

city

A magazine for everyone
from the BB Centrum

WHAT'S HAPPENING NOW
We're
Investing
in Public
Spaces
AT THE BB CENTRUM

The Future According to Microsoft:
**Artificial Intelligence Will Change
All the Industries**



Major Topic

Stimulate Your Creative Side

SHOPS AND SERVICES AT BB CENTRUM



BB CENTRUM

Where Business
Comes to Life

RESTAURANTS

- 1 Ristorante Pizzeria Grosseto
- 2 Express Grill
- 3 Baifu – sushi bar
- 4 Maranatha – vegetarian restaurant
- 5 Mango – Chinese restaurant
- 6 Asian Street Food by Kiin – Thai restaurant
- 7 Dhaba Beas – Indian restaurant
- 8 PuzzleSalads
- 9 PuzzlePasta
- 10 Vyskočilka – Czech restaurant
- 11 Ugo – fresh juice & salad bar
- 12 GTH – canteen
- 13 Office Food – canteen
- 14 Kobe – steak, grill, sushi
- 15 Momento – canteen
- 16 Momento – canteen
- 17 Perfect Canteen – canteen

SHOPS

- 1 dm drogerie – drugstore
- 2 Albert – supermarket
- 3 JK Jitka Kudlackova Jewels
- 4 Sommellerie – wine, coffee, delicatessen
- 5 Maranatha – healthy foods
- 6 Don Pealo – newsstand
- 7 Nivosport – sportswear
- 8 Bianco & Rosso – Italian delicatessen
- 9 GolfProfi Store Praha – golf accessories
- 10 Romantika Florist
- 11 Romantika Florist
- 12 Novus Optik
- 13 Teta – drugstore
- 14 TR GRES – Showroom

CAFÉS

- 1 O2 HUB Café
- 2 Cupucino
- 3 Costa Coffee
- 4 Hájek & Hájková – confectioner's
- 5 Kafe kafe kafe

SERVICES

- 1 Česká pošta/Czech POINT – post office
- 2 Automyčka Collection – car wash
- 3 Bomton – hair and beauty centre
- 4 We Hate Ironing – dry cleaning
- 5 Radka Chvalova Nail Studio
- 6 Adams Barbershop
- 7 Cebia – verification of vehicles

BANKING

- 1 UniCredit Bank
- 2 MONETA Money Bank
- 3 OK POINT/mBank

CASHPOINT

UniCredit Bank (FILADELFIE Building)
 MONETA Money Bank (Building A)
 OK POINT/mBank (BRUMLOVKA Building)
 Česká spořitelna (BRUMLOVKA Building)
 Komerční banka (Building E)

SPORT / RELAXATION

- 1 Balance Club Brumlovka – fitness and wellness
- 2 Baar Park
- 3 Children's playground
- 4 Multifunctional sports court
- 5 Tennis courts
- 6 Brumlovka Park
- 7 Children's playground
- 8 Athletic ministadium

HEALTH SERVICES

- 1 Urosanté – urology and andrology centre
- 2 BB Centrum Pharmacy
- 3 TeamPrevent-Santé – private medical clinic
- 4 MUDr. Denis Krupka – dentist, dental hygienist
- 5 LK Clinic – aesthetic medicine

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- 1 Elijáš Christian Nursery School
- 2 Elijáš Christian Primary and Secondary School
- 3 Bible Study Lessons
- 4 Bethany Community Centre
- 5 Morning Devotionals

CHARGING STATIONS FOR ELECTRIC CARS

FILADELFIE Building (public parking)
 DELTA Building (public parking)
 BRUMLOVKA Building (public parking)





Dear readers,

British scientist Stephen Hawking said that intelligence is the ability to adapt to change. Whether things are changing for the better or for worse, it always necessitates a change in our stance. We hope that you will embrace our new developments with excitement and that you'll get used to them quickly.

Where to find us

www

www.bbcentrum.cz



BB Centrum



BB Centrum



FILADELFIE Building

You'll notice right away that our magazine has been treated not only to a new jacket, but also to a new name: City. Why City? We see the BB Centrum as a fully-fledged urban neighbourhood, and we work hard to make the life of our "city" as enjoyable as possible. You can read about all this—and much more—in the new and improved BB Centrum City magazine, which will come out in three issues this year with enough copies to make it to all of our readers not just in the BB Centrum, but all around us as well.

So what have we in store for you in this issue? Some things never change, one of which is trying to say goodbye to the extra post-winter kilos and live a healthier lifestyle. If this is your case, then you'll certainly appreciate our article written in collaboration with Balance Club Brumlovka. A balanced diet should also include honey and bee products, which you can read about in the column, "The Buzz." If you'd also like to get into mental shape, check out how to develop your creativity and try developing a thought map. You can also look forward to news, current events, and interviews related to goings-on at the BB Centrum, sports and social events, as well as offers from local stores and services. This time we'll introduce our valued tenant, Microsoft, the team from the popular PuzzleSalads, and a BB Centrum newcomer, Czech company TR GRES. And of course we haven't forgotten about this month's honoree, the Christian secondary/primary school and pre-school, Eliáš, which celebrated its tenth anniversary.

For those who cannot wait for spring, we have an interesting article about scooters. And the rest of us can read about which patterns and colours we can use to welcome spring into the office. And spring is—in my opinion—one of the best changes!

See you soon at the BB Centrum
Yours

Kristýna Samková
PASSERINVEST GROUP

BB Centrum
is Brimming
with New
Developments

contents

□ More about the theatre performance,
Stručné dějiny hnutí (A Brief History of the Movement) on pg. 36



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Featured Photo

The Reconstruction of Building A Won Silver in the Best of Realty Competition

At the ceremonial announcement of the results of the Best of Realty 2018 competition, we accepted the award for second-best reconstructed office building in the Czech Republic. The award was conferred for Building A, which houses one of the leading banks on the Czech market, MONETA Money Bank. —

□ The newly reconstructed
Building A
at the BB Centrum



The ALPHA Building Has Declared Full Occupancy

The Frequentis company has expanded, thus filling the final vacant square metres in the ALPHA building.

In addition to the Austrian technological company, Frequentis, permanent residents of the ALPHA building also include other prominent firms, such as ČEZ, Xerox, and Gorenje. The ALPHA building provides its tenants a total of 11,000 m² of office space in 8 above-ground floors and 400 m² of retail space on the building's ground floor, which also offers the opportunity for refreshments at the canteen, Puzzle-Pasta restaurant, and the Hájek & Hájková pastry shop.

The ALPHA building was built in 2003 according to designs by the architectural office of Aulík Fišer Architekti. In 2016, it underwent an exhaustive reconstruction, which focused primarily on the interior spaces and rooftop terrace. The entrance lobby, in particular, underwent a significant transformation, and now hosts exciting cultural events. The floors and walls were also treated to a complete renovation, and the space was complemented by attractive furniture and four plasma TVs that make up one large screen. In the atypical glass atrium with a negative vertical incline across all of the floors, the façade descends all the way to the ground, and the resulting "nook" offers a refuge as a pleasant café corner. The cafeteria, gallery, staircases, and rooftop garden with its myriad of flora also gained a new look. Even the underground garages with a total of 230 parking spaces saw significant renovations.

The BB Centrum is currently offering its final vacant small office spaces in Building D and the BETA and FILADELFIE buildings. The reconstruction of Building B will be completed in the first quarter of 2020, after which we will be offering an additional 14,500 m² of office space. This is in reaction to the interest in the BB Centrum location, which has long been one of the most sought-after locales not only among Czech and foreign businesses, but among Prague residents as well. _



MONETA Money Bank Relocates to Reconstructed Building A

In late 2018, MONETA Money Bank relocated to the newly-reconstructed Building A, gaining a new, modern, and larger space for its continuing development.

MONETA Money Bank, one of the strongest banks on the Czech market, made the decision to remain in the multi-functional BB Centrum complex in Prague 4, and relocated from Building B on Vyskočilova Street to the newly-reconstructed Building A. MONETA Money Bank is the sole tenant of the entire office and retail space of the building. "We were searching for a new residence that would allow for our further growth and the realisation of our strategy to transform the bank into a digital champion for which a modern and inspirational work environment is one of the most important building blocks," MONETA Money Bank's general manager and chairman of the board, Tomáš Spurný, explained the move.

The revitalisation of the exterior and interior portions of the building was carried out in collaboration with the future tenant so that it would best meet the requirements of a pleasant work environment and have enough room for relaxation and rest. "This was a unique business deal on the Czech market, where the client moved into a reconstructed building and not into a new space. For us, this is proof that our strategy of a truly thorough reconstruction was the right one. With this, we continue to maintain and heighten the high standards over the long-term that satisfy the continuously-growing demands of not just multinational businesses," says Vladimír Klouda, executive director of PASSERINVEST GROUP.





The Reconstruction of Building A Won Silver in the Best of Realty Competition

The “Nejlepší z realit – Best of Realty” competition is considered the most prestigious in its field domestically. The winners of the celebratory 20th annual competition were decided by a panel of seven expert judges, headed by Ing. Pavel Kühn (Česká spořitelna bank – Corporate Banking). The members of the jury were representatives of the Asociace pro rozvoj trhu nemovitostí (Association for the Development of the Realty Market, or ARTN) and other professional associations, agencies for market research, bankers, real estate brokers, and consulting companies.

Buildings eligible for the nomination for the title of “Best of Realty 2018” included only those completed in the Czech Republic after 1 January 2017, in the categories of Residential Projects, New Administrative Centres, Reconstructed Offices, Shopping Centres, Hotels, and Warehouse and Industrial Complexes. The decisive criteria for evaluating the quality of the nominated projects were location, urbanistic and architectural design, including interior layouts, quality of implementation and, last but not least, success on the real estate market.

Our Building A won second place in the renewed category of Reconstructed Offices. The jury was won over by the sensitive and effective renovations, the modern materials and technology used in the reconstruction, as well as the overall composition. The creators of the former design as well as last year's reconstruction are Atelier 8000. It is evident at first glance that the façade, made up of smooth, white metal panels, underwent the most striking transformation. The side of the building facing Vyskočilova Street is fitted with a glass façade with accentuating steel support structures in turquoise. On the main road, the entrance features a glass elevator, which also serves cyclists in transporting their bikes to the bicycle storage room on the first underground floor. Eliminating the ramp for barrier-free access created a larger space between the building and the new bay at the Brumlovka bus stop. The reconstruction also provided the nine-storey building with new rooftop and atrium terraces as well as modern cooling technology. The building also features a canteen open to the public, a concept that adds a great deal of value to the BB Centrum. Thanks to the sensitively-implemented reconstruction, Building A can proudly represent the central headquarters of MONETA Money Bank, which has resided here since late last year. _



PASSERINVEST GROUP Introduces a New Look For its Offices

The office spaces of the Czech development and investment company, PASSERINVEST GROUP, enjoyed a significant expansion and complete reconstruction last year. The creator of the designs was the architectural studio, monom works s.r.o.

