

March 21, 2007

Dear Reader,

With this newsletter you will certainly **gain knowledge to impress your clients, colleagues and friends.**
 Here are interesting facts and news you may, or may not know:

Until May 13, 2007, the **Albertina Museum in Vienna** presents the **basics of modern design** with 350 works of art: the simple and clear forms of the time around 1820. **Furniture, arts and crafts, graphic arts, and paintings** demonstrate the idea of the **Biedermeier era**, which has influenced art and design down to the present day by dint of its natural beauty.

At the beginning of the nineteenth century, the bourgeoisie asked for what until then had been reserved to a small circle of consumers: its **own language of forms and the choice of different materials, made possible by cheaper means of production.** Thus, a large range of products was created, from expensive luxury items to cheaper substitutes.

The **simple, clear contours between abstraction and decoration** as well as the **natural materials** are mirrored in numerous objects of daily use, such as silver, china, textiles, and tapestries. Highlights among the 350 exhibits at the Albertina are **paintings by Caspar David Friedrich, Karl Friedrich Schinkel, and Friedrich von Amerling** and numerous sofas, chairs, and desks.



Prague's underground corridors are **tens of kilometres** long, and some of them will become **new tourist routes** this summer. Beneath the surface of Prague, there is a technical rarity: such a **complex system of underground corridors** as exists in Prague cannot be found anywhere in the world. A visit to the underground will consist of four tourist routes. You will not be able to buy any souvenirs, but you will find waiting for you a helmet and a waterproof jacket.

The underground can be accessed using an elevator or staircase. The route going under Senovážné Square and the Central Bank will also include a visit to the main control centre and a ride in a pit car up to I. P. Pavlov Square. The second route will start at the U Rotta building, where the historical arches are preserved, and will end at Karlova Street. The third route will go under the Na Příkopě Street and exit in Slovanský dům. The fourth and last corridor will take visitors under Celetná Street and up to the Old Town Square.

The management of Kolektory Praha intends to open the collector channels only on certain days per week. **All tours will be guided** and will last around 1.5 hours each.

Please ask us for a tailor-made program for your group.



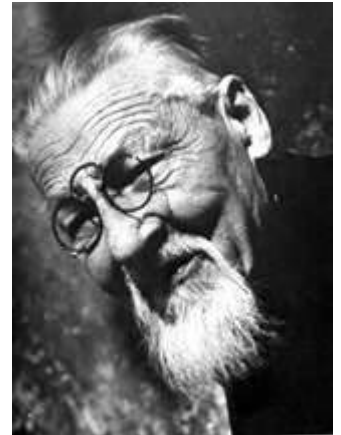
> **Young Design of 1820: Biedermeier. The Invention of Simplicity. at the Albertina Vienna**

> **Prague's underground will make its mysterious world accessible**

> **Plecnik Year
 Kicks Off With
 Exhibition on
 Great
 Architect**

The year 2007, the **50th anniversary of the death of architect Joze Plecnik**, was designated **Plecnik year in Slovenia**. The main exhibition on Slovenia's greatest architect opened in the Narodna galerija arts gallery, with Culture Minister Vasko Simoniti saying Plecnik is now known throughout the world. According to Simoniti, this is so because the **language of forms is understandable to everybody with at least a minimum of aesthetic sense**. He believes that Plecnik, who **disliked concrete, naked facades and skyscrapers**, still entices the modern world. Although our time builds in a different manner, it cannot forgo classical beauty. The art of the ancient Greeks and Rome, as well as paintings by Leonardo or music by Bach and Mozart is "a spring of clear water in which every period rests its eyes and soul", the minister said.

Plecnik was moreover a "**master of breaking classical beauty canons... He managed to bring back life to everything that the past centuries collected**," Simoniti said at the launch of the "Joze Plecnik (1872-1957) - Architect in Ljubljana, Prague and Vienna" exhibition. The Ljubljana-born **Plecnik studied at the Vienna Art Academy** and got his first job in a bureau headed by Otto Wagner, also the head of the architecture department at the academy. Becoming an independent architect, Plecnik left for Prague in 1911, where he was appointed as the architect to head the renovation of the Prague castle in 1920. Moving back to Ljubljana in 1921, Plecnik spent the next 13 years of his life shuttling between Ljubljana and Prague until the Hradcany Castle was renovated in 1934. Plecnik died on 7 January 1957 at his home in Ljubljana's district of Trnovo. **He is buried at Zale, Ljubljana's central cemetery, which is also his work.**



While the **talent and experience of local industry professionals** and excellent facilities are key points to consider when choosing a location for a film, the question of money is always a deciding factor.

