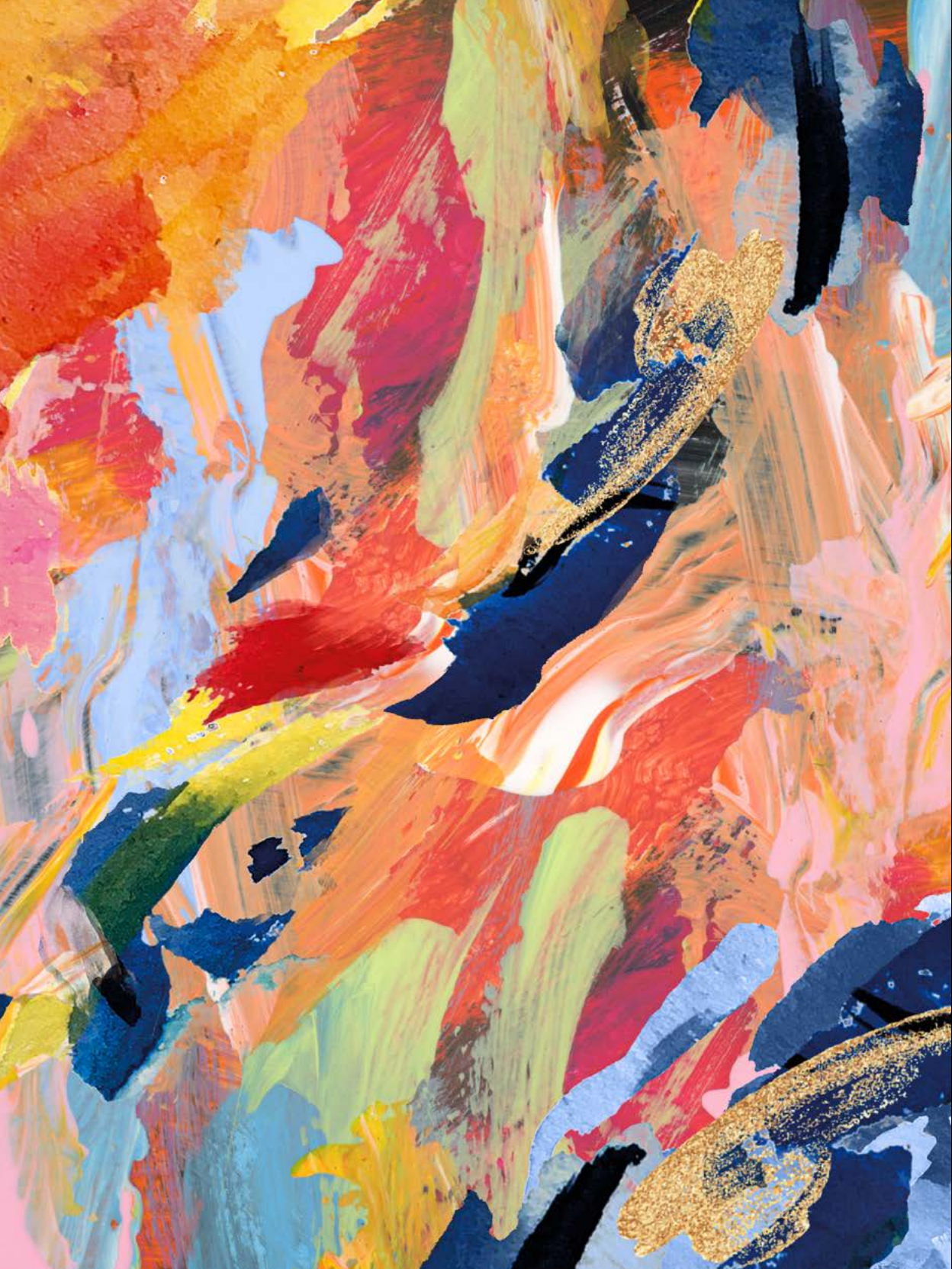




Walk *of* Myths

A N *d* A Z. | PRAGUE



ANYONE
WHO KEEPS
THE ABILITY
TO SEE
BEAUTY
WILL NEVER
GROW OLD.

Franz Kafka
Czech writer

DISCOVER ANDAZ PRAGUE



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General Manager of Andaz Prague 6

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WALK OF MYTHS

#AndazWalkOfMyths

WELCOME TO ANDAZ PRAGUE

”

LET ME TAKE YOU INTO THE WORLD OF LEGENDS THAT HELPED TO SHAPE THE WONDERFUL CITY IN WHICH YOU FIND YOURSELF NOW. LET ME INSPIRE YOU TO DISCOVER THE TOWN WHOSE GLORY TOUCHES THE SKY LIKE THE ANCIENT PROPHECY SAYS.

When I first came to this city, I was taken aback by its out-of-this-world beauty and charm. Then, one day, I found myself in the middle of Haymarket square looking at an impressive palace and, invited, I stepped in. Suddenly, I was surrounded by mythical creatures stepping out of the walls to meet me and slowly reveal their stories. I met a lion, my (and yours) faithful guardian, a brave knight, a clairvoyant princess and a clay beast, and I longed to know their story. Slowly, I started to uncover more and more of these legendary creatures playfully hidden in the design of the Sugar Palace that became home to Andaz Prague.

As the General Manager of this luxury hotel, I have the pleasure to welcome you to the city of a hundred spires and invite you to explore its myths and legends – not only through the impeccable and unique artwork inside our Andaz hotel, but also by walking outside and matching these playfully told stories with authentic places. There is so much to explore, and my team and I can't wait to be your guides. Welcome to Prague!

“

DORIS HECHT
General Manager of Andaz Prague

”

Prague is a city with an impressive history and culture and we as the developer of the hotel are very proud that we were able to tell this beautiful story of the myths and legends through the design in our hotel. Storytelling is one of UBM's core competences. And in the 150 year history of UBM development the Andaz Prague has definitely become a landmark.

“

MARTINA MALY-GÄRNTER
COO UBM Development



“WHEN LOVE AND SKILL
WORK TOGETHER,
EXPECT A MASTERPIECE”

John Ruskin

”

The Andaz Prague has become the masterpiece of UBM's hotel development. It is the result of passionate work and endeavor of a great team.

Now this masterpiece is filled will live – a new „legendary“ place to stay. We are very proud of it.

“

MARTIN LÖCKER
COO UBM Development

SOUL

OF ANDAZ PRAGUE

PRAGUE IS LITERALLY A LIVING CITY REPLENISHED WITH THESE NIGHT TALES – IF THEY ARE REAL TALES IS UP TO YOU TO DECIDE.

For the Andaz Prague, the driving force behind the interior design were BrimeRobbins while the curatorial team of VELENOIR collaborated with local and international artists to create a unique art collection.



Inviting you, on a journey through Prague's stories and legends. Together with all the artists and our team, we have developed a walk for you to connect with the surrounding myths and sights while wondering around the hotel.

A place that combines the history and tales of local sights: What happened and what was believed - the real and the unreal merge into a dream.

PRAGUE IS A SYNTHESIS OF THE ARTS:

FULL OF MYTHS AND STORIES THAT LIVE
IN THE STREETS AND ARE JUST WAITING
TO BE TOLD. PRAGUE EXUDES INCREDIBLE
CHARM WITH ITS NEOCLASSICAL
AND GOTHIC BUILDINGS.



With its rich history, picturesque cobblestone streets,
the Vltava River and Charles Bridge, Prague has always
been the setting for fascinating myths and legends.