PASSERINVEST GROUP resides on the 17th floor of the iconic FI-LADELFIE building. The new layout of the work space was inspired by the shape of the building, whose perimeter façade is all glass, thus offering a panoramic view of the surroundings from every point. The exclusive view, the openness and airiness of the space became the focal point of the entire architectural design.

The main theme of the reconstruction was the simplification of communication and the creation of a pleasant environment for work and relaxation. The conference rooms are equipped with “future office” technology. This technology enables users to use mobile apps to operate all of the devices in the conference room and communicate via the intercom with the reception desk. Additionally, the reservation system for internal and external meetings also fully interfaces with employees’ on-line calendars and e-mails.

Other significant innovations include operating the lighting, air temperature, projection equipment and reservations system using mobile apps. Other new elements include areas for informal meetings, a kitchenette and relaxation zones, as well as entirely new ergonomic furniture in the office spaces of the building. The office area also offers sound-proofed cubicles for making uninterrupted telephone calls. Even the reception area underwent significant renovations, with a natural stone counter top. The walls of the reception area are tiled with painted glass, which is not only a highly aesthetic element, but also serves as a projection surface for “internal mapping.”



We're Investing in Public Spaces. Last Year, it Amounted to 170 Million Crowns!

A whole 170 million crowns. That is the amount that PASSERINVEST GROUP invested last year into improving public spaces in Prague 4. It created, for instance, a square with water features by the BRUMLOVKA building, a public athletics stadium, as well as a secondary and primary school pavilion.

Over the course of two decades, the derelict Brumlovka brownfield was transformed into the BB Centrum complex, which offers Prague residents employment opportunities, residences, services, as well as cultural, sports and social activities. All of this is the work of development and investment company, PASSERINVEST GROUP, which invests funds in non-profit projects that serve the public, without the help of any government subsidies or contributions.

Which projects did PASSERINVEST GROUP invest in last year? One of the largest projects was the new square in front of the BRUMLOVKA building, which offers seating at over 70 small tables, spaces for seasonal and thematic markets, as well as for cultural programmes. In sizzling summers, park visitors can retreat to the shade of the large plane trees or cool off at two water fountains. One interesting element is the stone mosaic brought back from Portugal, covering almost half of the 4,500 m² of the square. The cost of the construction

of the new square that was created in place of a former car park exceeded 65 million crowns.

An additional 63 million crowns were invested in the construction of the school pavilion and garden for the Christian secondary/primary school and pre-school, Eliáš. The students can now enjoy spaces for extracurricular activities as well as a new lunch room. The former after-school club and lunch rooms gave way to new classrooms.

"We connected the pavilion with the new public athletics stadium, which meant that the Eliáš primary school could expand with a new lyceum," specified Radim Passer, chairman of the board at PASSERINVEST GROUP. The new athletics field totalling 18 million crowns was built in place of the former neglected gravel court. The stadium provides space for a wide range of sports activities. It is comprised of a 150 m long tartan oval track, a 100 metre straight track, sectors for long and high jump, a court for badminton and floorball as well as ex-

ercise activities for all age categories. The sports arena is used not only by the local school, but is also accessible to the general public for a symbolic fee all year round.

The PASSERINVEST GROUP places a great deal of emphasis on the safety of people in and around the BB Centrum complex. This is why they launched the reconstruction of the pedestrian underpass of the main road last year. Pedestrians have expressed praise for the new lighting, new paint, as well as the original mosaic by artist Jan Lukeš, which transformed the former dark and hazardous underpass into an attractive route. And let's not forget about the light-controlled pedestrian crosswalk on Vyskočilova Street, the expansion of the footpath and bay for the public bus stop, and complex-wide shuttle transport. Other investments were directed toward footpath repairs and a small square in front of the FILADELFIE building, which offers places to relax under the newly-planted trees. _



□ Brumlovka Square



□ Pavilion



□ Underpass and mosaic



Krčský Forest: The Perfect Respite Near the BB Centrum

Krčák, as people in Prague affectionately call it, is perfect for running and walks. Some sort of running or athletics event is always happening in the forest every week. The Kunraticko-Michelský forest is a popular destination, visited by up to 700,000 people each year.

Forested areas unfold over approximately 5,200 hectares across Prague, 10% of its total area. The Krčský forest covers roughly 300 hectares, and is one of the largest green areas in Prague. Unlike the Prokopské Valley or the Šárka natural park, Krčák is an uninterrupted forested area. With the exception of a handful of meadows, clearings and fields, it is a huge forest that can sometimes make you forget that you're still in Prague.

Do you know how many kilometres of paths and trails it contains and how long it would take you to walk them all? In addition to the yellow hiking route that leads through the Kunratic Brook Valley, the blue trail that hems the eastern edge of the forest, and the green trail that criss-crosses the forest, Krčák also boasts a myriad of other paths and trails. The forest is even wheelchair-friendly. All of the well-known mapped trails can be found on our interactive map. It will also show you the locations of all of the playgrounds, springs, restaurants, sports areas, and rare trees. If you add up the lengths of all of the trails in the Krčský Forest, you get a total of approximately 58 kilometres. That's the distance from Krčák to Kolín or Kutná Hora. _

Tips for trips and interesting places in Krčák can be found on www.krcazije.cz



K R Č Á K Ž I J E

We Guide Children from Their First Steps at School to Their School-Leaving Exam



The Eliáš Christian secondary/primary school and pre-school is a unique institution standing among the modern BB Centrum buildings. The historic building is situated near the FILADELFIE building, reflected in its glass façade and creating a contrast between two different worlds. Here, hectic reality meets the world of children's imagination, where kids are just beginning to dream about what they will become one day. Eliáš was established

thanks to the help of Radim Passer. "We were offered the opportunity to establish ourselves in the buildings in which we now reside. We also very much appreciate the financial help of Mr Passer, particularly for the initial development of the school. We are now economically independent, despite the fact that our tuition fees are not particularly high in the context of Prague," says school principal Hana Loderová.

Eliáš has been around for 10 years already. How would you assess these years?

Any time you begin something from the ground up, it's hard. And what's more, we weren't creating something new—after all, there are schools all around us. People would ask why we're building another school and why a Christian one, for that matter. We were first viewed with mistrust, but over the course of 10 years—which is not a long time in education—we were able to develop a mid-sized school. When we began, we had six students, but now we have 200. The growth in the number of students correlates with the quality of education, which was our foundation from the beginning, along with a friendly atmosphere that provides the children with safety and security. We are now among the top 10% of primary schools.

You're a Christian school. What does that mean in practice?

We teach the children ethical and moral principles, which is what society lacks, in our opinion. And maybe what's missing the most is faith in the existence of God, because it guides us to respect and value others, and makes us humbler. Although parents have stopped worrying about the "Christian" modifier in recent years, I still warn them about it before they enrol their child with us. I want them to understand that we will lead them to the principles of Christianity—to God, the Bible, and to prayer. If they are strict atheists, this might make them feel uncomfortable, which would be a pity, for their child as well.

What are your plans for the future?

Our capacity is completely full, and we don't want to expand the pre-school or primary school. Our classrooms are at capacity with the maximum of 18 students. Additionally, the number of children born each year is decreasing, so there's no sense in building new facilities that could be empty in the future. Instead of schools with greater numbers of students, we're creating a school with more components.

So you complemented the pre-school and primary school with a secondary school?

Yes, we'd like to accompany our children all the way through to their school-leaving exam. This year, we opened a combined lyceum focused on general education. In it, we adhere to the principles of the "delayed start method." This is because children at the age of 15 often don't know whether to follow the path of natural sciences or humanities. Our lyceum stands between a grammar school and vocational school; the children here have time to mature and learn about what the education market has to offer. We help them to find a direction for their future career. With us, they don't need to choose whether they are more drawn to natural sciences or humanities until their third year. One big advantage of the lyceum is also the fact that children can develop in a calm and safe environment from the age of three until their school-leaving exam, in an environment they are familiar with and feel good in.

A New Microsoft Coworking Space

Microsoft is opening new coworking spaces in its office in the DELTA building. Beginning 6 March 2019, you will be able to reserve one of six work areas in Microsoft's customer zone, free of charge.

Do you work at a dynamic start-up that has more ideas than it has space? Are you looking for a place where you can meet with business and technical experts that will help you expand your horizons? Are you interested in mentoring? Reserve your own work desk at aka.ms/coworkingbooking, and come take advantage of all of the opportunities that the new Microsoft Coworking Spaces at the BB Centrum offer.

Microsoft supports start-ups and hopes this project will help young companies from the Czech Republic succeed and conquer the world! _



5 Questions for: Mgr. Daniela Žižková

Pharmacy owner at
the BB Centrum

What did you want to be as a child?

Well, I supposedly once told a visiting friend that I wanted to be a stripper, but from what I remember, I wanted to become a doctor like my parents, grandparents, and other relatives. My dad talked me out of it at the end of grammar school with the words: "Study pharmacy. Then you can work at a company where you'll have a lot of money and an easy job." And my dad's words came true, but office work was draining me, so I ultimately ended up at a pharmacy, where I can use both my organisational and communication skills, and the work is much more interesting.

What is your favorite food?

That's a tough question, because I really love food and am the type of person that enjoys everything. And I also love to cook. During the week, my children, husband and I don't get together until the evening, so I put a lot of effort into making dinner so we can sit together a bit and talk about what everyone did that day. But if I had to choose my absolute favourite food, it would be sweet and savoury baked goods. I could live off of sweet rolls, pastries, baguettes, and breads. Especially if they're fresh and crunchy.

When was the last time you wrote something by hand?

I write by hand all the time. Even despite the digital prescription system, you need to write on every box for each patient so they know how to take the medicine. My youngest daughter is in second grade, so I practice writing with her, and I also write shopping lists by hand.

What do you order at a restaurant/café when you really want to treat yourself?

Steak with truffles and a good Italian red, or foie gras, or fish from the ocean, or beef tartare, or goose, pasta... What's more important is the quality and preparation than what's on the plate. As I stated earlier, I enjoy everything. I'm a good cook myself, so I expect restaurants to cook better than I do, which isn't always the case, and then I'm disappointed. And my enjoyment of a meal can also be completely ruined by bad service.

What subject did you enjoy the most as school?

I liked biology the most. I was always fascinated by nature. The most interesting for me was microbiology and plants. At least those were subjects I could focus on at the faculty of pharmacy. To this day, I remember the Latin names of dozens of medicinal herbs and which medicinal substances they contain. Unfortunately, pharmaceuticals are more about chemistry and technology than about herbs, and that never interested me as much.

Learn About the Achilles' Heels of Evolution



- The film, book, and study brochure will be available at the Maranatha company e-shop during March 2019. Take advantage of this offer, and pre-order this wonderful educational tool.

Have you ever wondered how we got here and how the world began? Are we the work of a wise Creator or are we the children of mother evolution, simple chance? You can find the answers to these questions thanks to our unique educational project, the Achilles' Heels of Evolution.

Why Achilles' heel?

