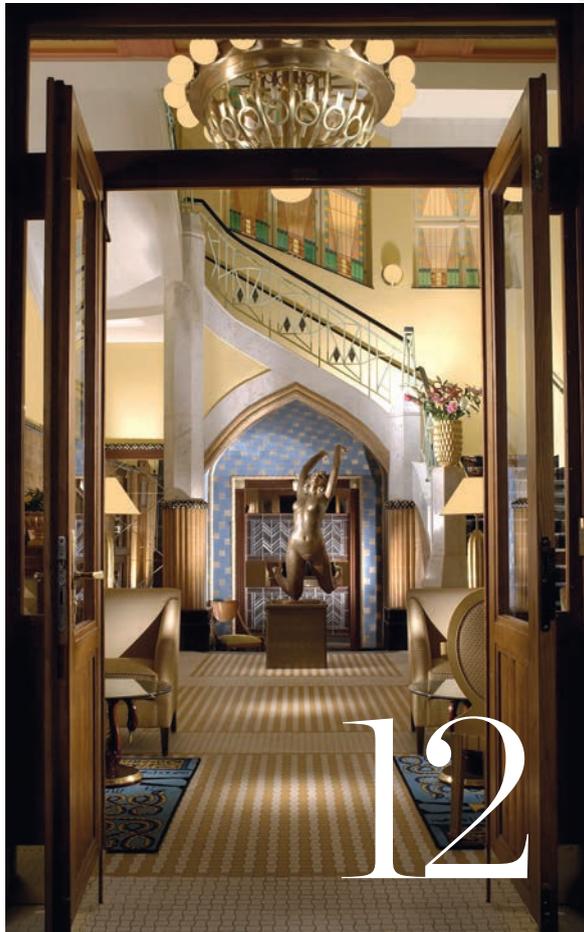


11

DOX
CONTEMPORARY
CONTESTATION
Since its opening in 2008, the DOX Art Centre, situated in a previously derelict factory in the Holesovice district, exhibits captivatingly contemporary works and offers a variety of programs. Running till March 21st, discover "Hate Free?", an exhibition that counteracts repressive and xenophobic policies of the Czech government. Art of the uppercut!
www.dox.cz



PROMENADE IN PRAGUE



12



13

12. HOTEL IMPERIAL
THE LEGEND
 A true journey through time, this millenary establishment is a beacon of Art Nouveau splendour. Formerly a mecca of cultural effervescence – Josephine Baker lodged here – this jewel of Prague architecture is today an imperial stop for all lovers of lavish living.
www.hotel-imperial.cz

13. PAVILON
DESIGN HEAVEN
 Situated in the midst of the city's Vinohrady district, this gorgeous 19th century building is undoubtedly the capital's design hotspot. Fritz Hansen, Desalto, Montis, Pol 74, Lugi – the grand brands follow in succession over aerial and sleek galleries that provide top-notch shopping. Ready for a break? La Bohème Café is quite the treat with its Bara Skorpilova for Mimolimit Studio chandelier!
www.pavilon.cz



14

14. FUSION
BEYOND STYLE
 A few murmurs away from the busy Wenceslas Square, this address is a haven of relaxation in the city's belly. Divided into ten categories ranging from vintage to rock to love, the rooms merge different styles and inspirations. Cocktail-time calls for a special stop by the 360 Lounge, Europe's first rotating bar! A 100% contemporary stay.
www.fusionhotels.com

15

LASVIT CRYSTALLINE HAPPINESS

One must leave the town centre to visit the showroom of the quite young and yet staunchly celebrated Lasvit manufactory. Taking their inspiration from the reflections of Bohemian glass, creators of the house revisit an ancient tradition for a more contemporary delight that our eyes can feast on – otherwise transported to some of the world's most luxurious hotels!

www.lasvit.com



MUCHA

PARIS-PRAGUE

Celebrated among others for the posters he made for La Bernhardt (Sarah) towards the end of the 19th century, the most Parisian of Czech artists, Alfons Mucha, was one of the founding fathers of Art Nouveau. A museum visit is thus necessary to rediscover his celebration of women with lush free hair and delicate dresses, poised in intricate settings.