Whether the story of the Golem of Prague and, why Prague today still stands
on the same location once prophesied by the Slavic princess Libuše - the legends
in this town are centuries old. Yet, they are still being passed on from generation
to generation and contributing to the magic of this unique medieval town.
The renowned Czech writer Franz Kafka is deeply linked to Prague. Kafka was
known for combining real situations with the unreal and, putting even the most
unimaginable thoughts into a real light/perspective. Most importantly however,
is Alois Jirasek, one of the most famous Czech prose writer in the era before World
War I. This collection reminisces upon his Old Czech legends, translating them into
bite-sized English vignettes. Inspired by both Kafka and Jirasek you will experience
the myths, legends as well as the history behind Prague in a dreamlike way and its
ancestral stories as if they were real.

THE INTERIOR DESIGN STUDIO BRIME ROBBINS, BASED IN MADRID, SPAIN, ALWAYS CREATE AROUND A SINGULAR CONCEPT FOR EACH HOTEL THAT THEY DESIGN, A NARRATIVE THAT MAKES THE GLOBAL EXPERIENCE MORE LOCAL.

With Andaz Prague, they began to research the building's history, along with Prague itself, and its plethora of culture, artists, craftspeople, and were overwhelmed... because they wanted an unforgettable experience so strong that guests would take it home with them. In essence, they wanted a story that everyone would want to tell.

So, when Maria and Garrett, the founders and owners of BR, discovered the numerous myths and legends in Czech culture, they realized the gold mine in front of them! What could be better to unify visitors and locals than to share a common language through storytelling... literally. They sifted through countless childhood tales and gathered together characters and details that could then be woven into a design language throughout the hotel. Right from the very start, BR began to integrate artwork into the fabric of Andaz. Maria and Garrett imagined these myths had fallen into slumber deep inside the Sugar Palace years ago, only to awaken with the pounding of renovations, and emerged through the walls in sculptural form to greet guests. There is even the famous two-tailed white lion watching over your dreams just above the headboard. And together with Velvenoir, a true synthesis between local artists and the interior design were achieved.



”

Old Czech patterns, historical terrazzo floors, woodworking and glass blowing traditions and even local storybooks can be discovered in the hotel. By creating this unique vision and fantasy world, we have provided guests with a very local experience, indeed making the global local, and in turn, inviting everyone from afar to travel back to their respective homes with at least one story in mind, and thereby make the local global. What could be more universal than that!

“

MARIA BRIME AND GARRETT ROBBINS
BRIME ROBBINS

DISCOVERING THE MYTHS

BRINGING THE LEGENDS BACK
TO LIFE WITHIN THE SUGAR PALACE
AND ALL AROUND PRAGUE WAS
VELVENOIR'S MISSION - BREATHING
ARTISTIC LIFE INTO THE LUXURY
LIFESTYLE HOTEL „ANDAZ PRAGUE“.

”

Welcome to Andaz Prague, a project we had the pleasure to curate and collaborate with local and international artists. Together we bring in a blended mix of different artistic mediums and artworks, which all are simply unique and inspired by a fine selection of myths and legends from Prague. Throughout the hotel, you are invited to walk and experience local stories and fairytales interpreted through each artist individually. Experience Prague's rich history, and the pulsating heart for art that each artist amplifies.

Enjoy the curated Walk of Myths and the permanently placed art collection at the hotel. We believe the artworks will speak for themselves, allowing them to take you on this superb journey.

“

VELVENOIR



Walk of Myths

1,5 hours
6,5 km walk

#AndazWalkOfMyths



PRAGUE CASTLE

GOLDEN LANE

MALOSTRANSKÉ
SQUARE

PETRÍN HILL

KAMPA

CHARLES BRIDGE

VLTAVA

LEGIEŤ BRIDGE

NATIONAL
THEATRE

MÁNES BRIDGE

OLD TOWN ORLOJ

ESTATES THEATRE

HEAD OF FRANZ KAFKA

OLD NEW SYNAGOGUE

POWDER TOWER

MUCHA MUSEUM

ANdAZ PRAGUE

NATIONAL
MUSEUM

The starting point FOR YOUR ANDAZ WALK

After the Warsaw Pact invasion of Czechoslovakia 50 years ago, the building provisionally served the members of parliament. After 1989, the financial institution IPB, which had already ceased to exist, was located here.

The building was categorised as a listed cultural monument by the Ministry of Culture in 1993.

The Sugar Palace in communist era housed the Ministry of Nutrition and in 1968 briefly held the National Assembly. After 1989, it was used by Investiční a Poštovní banka.

The property has also often been used as a backdrop to films, with historical banners and signs sometimes appearing on it. Recently, it was in the war film "Resistance" starring Jesse Eisenberg as Marcel Marceau. The film was released in 2020.



THE ANCIENT
SPLENDOR
AND BEAUTY
OF PRAGUE,
A CITY BEYOND
COMPARE,
LEFT AN
IMPRESSION
ON MY
IMAGINATION
THAT WILL
NEVER FADE.

Richard Wagner
German composer





1 OLD TOWN ORLOJ

We begin our journey with one of the most striking sights in Prague - the Old Town Astronomical Clock. Admire its impressive facade, and the intricate mastery of its famous clock face. Imagine the magnificence of this clock at its inception in 1410, and take a step back into its gruesome history...

Master Jan Hanuš was a renowned medieval clock maker, privileged by Prague's city counselors and commissioned to create the very clock which towers before you. Master Hanuš, a reserved, studious type, soon became esteemed for his masterpiece. However, murmurs began that he remained reclusive out of secrecy.

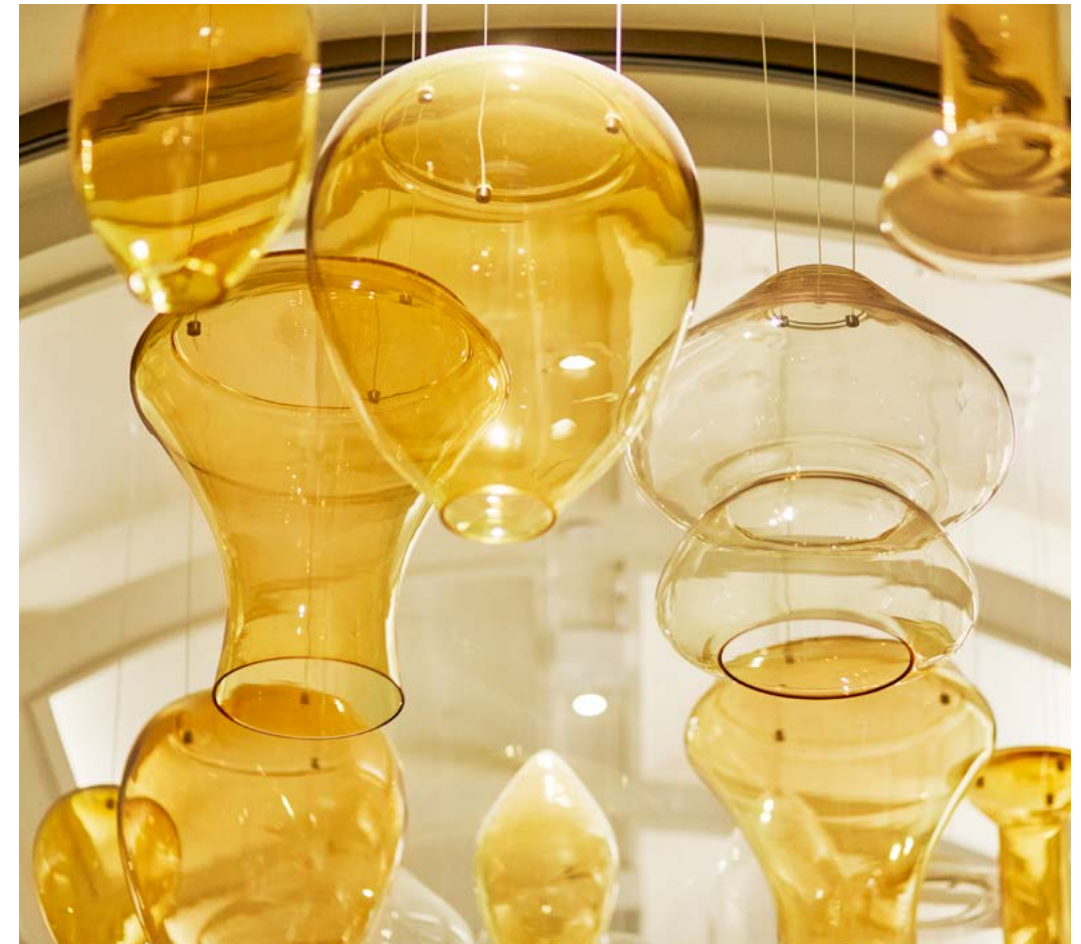
“He’s hiding,” many whispered, “because he is designing an even more magnificent clock - one that will dwarf that of Prague!”