The vast majority of people today believe in evolution. And it's no wonder, when they haven't heard any solid scientific criticism of the evolutionary world view thus far.

The evolutionary view of the world has—despite its scientific untenability—gained the status of “unequivocal truth.” Honest science, however, seeks the truth about how the world works. If modern science is finding clues in creation, the Lord's genius speaks unequivocally against a spontane-

Maranatha

The Christian-oriented organisation, Maranatha, was founded in 2002 by Czech developer Radim Passer. The word “Maranatha” means “the Lord is coming.” The mission of Maranatha z.s. is to share hope rooted in faith in Jesus Christ and provide insight into the views on many key questions. The answers come from information written in the Bible, which Christians believe is the Lord's letter to humankind.

ous, unplanned evolutionary origin of things, and people should have the opportunity to talk about it. This is the reason for the creation of the expansive educational project, the Achilles' Heel of Evolution, whose goal is to open a broad, interdisciplinary dialogue between scientists while also making important scientific truths accessible to the general public. Why Achilles' heels? Achilles' heel is a metaphor that naturally and very effectively expresses the unexpected yet—in all cases—extremely serious weakness in the face of seeming invincibility.

What it's all about

The Achilles, Heels of Evolution (Achillovy paty evolve, or APE for short) educational project is founded on three individual parts which complement and enhance one another but may be used separately as well. The project comprises a feature film, a more than 300-page scholarly publication, and a unique educational brochure as an introduction to the topic. The aim of this project is to introduce an honest and balanced argument based on solid foundations and directed against that which many people today deem to be the invincible philosophical fortress of all of the evolutionary thinkers of today. We will introduce you to eight areas, divided into individual chapters, whose authors are professional scientists in their field. 1. Natural Selection, 2. Genetics and DNA, 3. The Origin of Life, 4. Fossil Records, 5. Geological Records, 6. Radiometric dating, 7. Cosmology and the Big Bang, 8. Ethical Consequences. —



Maranatha z.s.
www.maranatha.cz

The Future According to Microsoft

Artificial Intelligence Will Change All Industries

In the offices of Prague's Microsoft Development Centre, you'll almost exclusively hear the English language. This is because development here doesn't focus solely on the Czech market, but on products for the whole world.

Thanks to the development of Skype, Prague has built an excellent reputation under Microsoft. Now, in addition to Skype, it's also working on Microsoft Teams, a platform for team communication, as well as on an application called Dynamic CRM, which focuses on managing relationships with customers. We talked about the successes of the Prague branch and about new trends in technology with Martin Košťál and Martin Cizler, who head the Microsoft Development Centre Prague.

How significant is the Prague branch for all of Microsoft?

Martin Cizler: We're in a strong position. Microsoft's central operations believes that when the Prague branch launches into the development of a product, they can rely on us to finish it. Because of this, we have grown significantly over the past 11 years—in 2007, there was only one single person here at the founding of the Skype branch. Now we have almost 400 engineers from 38 different countries. Sixty percent of the people here are from abroad, typically from Europe, but there are also some from the U.S., India, Bangladesh, etc.

Was it difficult to unite all of the different cultures in one place?

Martin Košťál: The key is having a universal language. In addition, our corporate culture is built on equality—we strive to make sure no one is left on the sidelines. And because of this, we don't experience any significant issues.

Martin Cizler: At the beginning, we were worried what would happen if, for instance, people from countries that are in conflict with one another were working together. But it turned out that they don't bring any of that to work, and everything runs brilliantly. It's wonderful having a team made up of so many different nationalities, because we're developing global software. We take advantage of the fact that our people come from a wide range of cultures and from different social environments.

This makes it easier for us to come up with products that resonate in all the various corners of the world.

Development in Prague began with Skype. But what else is being created here?

Martin Košťál: I'm in charge of the division of corporate applications where we develop products that help companies across the entire range of their business activities. For instance, we have applications for marketing, HR, business, and many other internal as well as external processes that every company deals with. All of our applications work from the cloud, so, unlike in the past when we had to send CDs that the administrator had to then install, today we can launch it ourselves and the companies can begin using the application on-line.

Martin Cizler: I'm in charge of real-time communication. It's no longer just Skype; now we're also working on Microsoft Teams, which is a communication tool designed primarily for companies or work groups that allows people to talk to one another, call each other, share notes, files, tasks, or convene meetings. We're also developing and operating cloud infrastructure so that messages and data are transferred across the globe as quickly and reliably as possible.

We've already talked about the cloud, which is one of today's biggest trends. What are some others?

Martin Košťál: The cloud has truly become a main source of growth in society. Another big trend is mobility—everyone wants to operate applications whenever and wherever. The third incredibly dynamic area is data. Thanks to technologies for big data, we're able to process huge amounts of data and bring companies to a new level. Currently, data is processed even in products where you wouldn't expect it, like in cars. This changes companies' processes for relationships with customers—the moment someone's Tesla breaks down, they're already getting a call from the company that they are aware of the breakdown, the company apologises, and immediately sends a replacement vehicle. They tow away the broken-down car, repair it, and bring it back to the customer the next day. And the fourth new trend is artificial intelligence that is able to work with data. Customers expect that a marketing application will design strategies on its own, will suggest what to send to whom at which time, etc. This vision is becoming a reality.

This will probably go hand-in-hand with the disappearance of certain jobs in some companies, don't you think?

Martin Košťál: Some professions truly are disappearing, but, on the other hand, others are being created. It will no longer be necessary to enter data into systems by hand, instead we'll need people who will know how to work with the acquired data. One of the new roles closely linked to artificial intelligence will be, for instance, data scientists, who will be able to analyse data, infer new trends from it, create models, and integrate them into software.

Our ambition at Microsoft is to democratise artificial intelligence to the extent that it becomes a common software component and even people who are not particularly adept at programming will be able to work with it. ▶

□ Martin Košťál (on the left) is in charge of corporate application development, and Martin Cízler oversees the creation of communication applications, such as Skype.



► *Martin Cizler*: In the past, a person needed to have a doctoral degree to be able to use artificial intelligence. This will no longer be the case in the future. We're hopeful that it will soon change all industries. Even now, Microsoft is participating in solutions in, for example, agriculture; artificial intelligence is helping monitor huge crop fields and assess what the yield will be or how to fertilise most effectively. This means that they can maximise crop yields, which helps in dealing with global issues such as famine, inefficient land usage, etc. There is also an application that can identify which saw in a factory needs maintenance according to its sound. One Czech start-up, for instance, is working on a project in which you will be able to record the sound of any machine, and by analysing the sound, it will determine what exactly is broken, like the transmission. Artificial intelligence can differentiate between the discrepancies in ways that people will never be able to.

So artificial intelligence will slowly make its way into all of our lives. But how will we ensure that it won't get out of control?

Martin Cizler: At Microsoft, we're building a foundation of ethical artificial intelligence. And in order for us, as human beings, to keep it in check, in my opinion, there will be inspectors or correctors that will monitor the decisions of artificial intelligence. These will be people who will judge whether decisions made by artificial intelligence adhere to human standards. For example, in the automotive industry, we're talking about self-driving cars, which presents issues that are by no means trivial. Such a car needs to not only drive according to traffic regulations, but also needs to solve ethical dilemmas in the blink of an eye—an exaggerated example being whether it will put its driver or a pedestrian at risk. Artificial intelligence does not have emotions, so it can make entirely different decisions than people would expect. And this is another reason why AI designs need to be created ethically, and companies who are developing this technology need to shoulder the responsibility for its ethical aspects and work together when resolving the most difficult challenges.

And what about virtual reality?

Martin Košťál: That's another interesting trend; it has enormous potential for commercial use, and our customers are already using it now. At Microsoft, we're talking more about mixed reality—while virtual reality engulfs us completely, mixed reality allows the real world in as well. Mixed reality could make it possible to repair something long-distance. Take something like an oil rig, for instance. In the event of an issue, it's extremely costly to get a technician out there. However, if you have someone there that is at least partially trained and has a helmet or glasses with mixed reality capabilities, you can give him or her instructions long-distance. And the costs then, of course, decrease dramatically. Some of the most common usage scenarios today include training employees in manufactur-



of Martin Košťál

The mountains or the sea. The mountains, but in the summer. I don't like the cold, but I do love the mountains.
Cats or dogs. Cats, because they're less work.

Books or movies. I'd definitely reach for a book. I've always been an avid reader, but I've got less time now, so I'm a bit more choosy.

Android or iOS. Android, which I like because it is an open platform, which is Microsoft's legacy as well. But I have to say that I'm a huge Steve Jobs fan.

Whom do you look up to. Elon Musk fascinates and inspires me by the fact that he wants to leave his mark on this world for the next 50 years. There are very few leaders with such a strong vision. He's been able to change a number of industries, despite the fact that people laughed at him in the beginning.

ing, services, remote assistance, and maintenance. Other things include visualisation of 3D structures in medicine as well as in construction and the industrial sector in general.

Martin Cizler: Virtual reality can also have a place in education, where medics can teach how to carry out a surgery. There are already hospitals in which virtual reality is being tested where the surgical team can use it to visualise the organ that needs to be operated on. Only then will they carry out the actual procedure.

Mass distribution is probably a while off, though, isn't it?

Martin Košťál: It's still going to take a while, but it will develop in the same way as other technologies have, technologies that are absolutely commonplace now. A helmet or glasses for vir-

The either/or



of Martin Cizler

The mountains or the sea. The mountains, but in the summer. I don't like the cold, but I do love the mountains.

Cats or dogs. We have two dogs, one of which I brought into our marriage and my wife brought the other. We owe them a lot, because we met when we were walking them.

Books or movies. Books are better. Once a year, I take a week off, when I stay off-line and by myself. I leave for the cabin, take several books and a bottle of cognac with me—this is how I unwind. I like science-fiction, I'm also entranced by Haruki Murakami.

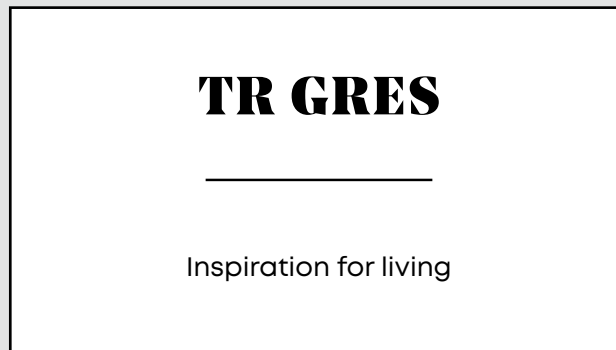
Android or iOS. At home, everything is Apple, but I use Microsoft software almost exclusively on my devices.

Whom do you look up to. There's no one single person. I read a lot of philosophies and look for something in them that speaks to me.

tual reality no longer cost hundreds of thousands, but tens of thousands. And their price will go down as they gradually become a consumer product. For now, they're generally used for professional purposes. One example is the faculty of medicine at the University of Warsaw, which uses the HoloLens for surgeries.