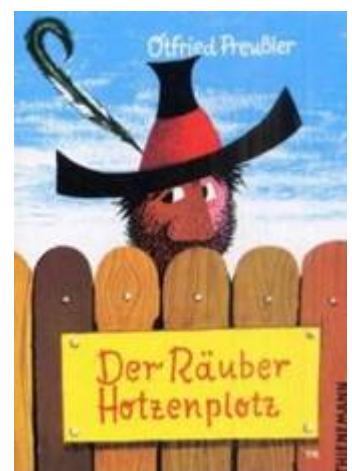
Filmmaking in Prague is still less expensive than in Britain, France or Germany, especially when shooting epic films.

When discussing the production of his epic fairytale **The Robber Hotzenplotz** in the German weekly Wirtschafts Woche, Ulrich Limmer said "If we were to film in Germany, we would have had to make do with fewer studio scenes on account of high costs." As in all other things, **the further east one travels, the cheaper things become.**

The competitive advantage that the Czech Republic and primarily Prague have over other areas of Eastern Europe is in part due to the country's **exceptional locations, historical buildings and beautiful natural surroundings**. At the same time, the industry's available infrastructure, irreplaceable for film production, is in many cases a deciding factor.

With so many advantages, the Czech Republic certainly has much to offer to filmmakers.

> **Czech Republic:
 Filmmaking in
 the Heart of
 Europe - part 3**



> **Grand Dame celebrates 100th anniversary Berlin, Germany**

Germany's most famous department store, **Kaufhaus des Westens**, better known as KaDeWe, celebrated its centenary on March 1st, with **10,000 guests, 1,000 bottles of champagne** and a 6.5-metre-tall cake, which was cut by Berlin's mayor, Klaus Wowereit. After its opening in 1907 KaDeWe quickly became a **temple of luxury** in a rapidly modernising city. A few decades later the Nazis seized it from its Jewish owners, and in 1943 an American fighter plane crashed into it, igniting a fire that gutted the building. Almost **180,000 Berliners attended its reopening in 1950**, and during the cold war it became a **symbol of West Germany's capitalist prosperity**. It is now the largest department store in Europe, seeing 50,000 visitors a day.



Vienna is booming as a city of fashion. Following the international success of **Wendy&Jim, Petar Petrov** and others, the city's fashion scene has positively exploded. Now **young designers Martina Rogy and Marcel Ostertag, Pia Mia, Ninali and Sandra Gilles** have launched their own shops at prime city locations from the first to the seventh districts.

Martina Rogy and Marcel Ostertag's dream have fulfilled their dream of opening their own shop in Vienna's first district, just a stone's throw from St. Stephen's Square. While Ostertag's menswear features **unusual colour combinations such as vanilla and rosé**, Rogy's soft, flowing dresses with daring low-cut backs and refined pleated skirts are ideal for the office or evening. The uncontested highlight of the window display is undoubtedly the high heels with delicate hand woven fabric straps.

PiaMia near the Naschmarkt features a very special eye catcher. Here, the **airy dresses and shirts hang on branches in lieu of coat hangers**. Rings decorated with schillings and groschen recall pre-euro days. Sneaker fans will be pleased to find **limited edition pairs of Adidas and Puma shoes**. Particularly enticing is the tailor's workshop in the middle of the boutique where customers can watch owner Susanne Dziadek at work.

Work in progress is the watchword at Ninali in the seventh district, just a few minutes' walk from the Volkstheater. **Austro-Iranian designer duo Nina Kepplinger and Ali Rabbani's sewing machines are always at the ready**. Stock includes purist street wear with eye-catching details such as gathering and flounces.

Sandra Gilles' la petite boutique has opened its doors in the creative Neubau district. The 28 square meters are space enough for her **alluring lace lingerie creations**, as well as the Ginettes – cloth shopping bags that take their inspiration from the ordinary sort – and fine nightwear from the Nuit Blanche collection.

> **Young tearaways opening new shops in Vienna, Austria**



> Lufthansa has gained top marks from the readers of Business Traveller Germany

Lufthansa has once again gained **top marks** from the readers of the German magazine Business Traveller Deutschland. The **airline was ranked first in several categories and received five Business Traveller Awards**. For the first time Lufthansa was named the overall **"best airline on routes to North and South America"**. Lufthansa received a further Business Traveller Award as the **best airline in the category "Inflight food and drinks"** on flights to North and South America. The readers also attested to Lufthansa's expertise in the "Safety" category: in two areas - domestic German and European flights and flights to North and South America - Lufthansa secured first place. In addition, **Lufthansa impressed the magazine's readers with its website (www.lufthansa.com)**, gaining top position in this category, too.

The awards were presented to Lufthansa at the Arabella Sheraton Grand Hotel in Frankfurt. Norbert Wölfle, Chief Pilot of the Lufthansa Boeing-747 fleet, accepted the award.

The survey of readers of Business Traveller Deutschland is conducted annually by an independent market research institute. Respondents evaluated numerous companies in various areas of the tourism sector.



I am looking forward to hearing from you with feedback or group requests in the near future.

Kind regards,

Birgit Kraus