Panic was afoot among the counselors. “An oath,” some thought. “That will stop him from designing further!” Others looked at each other darkly, agreeing that the only way to prevent him from continuing to expand his repertoire would be to take his sight. The alderman, convinced this was the best solution, did not take no for an answer.

Later, as Master Hanuš worked diligently into the night, a mysterious knocking disturbed the silence, and, as chaos erupted, everything went black... The next day, Master Hanuš's assistant found him blindfolded. Where his shrewd eyes once peered, only empty sockets remained. Master Hanuš was long swept up in a stormy delirium, one which was only remedied by returning to his beloved tower. One day, convinced that dark, demonic forces in the guise of flesh had taken his creative gift, Master Hanuš searched out Death, who rang the bell of the clocktower. Just as Death began to ring, Master Hanuš lunged upon the gears' lever, freezing the clock. Doing so took his last ounce of strength. As he died, so, too, did his clock. The bell would not ring again for over a century, when someone skillful enough to revive it finally arrived.



Some say, if ever the clock stops working, the Czech lands will descend into a period of disquiet, and the skeleton will appear, nodding.



The artist behind:
Vendulka Prachlova

Inspiration:

„Time – the most elusive element of our lives. Precisely measured but immeasurable. It is a physical quantity whose perception differs by every person and situation. „Numbers” is an installation articulating all those thoughts through the symbol of the Old town square astronomical clock. The shapes itself may remind the observer of old clay vessels found during archeological searches, whose purpose was long ago forgotten. These are the little mysteries of this ancient city. They are left with a feeling of having been turned upside down and emptied - but were they? The flow of time gives objects new meanings - new life. All those thoughts are amplified by the composition and colors – adding the indispensable feeling of constant flow.“

MEET ME
AT THE
ENTRANCE





2

GOLDEN LANE

For the next stop on your walking tour, we suggest that you do not miss one of the most charming (and Instagrammable!) areas in all of Prague - Golden Lane. On this street, you will find colorful, quaint houses from the 16th century, tucked just inside the grounds of the city's castle. The lane's heritage can be traced back to the reign of Rudolf II, and the tales of old alchemists which have swirled and plagued his legacy.

Despite their intrigue, these residences were never occupied by alchemists, as they were instead housed within the castle's Mihulka Tower. If you fancy a side trip, you can find that location by heading to the northern side of the Prague Castle!

These alchemists were rumored to have spent their days toiling away at the search for the Elixir of Youth.

The secret ingredient was thought to have been found in Czech beetroots, as there is magic in Bohemian soil. Upon eating this root, people were stunned at its revitalizing powers, thinking it enchanted. Now, we actually have some evidence to support this superstition!



This street was, in fact, occupied by goldsmiths during the 17th century, hence the name, "Golden Lane." Later, this street was home to the famous Jewish Czech writer, Franz Kafka, film historical Josef Kazda, and even the Nobel Prize-winning writer and poet Jaroslav Seifert.

Scientific studies have enumerated the extensive benefits of this beet - it may have anticarcinogenic properties, it could lower your blood pressure, improve exercise performance, improve sustained energy levels, improve digestive health, and it even has anti-inflammatory properties. We suggest you check it out, even if you're not one for root veggies! For now, however, we focus on the pretty lane before us.



Their legacies have immortalized this small street. It just goes to show - there is always more than what meets the eye!



The artist behind:

Miguel Rodriguez

Inspiration:

„The large-sculpture “Golden Lane”, I have created in-situ for the Andaz in Prague, was inspired by both the cultural heritage and mythodology of Libuše and her love story as well as by the alchemy and its elixir of youth. My artwork reflects on the one hand the band between the princess Libuše and a peasant – a myth that united these two different worlds in a bond that until today is considered as a representation of the city itself. At the same time is represents the power of alchemy and turning raw materials into gold and other precious elements such as copper. The fluidity of my sculputure borrows in the elixir of youth which accentuates the radiance power and shimmer. I hope that this sculputure „Golden Lane” testifies new connections, new memories that can be as strong as the one of Libuše’s and be eternalised into the streets of Prague to the world.“

FIND ME
IN THE
MEZ BAR



3

THE GOLEM OF PRAGUE

As you stroll around Prague, you will likely notice its storybook-like charm and general ease of life. It appears to be a rather safe and secure city. However, life has not always been like a fairytale for many of its inhabitants...

In the Middle Ages, Prague was a Jewish intellectual hub. One particularly famous scholar, Rabbi Löw, lived in Prague's ghetto. Legend says that, after suffering many hostilities from the city's citizens, he traveled to the banks of the Vltava and breathed life into clay, placing a sacred inscription into his creature's mouth. A man emerged from the mass of clay, animated as God created Adam.

This being was to become the infamous Golem of Prague - a kindly protector turned feared monster.

The Golem's early days were pleasant. Affectionately named Josef, the Rabbi and his wife instructed him to help with quotidian chores and guardian duties. However, as time passed, the Rabbi's wife began to notice that Joseph, while gentle in spirit, was large and cumbersome, and occasionally far too aggressive and clumsy in his execution of various tasks. During the night, he ambled through the streets, and everyone steered clear of him due to his imposing stature.



As Joseph's work continued, even the Rabbi started to notice a concerning restlessness and wild strength in his protector, building frighteningly throughout the week. One night, with the Sabbath quickly approaching, Joseph rampaged through the streets of Prague, and returned to the house in a craze. The Rabbi, panicked, ran to the Golem and exchanged his sacred scrolls, instructing him to rest. Calmed, the Golem retired to his attic.

Sparing no time, the Rabbi whisked himself off to the New Synagogue and performed the Song of the Sabbath, hoping desperately to restore peace. To quiet his reeling mind, he sang it twice, instilling tranquility once more. Upon his return home, he approached the Golem in repose, and gently removed the scroll from its mouth. The Golem, having lost its breath, dissolved back into a shapeless mass of clay. Later, the Rabbi told his family that the Golem, their wayward guardian, had departed in the night.

The Golem, at once a religious, mythical, and even Frankensteinian symbol, remains a mysterious character in Prague's history - a reminder of the unpredictability of consciousness. Its influence is felt acutely, as the New Synagogue remains the only synagogue in which the Song of the Sabbath is sung twice.



Keep a careful eye out for the great, looming shadow of the Golem as you wander through Prague's narrow alleys by night.



FIND ME HERE



The artist behind:

Dana Bartoničková

Inspiration:

„While working on my art commission, I became inspired by the Czech mythology of a fabulous ancient Bohemian legend of Princess Libuše and the mystery of Golem. In my latest work, the overall interest is in female identity, the connection between women, history, and nature itself leads me to think about the beauty of the women's body as a transcendental human being. The sculpture of Princess Libuše has a shape of a woman's curves, her body is floating on the base, and a general return to the roots. This is also reflected in the choice of soft and formative material, wax.