We've spoken about trends that are up-and-coming and are gradually changing the world around us. But can we expect some sort of significant revolution in the field of IT?

Martin Cizler: This could be brought about by quantum computers, which would entirely transform how computers today work. Unlike conventional computers, quantum computers can process certain types of tasks much faster. A problem that today takes weeks to solve could be solved in a matter of seconds on a quantum computer. That would be an enormous contribution. But this goes hand-in-hand with risks, like in the field of cryptography, which is why today—even though a meaningfully functional quantum computer still doesn't exist—scientists are working on algorithms for cryptography that will ensure safe data encryption in the event of the arrival of quantum computers. _



→ G Building

The TR GRES company has had its own showroom in Building G since June 2018. It focuses on wall and floor tiles as well as mosaics from renowned Spanish manufacturers, in addition to natural stone, sanitary ware, and furnishings. TR GRES also specialises in swimming pool systems.

T

he Rosa Gres swimming pool system will fulfil all of your expectations for an outdoor or indoor swimming pool, primarily thanks to the comprehensiveness of the entire system and the wide range of décor options. "The Rosa Gres system is a turnkey project that includes complete implementation, not just for homes, but for hotels as well. We take pride in a highly individualised approach. We always work to create a solution that is the best possible option for each customer. This is ultimately true for all of our products," director of TR GRES, Tomáš Říha, explains the corporate strategy.

So why did the company decide to have their showroom at the BB Centrum? "We appreciate the good transportation accessibility and the prestigious address," he replies without

hesitation. At the generously-conceived showroom, you can allow yourself to be inspired by colourful as well as minimalistic wall and floor tiles and mosaics from leading Spanish manufacturers. Their undeniable advantage lies in the high quality of the manufacturing process for an affordable price. And if you have an original visualisation idea for your own mosaic, lay it on us. TR GRES offers the joint-point system, where you can create your own décor design that they will then manufacture in Spain.

Even the highly-regarded, handmade intelligent faucets and valves from the American company, Watermark, have their place in the TR GRES showroom and catalogue. Their unique design, together with their high quality, will satisfy even the most demanding consumer. So what are TR GRES's plans for the immediate future? "Our goal is growth. And we believe that our strategy based on an individualised approach will help us achieve it. We're also planning on expanding our product range with new series that customers will be able to view in our showroom this year," Tomáš Říha concludes. _

What's in?

In wall and floor tiling, the big hit of the season is large-format tile and wood flooring substitutes. They have a longer lifespan and are high quality. It is often impossible to tell just by looking at them that they are sophisticated imitations. There's also interest in the Rosa Gres swimming pool system, which is popular among customers for its variability.



□ The Rosa Gres swimming pool system offers a broad range of décor.

 GRES

TR GRES, a.s.
Building G
www.trgres.cz

PuzzleSalads

We're not a "salad"

→ ALPHA Building

→ FILADELFIE Building

For over four years, the PuzzleSalads team has been obliterating the myth that fresh and healthy foods don't taste good and aren't filling enough. You can come and try for yourself at the two PuzzleSalads locations at the BB Centrum. The first is located in the FILADELFIE building, and the second, PuzzlePasta and PuzzleSalads, is in the ALPHA building.

In 2014, when Stanislav Štrobl founded the first PuzzleSalads location in Prague's Holešovice district, he had a clear vision. He wanted to prove to people that even salads can taste great. And he did. Today, PuzzleSalads can be found at seven locations in Prague. Their menu offers not just salads whose ingredients you can mix yourself, but also a complete menu, from soups and entrées through desserts. And because the PuzzleSalads location in the FILADELFIE building was full of customers from the very beginning and a bit overwhelmed, Stanislav Štrobl decided to open another location in the ALPHA building. Here, he could realise his long-held dream to also serve pasta dishes. This year, guests could sample, for instance, dishes from various regions around Italy as well as traditional local ingredients from the Apennine Peninsula.

So what's actually behind PuzzleSalads' success? "We try to do our jobs honestly, go



with the times, and follow the trends. I personally try to work as best I know how, and continuously push myself and the entire team further in terms of cuisine, and prepare better and better products. We make what we can ourselves, so that we have everything under our control. We offer the most ingredients and options in our segment. We also don't profile ourselves solely as a salad bar, but have a broad enough menu that we can adapt to almost any guest, and our menu is well-rounded. Additionally, this year we've adopted the seasonal system, where we follow the four seasons, and have also added more hot ingredients," Mr Štrobl describes the PuzzleSalads culinary concept. Customers should also know that nothing that they put in their mouths at PuzzleSalads is from ready-made

products from an anonymous seller. "We marinate our own olives, roast our own beetroots, make our own croquettes. It's all made here—we don't buy anything ready-made or just mindlessly dump things out of a can, but prepare it with our own hands," he adds.

But at PuzzleSalads, it isn't just about food. "Currently, we're trying to speed up the serving system, which is why we're working on a number of technological innovations that we'll hopefully be able to implement and launch soon. We will also be launching an app and loyalty programme for our regular patrons." Stanislav Štrobl also sees great potential in the "bowl concept" that PuzzleSalads serves. The fresh and mostly seasonal ingredients are arranged in a bowl, and create a colourful dish that is not just soothing to the soul, but also delights the eye. _



puzzle salads

PuzzleSalads
FILADELFIE building
ALPHA building
www.puzzlesalads.cz

What to wear to the office

Go Ahead and Play, But Don't Forget Your Grace

Office fashion doesn't have to be grey and boring. Follow the trends, be inspired, play! But always remember that you're in an environment that requires a certain level of formality. Liven up timeless classics with trendy accessories, and build yourself a business wardrobe that is fun yet elegant.

The eighties are back!

This season draws primarily upon the eighties, which are reflected particularly in ladies' fashion. Wide shoulders, balloon sleeves, ruffles, sophisticated pleating, and distinctive, even eccentric accessories—perhaps some striking earrings with stones, colourful brooches and belts, or bold scarves. Don't be afraid to bring the eighties into office fashion, but keep to the well-known saying, "too much of a good thing..."

A wardrobe drenched in sunlight

This year's spring and summer wardrobe is governed by the colour yellow. The spotlight is on luxurious yellow with a hint of gold to orange that can stand proud even in the formal environment of the office. It can be exploited perfectly as a main colour—like in a skirt, dress, or blazer—then slightly more subtly in the accessories. Shawls, scarves, purses, or shoes in a rich yellow are guaranteed to brighten any colour-balanced outfit. **OUR TIP:** Accessorise a classic black pencil dress or pantsuit with a colourful belt. The resulting look will be feminine and elegant yet fresh.

Tone-on-tone beige

Another main colour for this season is beige in all of its forms, from cream to sand, camel, through light khaki. Choose it as the dominant colour or purchase solid-coloured items in individual shades and combine them in a tone-on-tone look.

Checkmate

Just like last season, chequered patterns are in this season too, whether the classic, plaid, or hounds tooth. You'll see them not just on skirts,

dresses, and trousers, but on hats and purses as well.

Be romantic, be an animal, be ...spotted!

You don't like chequered patterns? Then we have good news for you. Polka dots and romantic flowers are still holding their own among the trends, on dresses, blouses, and on skirts. And don't be afraid to reach for an animal print. A beautiful cobra, leopard, or zebra print will add a pleasant freshness to the sometimes uptight business environment.

The Skirt or dress makes the woman

Skirts and dresses are an expression of pure femininity, whether they have a simple pencil or an A-line cut this year. In addition to the above-mentioned chequers and other patterns, even solid coloured items are hot currency this year, such as in the immortal combination of black and white, or currently, yellow-gold or beige. Give preference to classic cuts for dresses and skirts with interesting detailing, or complement them with a contrasting belt,

ideally with decorations or a bold buckle in the style of the wild eighties.

The ladies' men's suit

This year's ladies' fashion plays with masculine elements as well. This is particularly true for the classic suit. Reach for a ladies' version of a suit with narrow or wide trousers and either a classic or lengthened to oversized jacket with bold shoulders in the style of the 1980s.

Trousers in many forms

Trousers can be worn to the heel or even mid-calf, they can be loose or tight fitting, complemented by a cuff or crease. In addition to fashionable colourful hues, choose up-and-coming white or ageless classic black. Slim legs can pull off the fashionable "shorts" trend, even as a part of a pantsuit.

It's off to the store, guys! Well, at least once a year...

Men too should supplement their wardrobe at least once per season with current pieces. Even the proven classics undergo transformations in terms of contours and materials. A classic, well-fitting suit is the foundation of a wardrobe. And what else?

Men's chequers are more restrained

The chequered pattern is asserting itself in men's fashion as well this year, in all possible variations, even if a bit more restrained than in ladies' fashion, and is keeping more to the time-honoured shades of black, grey, and brown. The chequered jacket is a classic that can be complemented by a white or subtle-coloured ▶

▷ dress shirt. Chequering, however, also appears on its own as well on trousers or right on the entire suit.

Say yes to subtle colours!

In men's "office" fashion this year, you'll find more success with subtle colours: brown and beige, just like blue, which can be worn in all shades. Men should also take note of this year's "tone-on-tone" trend, with individual pieces in various shades of the same colour. An example? A light blue dress shirt with darker blue trousers. Grey can also come into play, or for bolder personalities, even plum, lavender, or mustard. Colourful trousers can be complemented with a white dress shirt or an

elegant white t-shirt, which will be a guaranteed hit.

Accessories are important too

Don't forget to switch out your accessories, like ties and shoes, and think about your dress shirts as well. While you can't go wrong with white, you also don't have to be afraid of subtle colours and patterns. For more casual dress codes, you can even go for a bolder dress shirt, which can then be

combined with a looser type of trousers. **TIP: Are you looking to buy some shoes? Go for it! This year the main trend is suede.**

For men and women: Yes to jeans, but...

Many companies no longer have a problem with jeans or jean-cut trousers as a part of the business dress code, for men or women. However, we recommend more subtle versions, i.e., darker colours and a simple cut without eccentricities such as holes in the knees. Trousers can be complemented by a dress shirt or jacket in fashionable shades, and you could also go for an athletically-elegant model that could be great for casual Fridays. _



1

Next



2

Miss Selfridge

The classics and fashion trends

definitely go well together.



3

Next



4

Debenhams



5

Next

□

1 Simply pair a trendy piece with neutral colours 2 Chequered coats or lengthened jackets are hot currency right now.

3 Blue and brown are popular men's colours this year. Preferably chequered.

4 Just add an interesting piece of jewellery to a simple suit or dress. 5 If fashion eccentricities aren't your thing, you can't go wrong with this classic



□

1 Yellow is all the rage this year, just accessorise your classics with items in this trendy colour. 2 Distinctively retro earrings in subtle white go well with even a more formal outfit. 3 Black and white, chequered, and even oversized: you'll be a hit in this jacket. 4 A dark-coloured pencil dress can be livened up with a belt in a fashionable animal print. 5 White pumps with a low heel in the eighties style go perfectly with both jeans and skirts.