www.mucha.cz

16



PROMENADE IN PRAGUE

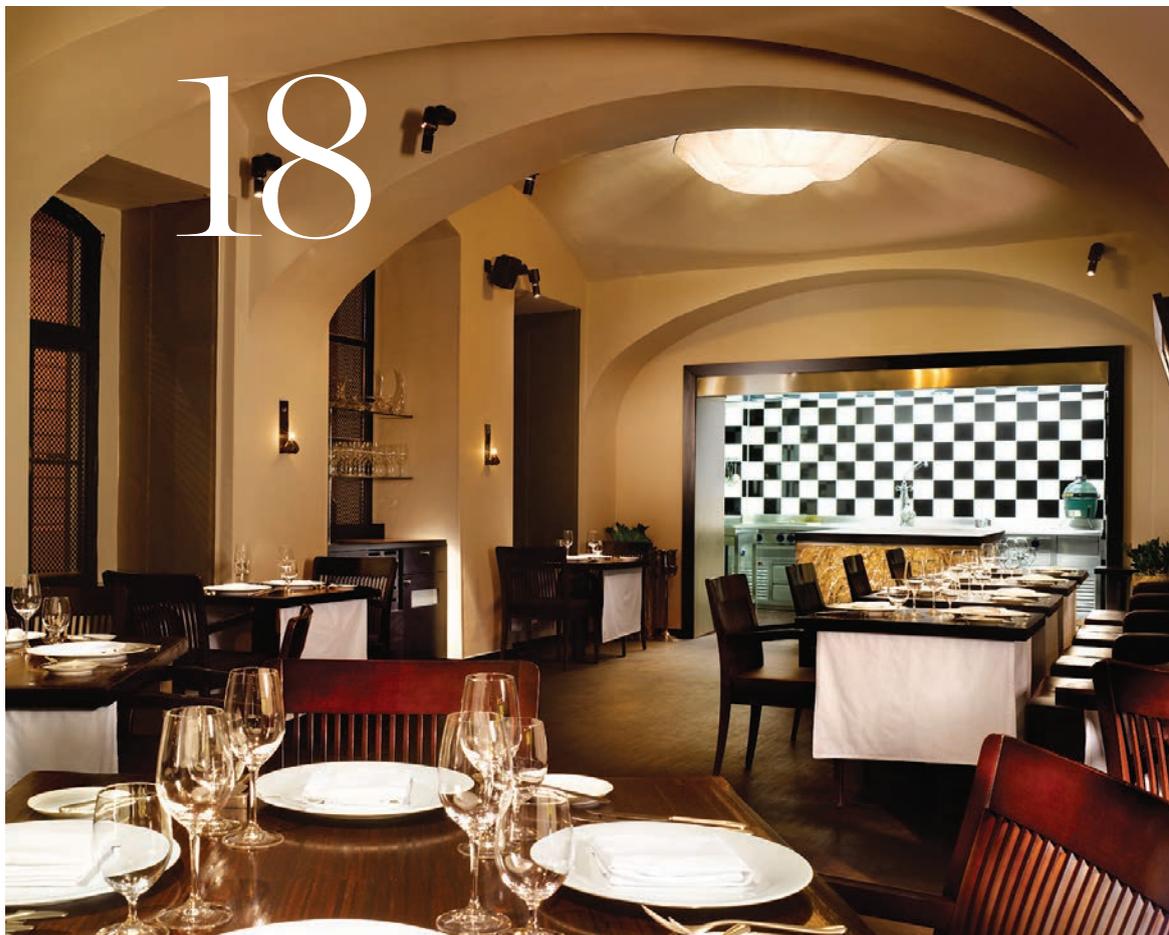


17

17. MUJ SÁLEK KÁVY
CAFFEINE DESIGN
 Karlín is THE up-and-coming neighbourhood that is already tipped to be the next hype destination. And Muj Sálek Kávy (simply: "My Cup of Coffee") is not just the area's fetish Sunday hotspot but also that of the whole of Prague. For brunch, reservations are highly recommended!
www.mujsalekkavy.cz

18. LA DÉGUSTATION
THE SACRED PALACE
 Nestled in a historic building overlooking the Hastalská Square, this Michelin-starred restaurant is intimate and elegant, combining a clever and delightful mix of European and Czech inspired dishes. The menu features scrumptious six-course and eleven-course menus that are, without exaggeration, to die for!
www.ladegustation.cz

19. CAFÉ SAVOY
LITERARY FEAST
 With the splendour of its Belle Époque style and crystal chandeliers, the Café Savoy is a member of the city's mythical cafes. Inaugurated in 1893, the establishment, situated on the left bank of the Vlatva, has for long been prized by the cultural intelligentsia of the city. A glass of Frankova in one hand, Kafka's "Castle" in another, for a voyage into high literature.
www.cafesavoy.ambi.cz



18

20. CESTR
OH CARNIVORES!
 Czech cuisine is, in essence, carnivorous, and this restaurant, situated a stone's throw away from the National museum, is an ode to the love of beef. Here, the animal is highlighted in all its sections. Skirt, strip loin, rump cap, or any other – all can and will be enjoyed in this modern and deliciously rare restaurant!
www.cestr.ambi.cz