The other sculpture of a Golem has a diode inside of his head. It is a loose inspiration of the myth of Golem, creation of new life, infinitely aware of the distant universe. The legend states that the person of the Golem does not have his own thoughts or will, he only literally followed the orders of his master. The Golem, at once a religious, mythical, remains a mysterious character in Prague's history - a reminder of the unpredictability of consciousness.“

MEET ME
AT THE
LOUNGE

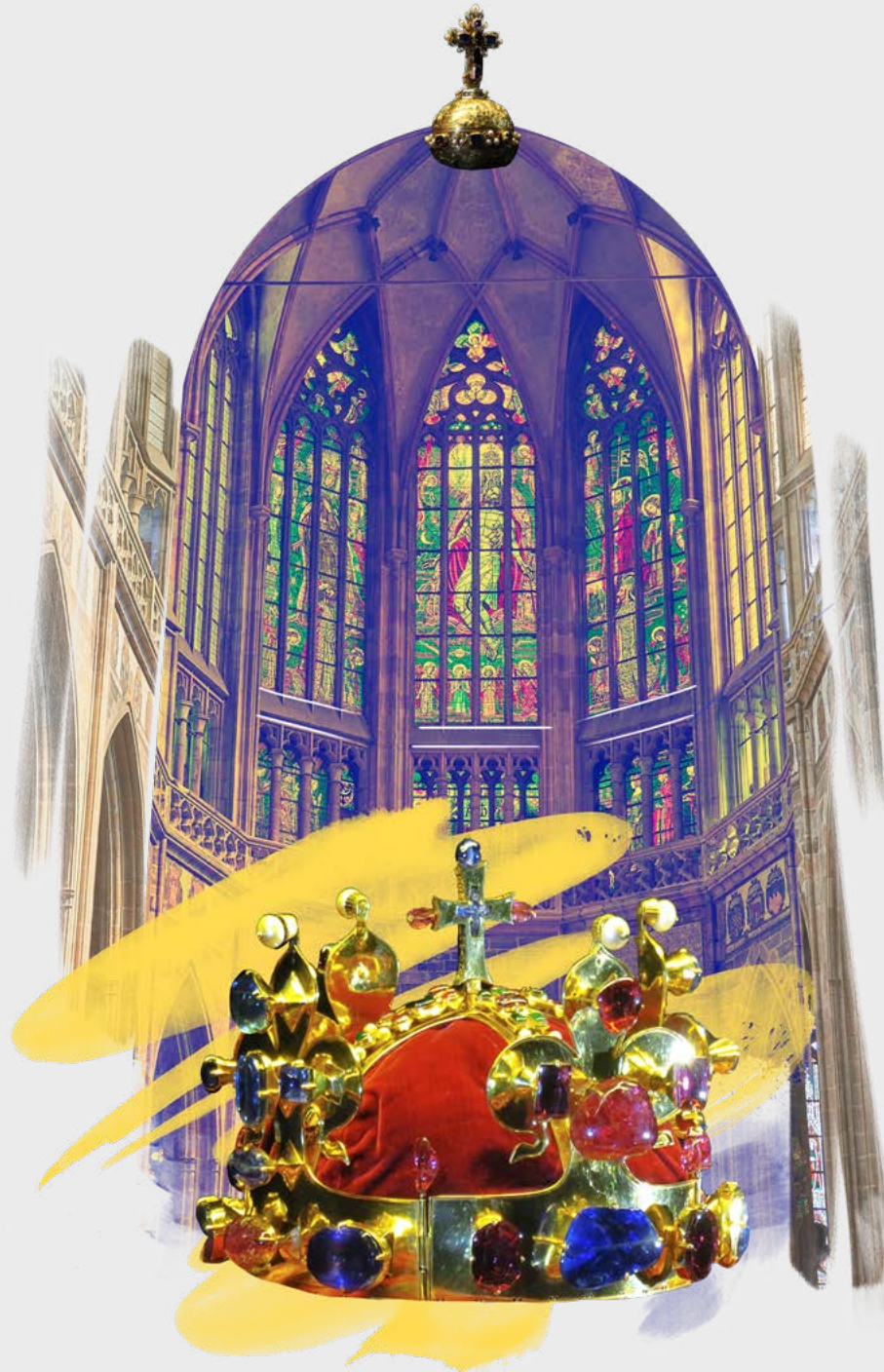


7 KEYS OF TREASURE

A must-see on your tour of Prague is St. Vitus Cathedral, located in Prague Castle. This historic church contains a treasure of both fact and legend - the Bohemian crown jewels. These priceless jewels have been used for centuries during the coronations of the country's monarchs, but 1918 saw an end to this tradition. Though their original use has long been lost, the jewels remain in Prague's consciousness as a symbol of national independence.

The jewels were fabricated during the reign of Charles IV, who ordered his goldsmith to create an unrivaled crown, adorned with glittering ornaments, delicate points and spires, and - of course - gleaming jewels.

In total, the collection includes the Crown and Sword of Saint Wenceslas, the royal orb and sceptre, the gold reliquary cross, and the coronation garb of the various Kings of Bohemia. It must have been heavy to port all that around!



In the late 18th century, King Leopold allowed the jewels to be deposited in a special safe, secured with seven locks.

Only the country's highest officials - the president, prime minister, Prague's archbishop, speakers of the upper and lower chambers of Parliament, the dean of the Metropolitan Chapter of St. Vitus Cathedral, and the mayor of Prague - have the keys to the safe. In order to open the safe, all seven individuals must assemble. Granted, the tradition is now purely honorary, as the jewels have been moved to a more secure location. This means that the glittering beauties before you, while scintillating in their own right, are mere reproductions of the legendary jewels.

Now, only the President has the exclusive right to bring the real jewels out for display from their hibernation. If you happen to be here during one of those rare, lucky moments, don't think of doing anything risky! Legend has it that any usurper who wears the crown is sure to meet Death in a year. Rumors have long swirled that Reinhard Heydrich, the Nazi governor of the Protectorate of Bohemia and Moravia, sported the jewels in secret. As fate would have it, he was assassinated within the year by the Czech resistance. Tread carefully!



The artist behind:

Tai Snait

Inspiration:

„This image represents the 7 keys to Crown Jewels of Prague. The tradition of the seven keys was established in 1791 by King Leopold II when he agreed to comply with the wish of the Czech Estates to return the jewels to Prague from Vienna. They were put safely into St. Vitus Cathedral at Prague Castle, this time in the crown archives beyond the St. Wenceslas Chapel behind iron bars with five locks. They were placed in a special chest with additional two locks, the two keys to which were given to two guards of the jewels. Even though the jewels were later moved to another location, the tradition of the seven keys has been maintained. The value of the Bohemian Crown Jewels can in no way be expressed in terms of money. Apart from possessing priceless historic value, they have also become a rare symbol of Czech statehood. Here, in my imaginative interpretation of the keys, they are made from black midfire ceramic and arranged alongside some valuable vintage European jewellery, atop the title page from Two Prague Stories by famous Czech author Rainer Maria Rilke. The symbol of the key is a recurring one in my work.”

FIND ME
IN THE
ROOMS

5

LIBUŠE & PRAGUE'S FOUNDATION

We continue our journey with the myth of the captivating Libuše, known by legend as the founder of the great city in which you stand. Her legacy is the very realisation of Prague, where myth and reality meet...

Beautiful, sage Libuše was the youngest of three remarkably talented daughters. Kazi, the eldest, was gifted with healing powers, Teta with magic, and Libuše with the curious charm of prophecy. Her father noted her wisdom, and chose her as his successor. In her youthful glee, Libuše bounded out upon a craggy cliff far above the Vltava river and prophesized,

“I see a great city whose glory
will touch the stars!”