What should you leave behind the office door doors?

- Don't reveal more than you need to. Women should think carefully about the depth of their neckline and length of their skirt, and make sure undergarments cannot be seen through their clothing.
- Men should keep away from short socks with suits and sheer dress shirts.
- Choose jewellery and accessories in relation to the overall outfit and the dress code at your company. If you have more freedom, you can choose something bolder. However, this should always apply to one piece only, such as earrings, a belt, or bracelet.
- Men should match their watch and shoes to their outfit as well. And not just in terms of colour, but in terms of style, too.
- A less strict dress code is nice, but it doesn't give the green light to printed tees, ripped jeans, or sports jackets.



ČEZ ESCO

Smart solutions
for companies,
cities and
municipalities

Reliability
Economy
Innovativeness
Approach

Smart Future

Were you there?



Our winter events were also enjoyed by our littlest visitors



At these events there was always something tasty on offer from small retailers



Is your mouth watering yet? Don't miss the next event on the Square



Those who like to eat healthily will also be in their element...







Grilled delicacies are a popular treat

This is a lively place

Brumlovka Square is Lively in All Seasons of the Year

The new square has made BB Centrum a pleasant place to have lunch on your midday break, for an afternoon coffee or an evening get-together with friends or colleagues. A number of interesting events have already been held here, such as music and theatre performances, celebrations with the chance to sample a wide range of delicacies, and more. We are delighted that the square has become a meeting place on occasions such as the ceremonial lighting up of the Christmas tree or the celebrations of the Asian New Year, as well as the St. Valentine's Sweet Life at the BB Centrum or the traditional Czech Masopustni veselí fair. We will continue to prepare similar events for you in the future and will be glad to receive your feedback on the type of event you would like to see in the square. The current and upcoming programme of events can always be found on our website and our Facebook and Instagram pages.

We look forward to seeing you!

  BB Centrum



Our winter events were redolent with the Christmas atmosphere



At our events you can also find a wide range of additional goods on sale



Tips on how to

Lose Those Winter Kilos and Change Your Diet for Good

For those eternal dieters and those who are new to healthy eating and have not yet learned to fully control their appetite, Christmas and wintertime bring a number of irresistible temptations and often an excuse to disrupt one's regimen.

You might say that two or three kilos extra won't hurt you, as nature also gathers its strength, stores its "supplies" and saves its energy for spring. However, with this you will find yourself in an endless cycle of diets and yo-yo effects and, over time, you will probably end up depressed. Tips on how to get out of this cycle and change your habits not only at the start of the New Year, but in the long term, are provided by Balance Club nutritional advisor Simona Štastná.

Whether you want to lose weight, gain muscle mass or maintain your current weight, it is essential to realise that this is a long-term process. This means that the eating habits you set yourself will probably stay with you throughout your life. You should therefore choose a diet that you enjoy and also like the taste of.

Nowadays there are so many guaranteed guides on how to go about it – you can follow the recommenda-

tions of a ketogenic diet, adopt a split diet, or even just drink "nutrient-packed" cocktails. But is that really sustainable in the long term, and mainly, is it healthy? You'll probably agree when I say it's not.

So what now?

First off, you have to get into the right "mindset". Don't forbid yourself everything, treat yourself to the foods you love, such as chocolate cake, but keep a good balance in mind. A balanced diet entails a number of commitments, such as:

1. **planning** – make a list of the foods you need to buy so you don't have to wander aimlessly around crowded shopping centres buying foods that shouldn't form part of your diet,
2. **shopping** – an integral part of a balanced diet,
3. **cooking** – don't rely on restaurants and buffets, but prepare your food at home, so you know exactly what goes into your meals and what they're made from,
4. **regularity** – it's amazing that you're able to plan your shopping, buy the foods you need and cook everything, but if you don't eat regularly, your diet will only be around half as effective,
5. **keep up your fluid intake** – don't forget to regularly drink plenty of liquids. It's not for nothing that they say that hunger is sometimes just thirst in disguise.

If critically short of energy, the human body starts to create reserves in the form of fat.

How the metabolism works

And so how does excess weight hurt us? To answer this question, I have to brush up a little on human physiology. Basal metabolic rate (BMR) is the key factor. This represents the minimum amount of energy we should consume every day to keep the body functioning in a state of lethargy, i.e., all organ functions, metabolism, hormonal replacement and maintaining muscle mass, and also in order not to store fat. Unfortunately, nowadays we are often not able to absorb enough energy and in such a case our BMR is reduced to the minimum and after some time we start to put on weight.

How is this possible, you say? After all, the less I eat, the more weight I lose, right? That is only true to a certain extent. The body is smart



Tips from Simona Šťastná, nutrition advisor at Balance Club

Eat smaller portions 5 times a day, ideally every 3 hours

Learn to eat a sufficient amount of vegetables—the recommendation is around 400 g per day

Don't forget about fruit, but in limited amounts, approximately 200 g per day.

Make sure to drink plenty of fluids, preferably unflavoured, non-sparkling, room temperature water

Make sure to engage in regular exercise—combine aerobic and weight workouts

Don't weigh yourself, measure yourself—weight is not a determining factor. Unless you have a well-calibrated “smart” scale, you don't know how many kilograms are made up of muscle mass, fats, or water. You can measure changes in body proportions by measuring the circumference of your chest, waist, arms, and legs, as well with your clothes

Set up your regimen so that it's an enjoyable and sustainable change. This modified regimen should follow you throughout the rest of your life

and when it urgently needs energy it starts to create its own reserves in the form of fat, from everything you give it (fat is most often stored around the belly). How does excess food during Christmas and other holidays affect our BMR? Imagine that for 11 months the body works in energy storing mode and then Christmas time comes, with all those calorie-rich foods. The body takes this opportunity to store all this excess energy in fat reserves – for harder times. As soon as you resolve to cut down again, you are horrified to find that it is very difficult to lose those surplus kilos.

The solution is a balanced regimen all year round
However, if you have a balanced dietary regime all year round, enabling your metabolism to work

as it should, you will be better able to cope with the surplus of food during the holidays.

The example diet in the box above may assist you in making a new start (although note that it is set at 6 500 kJ, which corresponds to a woman roughly 168 cm tall, weighing 58 kg with a sedentary job, and so will not suit everyone).

If you are confused by the deluge of varying and often contradictory information, consult a nutritional advisor, who can at least help you out at the start of your road to a

healthy lifestyle. Remember that a suitable diet is different for everyone and, when chosen properly, is affected not only by a person's previous style of eating and physical activity, but also their state of health, genetic predisposition, workload, stress levels, and much more. A nutritional advisor will enable you to better find the optimal way to go about it, tailored exactly to suit your needs. –



Balance Club Brumlovka
BRUMLOVKA Building
www.balanceclub.cz

Scooters

Health, Fun, and Adrenaline

Winter is definitively behind us, spring is here, so it's time to run outside into the fresh air, the great outdoors, and start moving. But how? What are your options? A bike? Or running? What about kick-biking? In case you're wondering what in the world we're talking about, here's a quick hint for you: kick scooters.

Everyone's probably got it now. And everyone's probably ridden a scooter at some point in their lives. What's more, kick scooters have been experiencing a rebirth in recent years. And no wonder. Kick scooters can help you get your fill of fun and adrenaline, but also improve your health and get you fit; you can use them to commute to work, go shopping, or discover new places at home and abroad.

For those who still aren't sure, kick scooters have a few more aces up their sleeves. In many ways they're gentler on the human body and more beneficial than running or riding a bike. And they're not just a kid's toy any more. As a matter of fact, the increasing number of "grown-ups" zipping around on scooters is proof of this. It also helps that these days you can choose from a remarkably wide range of types and brands of scooter. But probably the biggest ace is that kick-biking—or riding a kick scooter, if you will—is perfect for people from six to one hundred years of age...

Kick your way to better health...

Riding a kick scooter will unquestionably do a lot to improve your health—you'll improve your physical fitness and engage your entire body: riding a kick scooter strengthens all of the muscles in your legs, arms, and core evenly. Compared to running, a kick scooter is much gentler on your leg joints, and compared to a bike, you're able to properly stretch and loosen even your back muscles that often take a beating in the stiff and hunched-over position of cycling. And there's another bonus compared to riding a bike: there's no danger of a sore bottom from that hard bike seat.

Ignore the niggles who can't keep their prickly and critical comments to themselves, claiming that riding a kick scooter will be hard



on your legs and back. It's simply not true. As opposed to a bike, where you sit with a bent back, your back is straight when riding a kick scooter.

Of course, adjusting the height of the handlebars and regularly switching legs after every few kicks is also important.

Riding a kick scooter is essentially very easy. All you need to do is grab the handlebars, kick off with your foot, and ride. As a general rule, right-handed people always kick with their right foot at first and lefties with their left, but that's just at the beginning, because one of the basic rules

of riding a kick scooter is switching which foot you kick off with so that you're not just using one side of your body. An upright yet flexible body position is also important.

Although there are no set rules for adjusting the height of the handlebars, in general, the upper edge of the handlebars should be at hip height when standing on the ground, or roughly at the height of the closed fist of the rider standing on the ground with their arms hanging down by their body. Beginners should raise the handlebars roughly two to three centimetres for their first rides. Proper technique, primarily when kicking off, is important, because you will conserve energy and make your riding more efficient.

Kick scooters are the perfect choice for people who would like to tone their body and lose a kilo or two.

Scooter-riding exercises your legs, hips, buttocks, and strengthens your back muscles, >



Riding a kick scooter is beneficial for your health—it engages your entire body.

**Something extra:
Electric kick scooters**

Electric kick scooters have become very popular in recent years. They're a great option for faster commutes to work, but also for rides in the city or even in the countryside. And what's more, they can be folded up quickly and easily, and they are light and compact enough to take with you in the car, train, bus, or subway. They have a built-in electric motor and rechargeable battery. These scooters can handle 150 kilometres per single charge and can reach speeds of around 20 km/h. And you won't even really break a sweat. The perfect choice for summer commutes to work. In Prague, there's even the option of sharing electric kick scooters...

Types of Kick Scooters

Urban kick scooters

These are typically small, foldable, with 12-inch wheels, a brake (usually a fender brake on the rear wheel), and high-quality tyres for improved riding, for instance on cobblestones.

Road kick scooters

Unlike urban kick scooters, these have larger, inflatable wheels whose size differs according to whether they're used for long or short distances. For longer rides, the front wheels should measure a minimum of 20 inches, rear wheels 16 inches. Greater safety is ensured by a pair of handlebar brakes. Another characteristic is a longer frame, ensuring greater stability, and having a deck that is as low as possible is also important because it conserves your strength and energy when riding.

Off-road kick scooters

In many ways, these are similar to road kick scooters, but you need a higher deck so that it doesn't catch on anything on the ground when riding. Ride comfort is increased with front fork suspension and safety is ensured by high-quality disc brakes.

Specialised kick scooters

This category includes racing kick scooters that are extremely lightweight, made from materials such as carbon fibre, freestyle kick scooters for jumps and other tricks with appropriately strengthened and durable frames, as well as scooters for the elderly, modified with four wheels.

Kids' kick scooters

These are a separate category for kids, from kick scooters for the tiniest tots that can also be made of plastic, through foldable scooters with rubber wheels. There are also steel-frame models on the market with inflatable tyres that can be used by adults as well.



> which is perfect for getting in shape. During intensive activity longer than 20 minutes, your body begins to burn calories. An hour of riding a kick scooter can burn up to 500 calories (depending on whether you're riding downhill, on flat terrain, uphill, or into the wind), and you expend as much energy as you would during an hour of aerobics or a fast run. In addition, kick scooters are often recommended as a complement to rehabilitation or as prevention for neck and lumbar pain.

How to choose a kick scooter...

First determine who will be riding the scooter how often, and also where. This is because you can ride kick scooters in the city to work or shopping, just as on short or long rides on roads or off-road, or you can let loose on any number of freestyle obstacles.

Once you know which type of kick scooter you're going for, you need to take into account additional criteria: weight capacity, deck dimensions, clearance height, handlebars and adjustment options, types of brakes (including fender brakes, calliper brakes, and the highest-quality but most expensive: disc brakes), as well as wheels.

Wheel parameters include not just their size, but also tyre types—inflatable or rubber of varying hardness. And naturally, design plays a role too...

Of course, price is also an essential criterion. There is a strikingly wide selection of models on the market—from children's scooters for 500 crowns through top-of-the-line models for the most demanding riders, whose price can reach up to 25,000 crowns. It's definitely advisable to choose a model from one of the time-tested kick scooter brands, such as Yedoo, Cruiss, Spartan, Spokej, Wilcox, Olpran, and others.

An experience called kick-biking

Remember that safety comes first, even with kick scooters. This is why a helmet and gloves are considered basic gear. Just like other gear and clothing. And take note that kick scooters are considered a single-track vehicle, and are subject to the same rules of the road as, for instance, bikes. The fact is, however, that you have a little more freedom on a kick scooter because, if you ride carefully, it's likely no one will even bat an eye if they see you riding on the pavement.

However, an experienced and trained rider can zoom up to 25 km/h on a kick scooter, and less-trained riders can reach speeds of up to 15 km per hour. And as an interesting side note, racers can fly 90 km/h on downhill runs.

A kick scooter—as we've already mentioned—can take you practically anywhere: to work in your suit, dress, or skirt, or even along the route of the famous Tour de France, as well as on climbs up to famed Alpine peaks at altitudes of around two thousand metres. This, however, requires a lot of training and many, many "kicked off" kilometres. Cycling paths and parks are the ideal places for kick scooter riders. You can find them in Prague, too. All you need to do is go!

Kick scooters are a single-track vehicle and are subject to the same rules of the road as, for instance, bikes.

Parks and Playgrounds at the BB Centrum Facilities for Sports, Exercise, and Relaxation



Are you looking for a place where you can play sports but also relax, have a picnic with friends, or enjoy lunch during the week and be surrounded by beautiful nature and relax? That's exactly what the BB Centrum public parks have to offer.

We're talking about Baarův Park in the northern part of the BB Centrum and Brumlovka Park. You can go running or exercise outside here. There are playgrounds for kids with a multitude of attractions and play elements.

Baarův Park, right next to the FILADELFIE building, is an exceptionally enjoyable spot to rest and relax. Would you like to play pétanque or have a picnic? You can bring some tasty treats from one of the nearby restaurants or cafés, and the reception desk in the FILADELFIE building will happily lend you a blanket and pétanque balls, free of charge. Or how about reading or borrowing a book from the local Knihobudka (BookBox)? You can exchange it for one of your own that you've already read and send it out into the world. Or you can try the rotating swing or the unusual "telephone." You'll be surprised at how it works: you can understand the person at the other end 50 metres away, and they don't even have to raise their voice. The same is true for both kids and adults. Benches by the pond with a fountain in the park with countless trees, greenery, and newly-planted beds with spring

flowers where dogs are not allowed simply beckon for a bit of contemplation.

The dominant feature of **Brumlovka Park** is the playground with its multitude of atypical attractions and play elements. It's the perfect temptation and a great way to liven up any day for families with children. Two pyramid towers with tunnels and slides are certain to help kids expend all of their extra energy. They can test their balance and reflexes on the balance blocks, jumping discs, or at the billiards table. And of course there are several kinds of swings, and a wooden house and merry-go-round for the littlest ones.

Variety and multiplicity guarantee that you'll have a hard time running out of things to do at this park. Brumlovka Park also has an area reserved for walking dogs.

Both parks feature free Wi-Fi (under the name BBCENTRUM free).

Just a few steps away from the park is the public **athletics stadium** with an oval running track with two 150 m lanes, three 100-metre sprinting lanes, and an area for high and long jump.

There is also a floorball and badminton court, as well as a workout area. The athletics stadium is open to the public and can be accessed with an admission card. For more information about admission or registration, write to stadion@bbcentrum.cz or call 221 582 111.

You can also enjoy sports, exercise, and relaxation in Krčák—or **Krčský Les Forest**, if you will. On your bike, on a kick scooter, or on foot, whichever takes your fancy. You can also find any number of heretofore undiscovered trails or enjoy some fun on the DiscGolf field near the former Interlov complex, which is roughly a 500-meter walk from the Roztyly subway station (next to the Za Větrem restaurant). There are two baskets and four tees, as well as instructions on how to play. So all you need to do is bring your own "flying saucer."



Honey and Bee Products

Should be in every kitchen
and medical kit

**Major
topic**



Honey cures a hundred illnesses and prevents a thousand, according to the Chinese proverb. No wonder that folk medicine sees honey and bee products as powerful ways of preventing illnesses of all kinds, and also as a means of preserving vitality and natural beauty. What are the results of bees' tireless work?

Where does honey come from?

Did you know that during its life one bee is responsible for almost a teaspoon's worth of honey? One whole colony, however, is able to produce dozens of kilograms of this sweet miracle per season. How do bees do it? The worker bee sucks nectar or honeydew into its honey sac and in the hive then uses its proboscis to pass it to younger bees. The wort thus passes through the digestive tract of the bees several times, which enriches it with enzymes and amino acids from the bee's glands. At the same time, the water gradually evaporates from the mixture. The bees store the thickened honey base in hexagonal cells. When most of the water has evaporated, the bees cap the cells, thus storing supplies for winter.

What types of honey are there?

There is no honey other than bee honey. Honey can be floral honey, honeydew or mixed. For floral honey bees collect nectar from the flowers of herbs, shrubs and trees. Depending on the type of plant that the nectar comes from, these can be single-type honeys such as rapeseed, acacia, lime, sunflower, buckwheat, raspberry and others. The basis of the darker honeydew honeys, sometimes incorrectly referred to as forest honeys, is the sweet juice of the honeydew, which is produced by aphids, scale insects and psyllidae. For mixed honeys bees collect both nectar and honeydew and store it in the same cells. In shops you can also find honey referred to as floral paste, which is obtained by mechanically mixing floral honey. The advantage of this honey is that its consistency does not change over time and it is easy to spread.

Why is honey healthy?

Although it mostly consists of simple sugars, honey is literally packed with beneficial substances, such as B group vitamins, as well as vitamins C, D, E, K, provitamin A, minerals, enzymes, antioxidants and more. This means that honey has antimicrobial effects that stop the growth and activity of harmful bacteria, yeasts and fungi. Honey also aids digestion and stimulates the immune system, is anti-inflammatory, improves and deepens sleep, stimulates the central nervous system, increases the body's detoxification capacity and improves overall performance.

The darker, the healthier?

Dark honeydew honey is sometimes wrongly thought to be healthier than light honey. This is not completely true. Floral honeys are more effective in treating colds because they contain more

herbal substances. Honeydew honeys contain more minerals, and so are better for treating burns, cuts, bedsores or venous ulcers.

Lasts for years when stored correctly

At home honey should be kept in smaller containers. This is more practical, as it naturally crystallises. Repeated reheating damages honey. Store honey in a tightly sealed jar to keep air humidity out, otherwise, it could start to ferment. Do not expose honey to light, and never to direct sunlight. The storage temperature is important. The lower the temperature, the longer honey lasts. At temperatures below 12 °C the quality of the honey will not change, even over several years. Honey is also not damaged by freezing temperatures, and this actually slows the crystallisation process.

Is it okay when honey crystallises? And what to do with it?

Crystallised honey has not gone bad. All types of honey, apart from acacia honey, saccharify over time. If this does not happen, there is something wrong with the honey. You can heat it to turn it back into a liquid, although it is important to heat it evenly, not for too long or at too high a temperature, i.e., do not let it exceed 50 °C. Either place the jar in a bowl of warm water, or simply on a radiator. Never heat honey in a microwave oven. _



Costa Coffee: Why not sweeten your coffee with honey?

Costa Coffee customers are used to being offered honey to sweeten their tea, quality floral honey from a Czech producer. In some cafés, honey is available free of charge when you order. But why not use honey to sweeten your coffee? Try a spoonful of this bee miracle in a Caffè latte, or even in an espresso or other popular coffee. You'll find it's really delicious. Another bonus along with the delicious flavour is the beneficial ingredients contained in honey. Heat does not affect the quality of the honey, even in coffee.



Costa Coffee
BETA Building
www.costa-coffee.cz

 A wooden honey dipper is shown with a thick stream of golden honey dripping from its end, forming a large, elegant loop.

Honey promotes immunity, benefits digestion and calms the mind. In short, it is healthy.

Honey in hot tea?

Experiments by the Bee Research Institute at DoI have shown that adding honey to hot tea does not damage it in any way. The tea cools down before the heat can affect the quality of the honey.

Honey not just in the kitchen

There should be a jar of honey in every kitchen, medical kit and bathroom. It has a beneficial effect on the skin and hair, and so is found in skin creams, hair balms, shampoos, facial regeneration masks and body lotions. And you don't have to buy expensive products. Just use honey to make yourself a facial mask.

*Honey
brightens the
skin and
regenerates
hair.*

Can honey go off?

Honey contains a certain percentage of water. The less there is, the better the honey. When shopping you can find this out simply by turning the jar. The air bubble in thick honey rises very slowly. If the honey is runny like water, it is not good quality and will probably ferment. Quality honey does not spoil.



Bee products

for health and beauty

Industrious bees not only work on honey, but also leave behind lots of other products that one should not overlook.



Beeswax

Beeswax consists of small waxy scales that worker bees literally sweat out of glands located on their backsides. Bees use this wax to build the honeycomb cells that are a crucial part of the colony. The individual honeycomb cells serve as children's rooms, in which the bees develop to adulthood, and also act as larders, in which the bees store the nectar and pollen they bring in. Beeswax is used to make candles, for instance, which are better quality than paraffin candles, and also in the food and cosmetics industries and in medicine.

TIP: Chewing the tops of honeycomb is highly effective in treating colds and also in preventing periodontitis and gum inflammation.