The lucky site to which she pointed was soon adorned by an impressive castle. Around this castle grew - as you might have surmised - the town of Prague, the meaning of which hails from práh, the Czech word for “threshold.”



Unfortunately, this first taste of success was not to last long for Libuše. Her father's progressive persuasions had not been reflected by his populace, and Libuše was soon reprimanded for her womanhood and for her glaring lack of a husband. To her subjects' surprise, Libuše confessed in return that she had already chosen a husband - a ploughman, Přemysl, who lived remotely in the mountain wilderness.

However, Libuše was much too canny to let the townspeople be immediately gratified, especially to the detriment of her resolute reputation. In a demonstration of clairvoyance, she fiercely challenged her critics, instructing her councilmen to pursue a horse deep into the wild. If they followed her vision, they would find Přemysl eating from an iron table (although some versions of the legend describe him as ploughing a field and wearing a broken sandal). The men encountered Přemysl exactly as Libuše promised. Libuše, having been vindicated, enjoyed blossoming support and adoration.

The couple went on to establish a new dynasty of prosperous Czech rule, and Libuše would remain a cardinal figure in Prague's history. Despite the legend's age, Libuše lives on in the thrumming heartbeat of the city. Look around carefully for traces of the elusive princess as you enjoy Prague on foot. You might just fall under her discerning gaze as you walk along Karlova Street, or perhaps you might hear the echoes of her melodious laughter when passing by the opera...

Myth or reality, Libuše has made an indelible impression on the city she founded - her magnum opus.



The illustrator behind:
Barbora Idesová

Inspiration:

„My drawings often depict various creatures from my own imaginary mythology. Goddesses, demigods and mythical forest beings with ordinary human qualities perform in strangely familiar dreamy scenes full of symbols and decorative elements. In Mez bar, I had the chance to use these foundations and create a mural, drawing inspiration from the Czech myth about the dutchess Libuše. It was great having to illustrate a strong female character in a fun way and bring her and her story into the modern world.“

FIND ME
ON THE CEILING
OF MEZ BAR





6

ŠEMÍK THE TALKING HORSE, SAVIOR OF SIR HORYMÍR

Long ago, under Prince Křesomysl's reign, the Czech lands bore bounties of metallic riches. Gold and silver were ordered to be reaped from rock and soil, and the earth was plundered of its glittering wealth. Despite the apparent success of the lands, little prosperity was to be found among the laboring populace. Ripples of unrest cascaded throughout Křesomysl's subjects. Horymir, a member of the lesser nobility, was disturbed by the prince's apparent negligence.

“Bread is the most valuable resource of all,” he cried. He pleaded with the prince to lessen the peasants' burden of the mines.

His complaint equally enraged the prince and his coalition of miners, the latter being set ablaze with contempt for Horymir. Horymir, in his wisdom, foresaw such an uprising, and quickly escaped upon his unwavering steed, Šemík. Incensed, the miners torched Horymir's stocks of grain. Emboldened with vengeance, Horymir retaliated, rallying his supporters and razing the miner's villages and scorching the earth. In his rage, Horymir cast aside any miner in his way and filled the mines, their utility compromised.

The prince, in his ignorance, heard nothing of the commotion until the miners burst into his chambers, wailing of the tragedy which had arrived. Horymir was swiftly summoned, and ordered to be beheaded. His final wish, he explained, was to ride once more on his noble steed. Flabbergasted but touched by this wish, the prince ordered the castle's gates closed, and permitted Horymir to mount his horse. The man and his animal exchanged some mysterious murmurs, and in a great, sudden commotion, Šemik launched into action, bounding around the castle's courtyard in great, flying leaps. Upon his third circle, he propelled himself into the open air, clearing the castle's walls and landing across the Vltava, far from the imposing iron gates of Vyšehrad Castle.

For a moment, Horymir tasted glorious freedom. However, his beloved steed faltered, collapsing. Having suffered wounds upon his landing, he could go on no longer. Legend has it that, with his final breath, Šemik requested that he be given a noble burial outside the castle - where he had fallen - rather than being cast aside like a beast.

To honor the memory of the brave nobleman and his faithful steed, take a saunter to the Neumětely town cemetery. There, you will find a stone carved in the likeness of a horse within a sandstone mausoleum. Sit with Šemik, let him recount his incredible leap across the Vltava, and talk to him about what it was like to fly - even if only for a moment.



FIND ME HERE



The artist behind:

Livia Marin

Inspiration:

„Walk of Myths, located in the reception corridor, is a passage both into the hotel and Prague's world of myths and legends. Much like a symphony in six movements, the work is formed by fragments that take their shapes from the footprints of building plans, walks, parks and urban areas of both present-day Prague and its historic past. There is a polyphonic aspect to the work as it pulls together a diversity of images, voices and languages, whose different origins and registers are so very central to the contemporary culture and story of Prague. A story passed on in written and oral speech that characterizes the legendary history of Bohemia. In blue, the work forms a collage of different tales and actors: women, men, animals, supernatural beings, precious and everyday objects, weapons, castles, streets and alleyways, gardens, rivers, ponds, forests, words, musical scores. Their voices, testimonies and actions are the warp and weft of a text that makes up the reality of Prague.“

WALK
WITH ME
TO RECEPTION

THE FOREST OF BRUNCVÍK

Long ago, the brave Prince Bruncvik of Prague and delightful Princess Neomenia were hopelessly in love, devoting themselves to their shared rule.

However, fresh off their honeymoon, Bruncvik left on a mysterious quest, promising his crestfallen wife he would return. As a symbol of their commitment, they swapped rings, knowing then jewelry would be given to its rightful owner upon his return.

Bruncvik walked for many days in the eerie darkness of the dense Bohemian forest, until he came upon a great commotion. In a clearing, he saw an impressive white lion battling fiercely with a gruesome nine-headed beast. The lion, while valiant, appeared exhausted, and Bruncvik felt compelled to intervene. Bruncvik tirelessly fought the beast with his gleaming sword, slashing and jabbing, but the beast would not relent. After three days of this horrific fight, the lion had regained his strength, and leaped back into action. Together, man and animal were able to finally slay the unabating beast.



The lion and prince, having endured such a harrowing trial together, were henceforth inseparable. When Bruncvik returned to his lovely wife, the lion accompanied him, and remained a close companion at court until Bruncvik's death many years later. Heartbroken over his loss, the lion wept and roared for seven days, mourning his friend, until finally, he, too, rattled his last breath.



Venture to Charles Bridge, where you will see a statue of the brave Prince Bruncvik, though his faithful companion is conspicuously missing from his side. Legend has it that Bruncvik's magic sword lies hidden, wedged between the inner stones of the bridge. It may be under your very feet!

But, be careful to watch your step - if ever the Czech lands descend into turmoil, the bridge will crack open, and Bruncvik will appear to reclaim his sword.



The artist behind:

David Valner

Inspiration:

„When I was asked to create an artwork on commission for Andaz in Prague, I had to move away from my comfort zone - from what inspires me most. That is, society, people and their stories. I had to broaden my boundaries and focus on something that instinctively I thought was quite far from myself: myths and legends. My starting point was reading about Prague, its mystical forest and its fabulous history and places. I realized they are very close to what I love and take inspiration from: people and their stories. They are night tales - fantastic, surreal stories - but still stories worth being told. I understood that I needed color - many colors to help me go deep in the magic - in the enchanting forest, in the nature inspired legend - to tell a story about night, dreams, dancing shadows, magical woods, and the fantastic and dreamlike souls living in these woods. This is a place where everything can happen, where the real and unreal merge. “Call her by the right word, by the right name, and she comes. That is the essence of magic, which does not create, but calls.”