Pollen

Pollen is food for the entire bee colony, which is why it is known as bee bread. Without pollen the bees' pharyngeal glands would not be able to create royal jelly, which is fed to the larvae and the queen. The combination of proteins, fats, enzymes and minerals in pollen also have a beneficial effect on the human body. It aids the metabolism, stimulates the body and rejuvenates the cells of the human body. There are two types of pollen. Our digestive system cannot use pollen straight from the plant, as the pollen shell is very strong. The pollen grain therefore needs to be fermented in a mixture of water and honey. Pollen perga in shells whose grains have been disrupted by fermentation are easier to digest. Perga can be consumed by the

spoonful without any need to be modified in any way.

Propolis

It is from the buds of trees and shrubs that bees obtain a substance that they carry to the hive like they do with pollen. The bees' glands transform this substance into propolis, which has a disinfectant effect. The bees coat the walls and other parts of the hive with it, to protect against viruses and bacteria and also to deal with cracks and holes in the hive walls. For this reason, propolis is also known as bee glue. The anti-inflammatory and anaesthetic effects of propolis are widely used in medicine and in cosmetics. Propolis tinctures are very good for treating wounds, eczema, ulcers, mycoses or mouth ulcers. Propolis is effective in small doses and low concentrations, and is very easy to apply. Simply add a few drops of the propolis tincture to water.

TIP: Make sure that you are not allergic to propolis. Use cotton wool to rub the tincture into the skin on the inside of your wrist or elbow and let it dry. If the spot does not go red within 24 hours, you can use propolis without having to worry.

Royal jelly

Royal jelly is produced by bees' pharyngeal glands on their heads. The worker bees feed this mixture to all the larvae as they develop and to the mother for the whole of her life. The mother therefore lives twice as long as the ordinary workers. Royal jelly is rich in a whole range of beneficial substances. It contains fatty acids, minerals, vitamins, hormones, purines, amino acids and other valuable, as yet unknown substances. Royal jelly can be found in a number of cosmetics, but can also be taken internally



TIP: Bee venom cannot be used to treat people who are allergic to it.

in the form of ampules. It is used as a nutritional supplement, which probably generally stimulates the body, makes it more resistant and helps it to work properly.

Bee venom

Bee venom, secreted by the venom glands of worker bees, is a pleasant smelling colourless fluid which contains up to 70 per cent water, as well as proteins, amino acids, sugars, enzymes and volatile substances. In a dry state, it can stay toxic for several years. It is used in medicine to treat inflammatory rheumatic processes, inflammation of the joints, muscles, tendons, chronic back pain and disorders of the musculoskeletal system, as well as in cosmetics. It moisturises and revives tired skin and, as it is anti-inflammatory, it is also good for improving a problematic complexion. ▸





Feeling out of sorts? Try some bee products from the BB Centrum pharmacy

A sore throat doesn't often send us to bed, but it can be very uncomfortable all the same. Keep a handy supply of bee products, which will alleviate the unpleasant signs of inflammation. Try Tantum Verde Orange and Honey pastilles, Tantum natura lemon and honey with propolis, Strepfen honey and lemon, Celaskon with propolis and vitamin C or Celaskon with propolis, aloe vera and ginger. If you have a cold you can ease it with Ginger hot fruit tea and honey or a hot Coldrex lemon and honey drink, with each dose in practical sachets. PM propolis echinacea extra 3% spray is not only good for a sore mouth, but in small doses can also increase the body's resistance. You can also get rid of viruses and bacteria with PM propolis extra 5% in the form of drops, which also help soothe minor skin injuries, gum inflammations or insect stings. Women in menopause will appreciate Sarapis soya with royal jelly. The food of the queen bee, royal jelly contains, amongst other valuable elements, substances similar to female hormones, which help to stabilise oestrogen levels. Sarapis soya helps women during this trying time of life by alleviating excess perspiration, sleep disorders, mood swings, lack of concentration, nervousness, irritability and also incontinence.



BB Centrum pharmacy
BB Centrum Residence
www.lekarna-bbc.cz

Head off to Maranatha to do your honey shopping



The Maranatha shop offers Czech honey purchased from small beekeepers from the Iron Mountains region, where the bees collect pollen in the meadows and orchards. One of the less well known yet highly beneficial bee products is bee pollen, which, given the extraordinary amount of nutrients it contains, is considered an almost perfect food. Taking bee pollen will help you enormously, especially if you have a high level of "harmful" LDL cholesterol. Widely used in the production of cosmetics is propolis, which has disinfecting and anaesthetic effects. Try a lip balm containing, in addition to propolis, aloe vera, tea tree oil and vitamin E. This unique combination of natural ingredients softens, soothes and protects the sensitive skin of the lips from adverse environmental factors.



Maranatha shop
BRUMLOVKA Building
www.obchodmaranatha.cz



A honey caress from dm drogerie

If you like honey, and not only in tea, dm drogerie has just what you need. Besides quality floral honey, you can also purchase a honey snack to go with your afternoon coffee, such as a honey-filled waffle or a slice of cake with almonds and honey. Ease your sore throat with cough pastilles with Manuka honey, which is the work of bees on the flowers of a New Zealand shrub called Manuka. Thanks to its excellent properties, Manuka honey is used to treat a variety of ailments. You'll appreciate its antioxidant and anti-inflammatory effects if you have a dry ticklish cough, a sore throat or hoarseness. Honey is also good for beauty. At dm drogerie you can choose from a whole range of honey products, including skin creams, shampoos, shower gels and soaps.



dm drogerie markt
FILADEFIE Building
www.dm-drogeriemarkt.cz

Get Out of That rut and Stimulate Your Creative Side!

With mind maps you'll never get lost in the ideas jungle

Use them when planning tasks or learning

Thinkers, scientists and artists used graphics to depict their thought processes long before us. These include Leonardo da Vinci, Galileo Galilei and Albert Einstein. The officially recognised inventor of modern mind maps, Tony Buzan, compared them to a town plan. Leading from the centre are the main branches with key ideas reminiscent of the main streets opening into larger or smaller town roads. A mind map could also be compared to a spider, with the main word or phrase making up the body. This is the focal point around which everything revolves. What is this plan or spider for? Using mind maps you can capture various types of thought process – plan projects, long-term and short-term tasks, write stories, learn, or simply just put your thoughts in order.

All you need is a pencil and paper

All you really need to create a mind map is a pencil and a clean sheet of paper. Some people use specialised computer programs or on-line applications (just enter "mind maps" into a search engine). The first step is very simple. In the middle of the paper write a word or phrase, i.e., the topic of your mind map, and circle it nice and boldly so that it is clearly visible. For example: What I want to change in 2019? Around the central idea start to note down or draw the first ideas that come into your head, and around them other ideas that relate to them. Keep connecting them up with spider legs wherever there is a link. It might help to use coloured crayons or felt-tip pens. ▶

Have you reached that phase in life where you prefer your comfort zone to untrodden paths? Do you need to get your brain in gear with a new perspective on things, people and events around you?

Try out our tips for developing your creativity and become a writer or a mind cartographer. Or simply have fun with it.

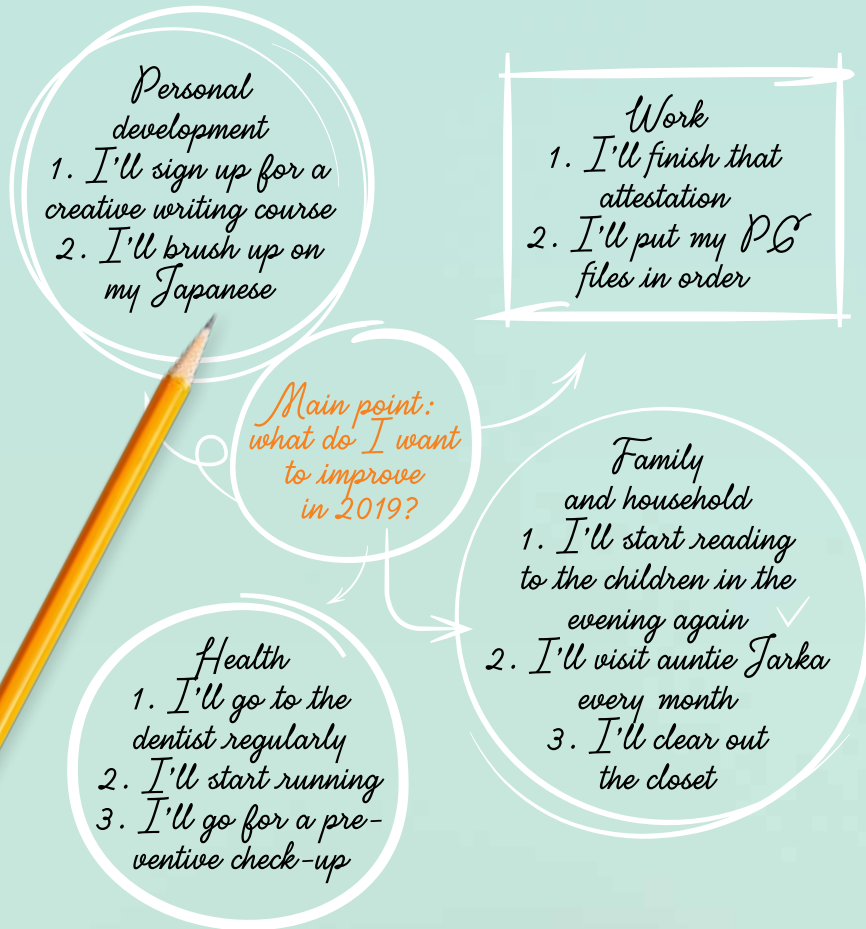
The most creative time in our life is childhood. Children create things naturally and are not afraid to make mistakes. Take inspiration from them and allow imperfection in your work.



Don't give up. Ideas come in waves.

Get ready for those ideas to fade to a trickle after that initial deluge. Don't give up. Ideas come in waves. Put your map aside for a while and come back to it later. Rearrange, overwrite, redraw. When finished, display your mind map in a place where you'll see it often. Archive your mind maps. You never know when they might come in useful.

TIP: "Mind maps" can also be used as a learning aid. The material from your textbook will be easier to understand if you turn those linear notes into a mind map. It works! _



Anyone can write stories

"Creativity is something like a mental muscle, which can be trained," says the best creative writing expert we know, creative writing teacher René Nekuda. Try to strengthen it with creative writing, either in an organised group or individually, perhaps secretly under the bed covers with a torch. And don't worry, really anyone can write.

I'm not a writer. I don't know how to write. Can I try it?

Yes. Anyone can write stories, as everyone works with them from morning till evening. The "playpen" called "art" or "literature" is just a tiny part of working with a story. Even those who have never written a tale can tell anecdotes about the funny thing that happened at the cottage over the weekend or something unusual they experienced on holiday. Our brain structures our memories in the form of a story and our mind is so dependent on the story that it tells stories in dreams while the body rests and regenerates.