MEET ME
AT THE
PARLOUR



8

BRUNCVIK ON AMBER ISLE

The bold knight, Bruncvik, set out on a great odyssey - one which would traverse gloomy forests, raging seas, and other mysterious lands. He set off with an entourage of 50 men to the glittering coast of the Adriatic, hopeful that adventure might arrive. After a few uneventful months, however, a violent storm pushed them into the sulphurous, yellow waters of the dreaded Amber Isle, where sailors are pulled like a black hole to their deaths. Bathed in golden fog, the ship was ravaged by the rocky shores.

Bruncvik, the sole survivor, dragged himself to the island's inhospitable banks, knowing his crew perished in the murky tumult below.



After what felt like years of aimless wandering, Bruncvik discovered an old hermit, Balad, who had long lived on the island. The wise man told Bruncvik how he could return home:

“Soon the monster bird Noh will come to Amber Mountain in search of food, as he does every year. I will sew you inside a horse skin. Wait, and the creature will bring you to its nest on the mainland.”

While not particularly thrilled with his disguise, Bruncvik was elated to be freed from his yellow purgatory. The griffin came as planned, and once Bruncvik was laid in the nest, he cut his way free from the horse skin and escaped to the woodlands.



The designer behind:

Brime Robbins

Inspiration:

„Shipwrecked on the island of Amber Mountain, which magically draws all ships to its treacherous shores, Bruncvik’s only escape is in the clutches of a giant griffin-like bird called Noh, who feeds on the island. Bruncvik must hide himself inside the skin of a dead horse from the shipwreck, to fool the winged creature into carrying the disguised knight back to its nest on the mainland as food for its young. Once inside Noh’s roost, Bruncvik is able to free himself and flee to the forest for protection. We encounter the colors, textures and artforms of nests at the Andaz Reception, plus a central island painted in the color of birds eggs and shaped like an antique Bohemian chest, and a delicate twig-like chandelier suspended above.”

LOOK UP
IN THE
RECEPTION



9

THE PASSION BEHIND PRAGUE

The name "Prague" might evoke any number of literary, artistic, and historical references, but perhaps one of the most legendary people to ever walk the city's streets is the famous fiction writer, Franz Kafka.

Not many know that Kafka, despite his eventual fame, was not able to devote much of his time to his beloved craft. Instead, he worked day jobs at the Assicurazioni Generali and later in the seminationalized Workers' Accident Insurance Institute for the Kingdom of Bohemia - a far cry from the imaginative surroundings one typically associates with Kafka.

Kafka was renowned as an ambitious, successful worker, and was generally charming, good-humoured, bright, and well-liked. However, due to the considerable strain of his "double life," so to speak, he experienced much turmoil in his relationships.

Many of these perturbations were expressed in his written works - a giant bug laying belly-up in a bed, anyone?

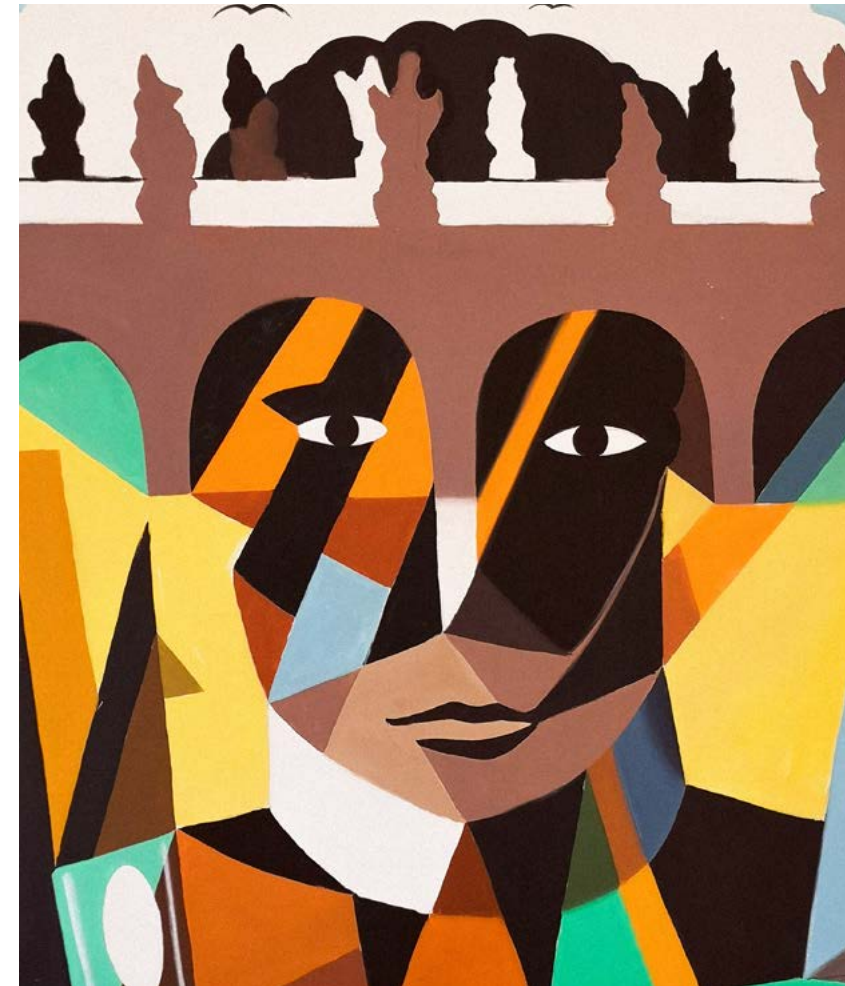
Unfortunately, Kafka did not live to see his own success. His mostly-unfinished works were largely published after his death by Max Brod. Despite their incompleteness, his oeuvre became one of the most influential of the 20th century in the genres and movements of Modernism, Fantasy and Existentialism, and Literary Realism.

In Kafka's works, we are privy to parallel realities, all of which are grounded in the various horrors and fantasmies of our quotidien experience. Although he makes no direct references to Prague, the vestiges of his Czech past can be found all over his work - in particular, tales of totalitarian bureaucracy were undoubtedly grounded in his reality! You can find little absurdities and incongruences all over this city, We urge you to get wrapped up in Kafka's idiom, and to try to find the absurd in the banal, the fantastic in reality, the romantic in the ugly, and the surreal in the quotidien.

” You'll find that your appreciation of Prague will grow ever-deeper, and that you might just be able to see life through Kafka's eyes. “



FIND ME HERE



The artist behind:
Jakub Tykadlo

Inspiration:

„What inspired me a lot when I worked on my commission for Andaz in Prague was the atmosphere of the Old Town in Prague - its atmosphere, colours, light. Prague is well-known for its history of mysticism. It's almost impossible not to expect that you ran into an alchemical lab when you open some old door there. Therefore I started to think about how to connect this with Kafka's motives. I have painted a Charles Bridge as a symbol of this connection and I also incorporated architectural details, as I believe Prague is full of examples of all historic styles and their mixtures.“

MEET ME
AT THE
ENTRANCE





10

THE PASSION OF MUSIC, ART AND MORE...

As you have likely gathered, Prague has played host to an impressive array of artists, writers, musicians, and other creatives.

Here, you can experience the pinnacle of virtually any discipline of your choosing, be it the symphony, opera, fine art, cinema, literature, architecture, art deco, and more.

One of the most beloved artists in Prague's history, although not Czech himself, is Mozart. In 1787, Prague was first graced with Mozart's delightful melodies in *The Marriage of Figaro*, which enjoyed greater success in Prague than it had ever encountered on his home turf of Vienna.

At the turn of the 19th century, Prague was one of the premiere musical hotspots and academies of Europe.