What can slow my writing down and how to get over that?

A creative block is a relatively common thing. The good news is that you can always do something about it. Basically, forget the idea that the first version of the text has to be perfect. That's a bad habit we bring from elementary school, where we were obliged to hand in the final version of our writing. It's different in real life. The first version is just one in a series of steps that lead to the completion of a text. The first version is just the first draft, when we first see the text as a whole. It's the main moment when we can work with the text as a whole. This is never possible while we're writing. If you see writing as a series of connected steps, you'll feel an incredible sense of freedom. _

How to Break Out of Stereotypes?

Try choosing new paths, literally

During your morning rush to work you probably won't feel like experimenting. However, you can find interesting routes to places you visit regularly, such as your weekend cottage or parents. If you're used to going by car, don't be afraid to change and go away for the weekend on the train or bus. You'll get to know new places and people.

Play

Get over the prejudice that games are just for small children. Want to see whether you can tell stories? Play Dice Stories. On each side of a die there are various symbols, depending on the theme of the set. You throw several dice together and put a story together depending on how they land. You can brush up your vocabulary playing Scrabble. And do you know the card game Dixit? Imagination goes into overdrive when describing what is depicted on the cards!

gination goes into overdrive when describing what is depicted on the cards!

Listen to others

Don't get stuck in your social bubble and sometimes start talking to people who might not be exactly your "blood group". The opinions of that "slightly weird lady" might make you look at your problems from a slightly different angle, while the life story of a man from a different social class could inspire you to take some unusual steps and bold decisions.

Read

It might seem obvious, but this is true for children as well as adults: Reading develops your imagination. Try reading the same book with your partner or a friend and then talk about how you pictured the characters and the setting of the story. _

10

10 tips for beginning writers

1. There's no right time for writing, so don't waste time waiting around for it.
2. Get yourself a notebook and write down the ideas that occur to you in the street, at work, or at the doctor's. Otherwise you'd forget 90% of those observations, and that would be a great pity.
3. Writer's block might indicate that you're trying to write something you're not yet ready for.
4. You don't have to put absolutely everything into the first version of the story. Use an "X" to mark places that you need to add to later.
5. The introduction should motivate the reader as much as possible to keep turning the pages.
6. Choose carefully what you put into your story. You really don't need to put everything in there.
7. Get to know all the background and past of your character, even if you only put a fraction of that information into the story.
8. More is not necessarily better. And this is especially true for adjectives, number of characters and grandeur of plot.
9. Be careful not to overuse comparisons. Readers can get bored.
10. Dialogue is sometimes at its most interesting when you imply something that is not said.



Who is René Nekuda?

MgA. René Nekuda graduated from the Literary Academy in Prague, worked as a journalist for several years, writes short stories and plays, travels the world, and also gives talks about his journeys. Since 2011 he has taught creative writing professionally.

More at www.renenekuda.cz.



Tip: Want to try writing, but don't know how to start?

Get yourself a Creative Notebook, find a short creative writing exercise on the internet or sign up for a creative writing course.

Culture



Film

There and Back Again in a Trabant

Premiere 11 April 2019

One of the most famous of contemporary Czech travellers, Dan Přebáň, finishes his eleven-year journey around the world on the cinema screen. The yellow circus's last adrenalin-packed expedition, entitled *There and Back Again in a Trabant*, follows on the route of the first expedition, travelling 17,237 kilometres on the road from Asia home to Prague. This time the filmmakers capture the wild journey from southern India through Nepal, the Himalayas, Pakistan, China, Kyrgyzstan to Uzbekistan and from there through Russia, Ukraine and Slovakia to the Czech Republic. The team of eight people clearly proved that you don't need expensive ATVs to travel the world; it can be done with just two Trabants, a Polish Fiat, alias maluch, and an old Czech Jawa 250 motorbike. _

Book

Amos Oz, Between Friends

Released on 6 February 2019

The most widely translated writer in Israeli history, and at the same time a political activist, who for decades called for reconciliation between the Jews and the Arabs, spent more than thirty years in a kibbutz, which he joined at the age of 15. The kibbutz sent him to study philosophy and literature at the Hebrew University in Jerusalem. He then returned and wrote his first novel at the kibbutz. His book *Between Friends* paints a picture of a place where lonely people reside, amongst others, who find it hard to come to terms with the collective spirit of the kibbutz. Real dreams clash with idealism in this story of a father who decides to stand up to his daughter's lover, his friend and his peer, in the fate of an old gardener who bears all the weight of the world on his shoulders, or in the tale of a woman who writes tortuously perverse letters to her rival. _

Ballet

Sergei Polunin's Satori

**Forum Karlín, Prague 8
17–21 April 2019**

World ballet superstar Sergei Polunin is to present his performance of *Satori* for the first time in Prague. Polunin was a child prodigy and the youngest ever principal dancer of the Royal Ballet in London, although after his scandalous excesses he left the ballet world for a while. He returned to ballet after photographer and director David LaChapelle shot a video with him for the song *Take Me To Church* by the Irish singer Hozier. The first part of the evening in the Forum Karlín will offer a cross-section of the most famous ballet works and modern scenic ballet, while the second half of the performance will be devoted to the work *Satori*, choreographed by Sergei Polunin. _

Theatre

A Brief History of The Movement

**Divadlo Komedie, Prague 1
30 March 2019**

This theatre adaptation of Petra Hůlová's novel about the re-education of men in the near future was produced in collaboration with the Nuremberg State Theatre. In the not too distant future arises the era of The Movement and the activists in power start a new trend – women are no longer sexual objects, desire based on physical attraction is banned, and the soul is the most important thing. Anyone who does not adapt to the new ideology will be re-educated at the Institute. A Brief History of the Movement takes a satirical and controversial look at the current debates about sexism and takes extremism and dumb biology as absurdum. It also circles around the eternal question of what means can sanctify the intention to create a better and fairer world. _



Photo: Archiv S. Haváčové

Exhibition

Indians

**Náprstkovo Museum, Betlémské náměstí 1, Prague 1
8 December 2017 – 28 April 2019**

Visitors to the Náprstkovo Museum will find themselves on an adventurous journey through the world of the indigenous inhabitants of North and South America, accompanied by original collections acquired by Czech explorers and travellers, large-format photographs, authentic film and photographic documentation and sound recordings. The travels start in North America with a visit to the Great Plains bison hunters, the totem pole carvers of the Northwest, the Pueblan potters, the Navajo weavers, the residents of long houses in the north-eastern forests and the Inuits of the Arctic region. Visitors will also take a walk through a tropical rainforest, the Amazon basin and the valleys and mountain plateaus of the Andes, where they will discover the life of the contemporary mountain Indians. The exhibition also features fascinating items such as the shrunken trophy heads of the Ecuadorian Jivaroan peoples, the pariko feather headdress of the Brazilian Bororos, and a beautiful wolf mask. _



Photo: Náprstkovo muzeum

Festival

Festival Spectaculare

**Prague (various places; more at spectaculare.eu)
14 February – 3 April 2019**

Spectaculare, a festival focusing on contemporary electronic, experimental jazz and classical music, will be held for the sixth year in 2019, and like the previous events will feature some outstanding artists in these genres. One of the main stars will be the German producer Sasha Ring, performing under the pseudonym Apparat, who will be bringing his new solo album to Prague, combining electronic music with acoustic sounds. Others that Spectaculare festival-goers can look forward to include Australian composer Luke Howard, the British pianist and composer James Heather and the classic music experimenter Peter Gregson, who does a special modern interpretation of Bach's work – with a violoncello quintet as well as synthesizers. _



E-MTB 29

Author presents the brand new e-bike MTB models **ENGINE 29** and **ENGINE** for the 2019 season. The **ENGINE 29** is equipped with a 250-watt **Bafang Max Drive** mid-drive system, with **RST Aerial** forks, **Shimano Deore** components and e-Barzo 2.25" tires from Vittoria. The drive system is operated by the multifunctional LCD display featuring remote control and Bluetooth connection. The **ENGINE 29** has a **new frame geometry**, high-capacity 35V 14Ah Han-Win Li-Ion battery with Samsung SDI cells.

For more information about the new Author 2019 collection, visit www.author.eu.



PRICE 49,990 CZK





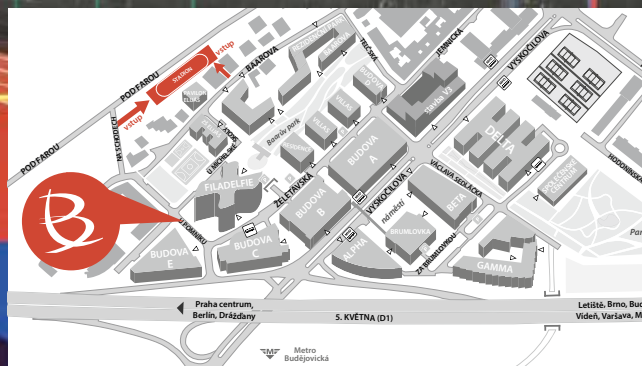
BBCENTRUM

COME WORK OUT AT THE **ATHLETICS STADIUM** IN BB CENTRUM

Oval tracks, sprinter's lanes, a long jump and high jump landing area, floorball, badminton and workout area are here for you!

- Open to the public daily from 6 a.m. to 10 p.m.
- Entrance from Baarova or Na Schodech streets (close to the Filadelfie building)
 - Entrance only possible with entry card (fee of CZK 500 per year)
 - You can request an entry card through these contacts:
tel.: 221 582 111, e-mail: stadion@bbcentrum.cz

www.bbcentrum.cz



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Public Parking at BB Centrum



BBCENTRUM

Public Underground Parking

Basic hourly rate:

Mon–Thu 7:00–19:00; Fri 7:00–16:00

Weekday overnight rate: Mon–Thu 19:00–7:00

Weekend rate: Fri 16:00 – Mon 7:00

CZK 50/hour

CZK 10/hour

CZK 10/hour,
max. CZK 150*

Public Parking Lots

Basic hourly rate:

Mon–Thu 8:00–19:00; Fri 8:00–16:00

Weekday overnight rate: Mon–Thu 19:00–8:00





Weekend rate: Fri 16:00 – Mon 8:00

CZK 50/hour




FREE

FREE

*valid for a single parking period lasting over 15 hours within the weekend rate hours

- 1**  Public underground parking (BRUMLOVKA Building)
- 2**  Public underground parking (FILADEFIE Building)
- 3**  Public underground parking (Building G)
- 4**  Public underground parking (Building DELTA)

- 5**  Public parking lot (Za Brumlovkou St.)
- 6**  Public parking lot (Želetavská St.)

-  ABOVEGROUND PUBLIC PARKING LOT
-  PUBLIC UNDERGROUND PARKING
-  ELECTRIC CAR CHARGING STATION



REDUCED
NIGHT AND
WEEKEND RATES
IN UNDERGROUND
PARKING
CZK 10/HOUR

NONSTOP
PARKING

15 MINUTES
FREE FOR
LOADING AND
UNLOADING

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