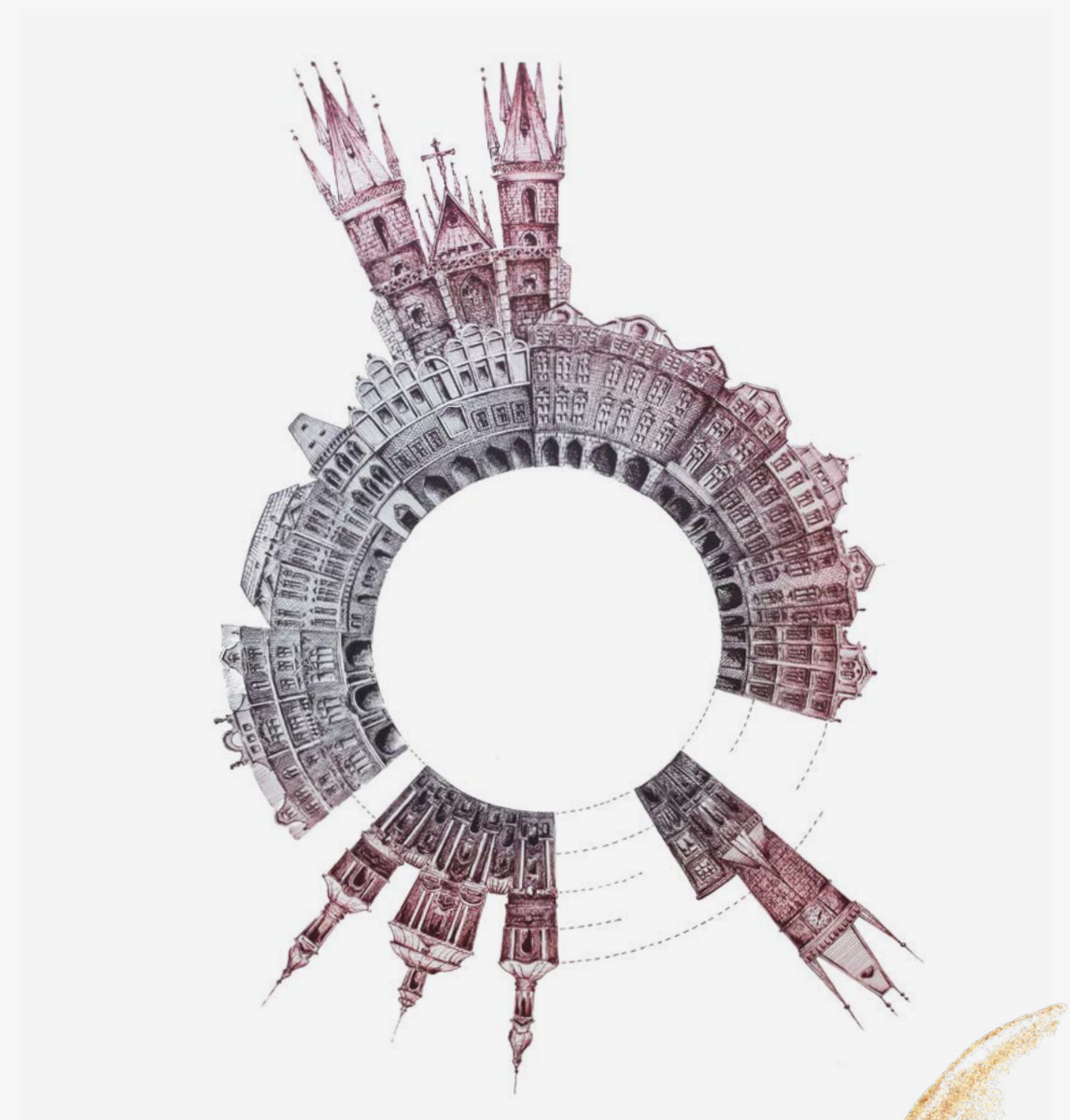
Thus, it's no surprise that Mozart felt as though Praguers understood his craft best of all. Following the success of Figaro, Mozart returned with the world premiere of Don Giovanni at Stavovske Divadlo, and toured the many impressive organs in the city's churches. In further celebration of this burgeoning musical legacy, Prague opened their first Music Academy in 1811, and music was to remain the highest art for some time after.



Prague was not only a hot spot in the Classical period, but also enjoyed revived success with Wagner and the Romantics. Praguers became great fans of Wagner and other German Romantics, even naming the original Prague State Opera the "Neues Deutsches Theater." For the prickly

composer, Prague was a welcome, comfortable visit - one that he indulged in over a dozen times. The city's splendor is known to have been food for his creative imagination - it's not hard to see why!

Despite its musical prestige, one can find equal stimulation in the visual sumptuosities the city has to offer. Some of the city's most gorgeous art and architecture harkens back to the early 20th century and the Art Deco movement. In particular, Alfons Mucha's "The Slav Epic" is worth seeing during your stay. Head over to the National Gallery's Veletržní Palace, where the twenty-painting behemoth has been on display since 2012. And, for those of you who love easter eggs, take a look at a 100 korun banknote, where you'll find Mucha's illustration of Slavia, the daughter of the American patron Charles Crane. There is no shortage of visual sumptuosities here, so feast your eyes!



The artist behind:
Omid Majidnejad

LOOK UP
IN THE
STUDIO



11

THE 4 GATES OF PRAGUE

The next part of the tour leads you high into the foothills above the main city center, where you may observe the majesty of Prague and the revolution of its infrastructure over time. Look out over this colorful panorama.

This city, at various times, has donned the nicknames “Golden Prague” or “Prague of a Hundred Towers.”

As you survey the view, it’s not hard to see why. While scanning the town for its trademark towers, try to distinguish between those attached to churches, and those which stand singular and secular. Some of these unique towers, sponsored entirely by the city, were used as watchtowers. From these towers, you could hear bugles sounding alarms for emergencies like fires, bells announcing the time, and some were even used as make-shift houses, storage areas, and secret city entrances.

Try to count all the towers that rise in silhouette. In the city center, 120 stand, but more than 1,000 have been erected all over the city.

Among these towers are a few worth particular attention. The Powder Gate Tower was a coronation site through which the procession of Czech kings entered town. At another time, it served as a gunpowder store. In addition, Henry's Bell Tower stands next to the church of St. Henry and Kunigunde. In the tower, there is a carillon with ten bells, and underneath, there lie several restaurants, cafés, and a gallery.

For the best views in Prague, climb the impressive Old Town Hall Tower, which dates from the 14th century. From its height, admire Prague Castle in the distance, and survey the gorgeous city and its diverse architecture. Finally, make a stop at the Old Town Bridge Tower, which is an impressive gothic structure guarding one end of Charles Bridge, heralding the entrance to Prague's Old Town. Another important site for the old coronation processions, the King of Bohemia would march under the tower's arch on their way to Prague Castle.



Walk this path which so many have walked before you, and feel the ancient history of this city wash over you.



The artist behind:
Kathy Dalwood

Inspiration:

„As an architecture junkie, Prague is one of my favorite European cities, as it comprises a hugely diverse collection of styles and periods, randomly juxtaposed in imposing streets and squares. In this collection, which I describe as a 21st century re-interpretation of the traditional portrait bust, I have often created 'hats' featuring iconic buildings around the world – the Eiffel Tower, Sacre Coeur, Tower Bridge, The Empire State Building etc exploring the concept of the tourist 'souvenir'. Therefore, the Prague Gunpowder Tower was the obvious choice. For the Andaz bust I constructed a model of the Gunpowder Tower in foam board, corrugated paper, and even paper doilies to represent the sculptural embellishments. I never aim to make an exact model but use my own sculptural language to interpret the essence of a building.“

MEET ME
AT THE
STUDIO



12

THE KNIGHT BRUNCVÍK ENCHANTING THE SUITES

Did you enjoy your walk? Now it's about time to spend a relaxing afternoon within the hotel, our rooms encapsulate the local heritage to provide you with unparalleled luxury and comfort.

Czech legend has it that construction began on Charles Bridge at 5:31 am on 9 July 1357 with the first stone being laid by Charles IV himself. This exact time was very important to the Holy Roman Emperor because he was a strong believer in numerology and felt that this specific time, which formed a palindrome (1357 9/7 5:31), was a numerical bridge, and would imbue Charles Bridge with additional strength.



...once Bruncvik was in the nest, he cut his way out and escaped to the woodlands. There in the woods, he found a white two-tailed lion fighting a nine-headed dragon. Bruncvik joined forces with the lion and after days of battle, they finally defeated it.



In spite of his bravery, the knight was close to death. However, the grateful lion nursed him back to health and brought him meat, fruits and healing herbs on which they feasted upon together. Since then, Bruncvik and the lion became steadfast companions. They travelled back to Prague and together they forged the symbol of the Czech nation: the white two-tailed lion on a red shield.



FIND ME HERE



The artist behind:
Sara J. Beazley

Inspiration:

„I was drawn to the legend of the medieval knight Bruncvik who travelled far and wide, and fought off dragons and beasts, all in order earn a symbol to place on the Bohemian shield when he became ruler. It's a tale of bravery and redemption and also one of love and friendship. There is a statue of the knight to the side of the Charles Bridge, with his magic sword, trusty two-tailed white lion companion, and a shield with the municipal arms. Legend has it that his sword is buried inside the bridge so that when the country is in its darkest hours, the bridge will crack open, and the spirit of Saint Wenceslas will awaken the Knights of Blanik who have been sleeping in a cave and leading them to reclaim the sword and save the nation. The two-tailed lion on a red shield remains the symbol of the Czech nation.“

MEET ME
IN THE
SUITES

13

THE PASSION OF BOOKS

Never underestimate the importance of a library. Libraries are a synthesis of education, art, exposition of history and culture, and even often house official government business. Libraries are the bread and butter of Czechs - in fact, there is a library for around every 2,000 Czech citizens! This is a product of a literacy initiative enacted in 1919, and is the reason why you'll find a library even in the tiniest of Bohemian villages!

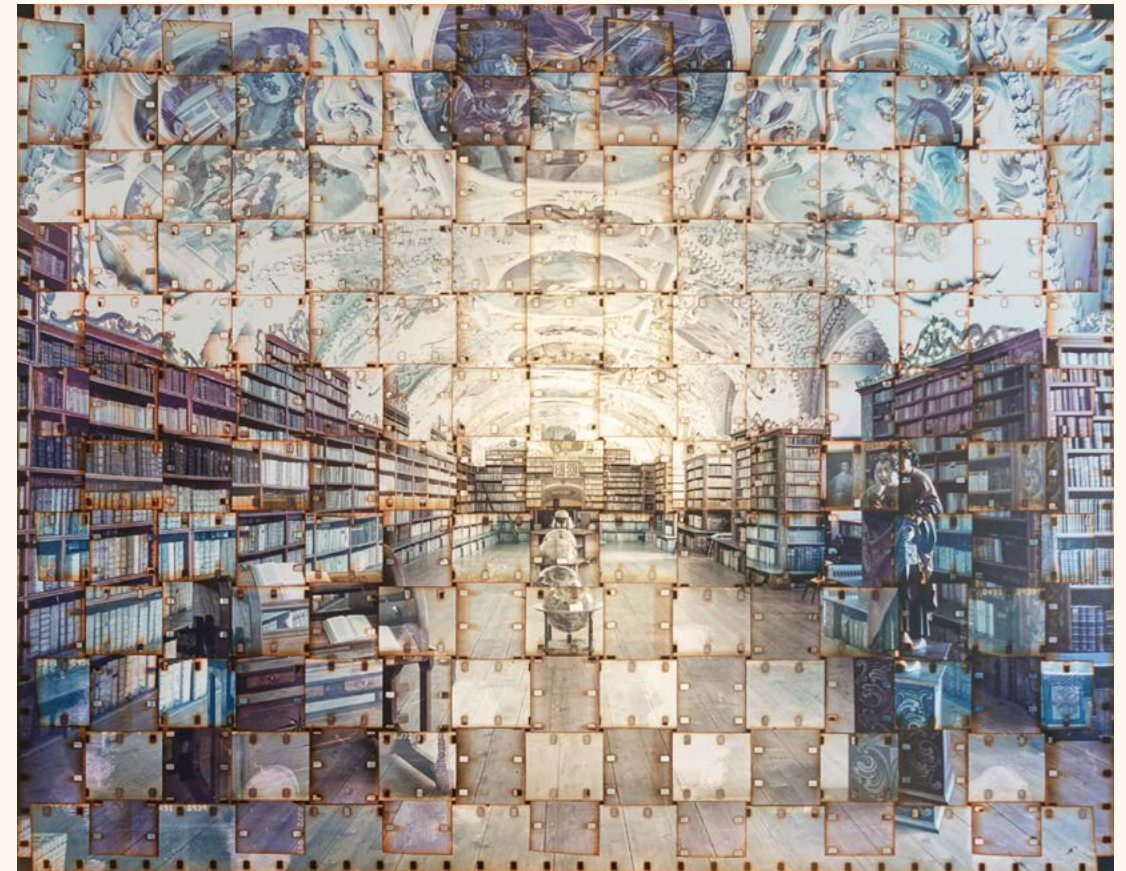
Speaking of libraries, the Strahov Monastery, having served myriad purposes since its original construction in 1140, is the subject of the next step in our exhibit. The library inside the monastery is a jewel of the baroque era - in it, you'll find extremely rare books with the original illuminations from monks.

You'll find frescos, illustrations from the Ottoman Empire, more than 42,000 ancient philosophical texts, and more than 18,000 religious texts and manuscripts.

You'll also stumble upon wacky artifacts, animal specimens, and other anthropological items of interest, including the famed, extinct Dodo bird! This monastery has also been the concert hall for famous composers like Mozart, who graced the Baroque Basilica with his virtuosity in 1789, so even classical music enthusiasts will find something they like. Lastly, if you're a beer enthusiast, you're in the right place! There remains a brewery from the 17th century.

Feel free to kick back a drink
pint while enjoying gorgeous
views of the garden and the
historical building. There is truly
something for everyone here!

The monastery has not always looked this great - it has been ravaged by war, time, and neglect, and has been rebuilt many times over. Its wealth of treasures, happily, has remained mostly consistent since its inception, and its collections have only grown. We hope that you take advantage of all the intrigue that this unique building has to offer!



MEET ME
AT THE
LOUNGE

The artist behind:
Seoung Park

Inspiration:

„TEXTUS represents ‘textus (fabrics)’, origin of the term ‘text’. Just as in weaving the weft is combined with the warp to create a cloth, in TEXTUS I photograph and deconstruct an object in slices with thin movie films, and then again physically recombine them. TEXTUS is the work of chronicling private feelings, seeing part of the enormous flow of civilization as an appreciator. For this work I rely on my experience in investigating and photographing objects and other indirect contacts through the media. The objects are photographed in 16mm movie films and woven into one through many spaces and time, conveying a new narrative. It’s as if this work keeps a travel diary in search of traces and fragments of human memories, thus it bears past warmth, displays it to its viewers.“

**THE PURPOSE
OF MY WORK
WAS NEVER
TO DESTROY
BUT ALWAYS
TO CREATE,
TO CONSTRUCT
BRIDGES**



**BECAUSE WE MUST
LIVE IN THE HOPE
THAT HUMANKIND
WILL DRAW
TOGETHER AND
THAT THE BETTER WE
UNDERSTAND EACH
OTHER THE EASIER
THIS WILL BECOME.**

ALPHONSE MUCHA
Czech painter

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