

Brumlovka.



Magazine Spring/Summer 2022



CENTRUM

INTERVIEW

Radim Passer on 30 years of Passerinvest

Brumlovka.

SHOPS AND SERVICES

RESTAURANTS

- Ristorante Pizzeria Grosseto
- Maranatha – vegetarian restaurant
- Baifu – sushi bar
- Dian – modern Vietnamese restaurant
- Dhaba Beas – vegetarian Indian restaurant
- Ugo – fresh & salad bar
- Lunchbox.cz – canteen, Delta
- Turnovská pivnice – modern Czech restaurant
- Perfect Canteen Moneta Money Bank – canteen
- Mango – Chinese restaurant
- Puzzle Salads
- Sushi Time
- Roast & Grill Bistro
- La Fresca – canteen
- Puzzle Pasta
- Lunchbox.cz – canteen, Alpha

SHOPS

- Albert – supermarket
- dm drogerie – drugstore
- Sommellerie – wine, coffee, deli
- JK Jitka Kudláčková Jewels
- Romantika florist
- KITSTORE – LEGO® bricks
- Anthony's – men's clothing
- bikero
- Maranatha – health food store
- Bianco & Rosso – Italian deli
- Don Pealo – convenience store
- Lens Optik
- arena – sportswear
- Mandala Montessori – creative toys
- Asko – home appliances
- Aluprof – window / door aluminium systems

CAFÉS

- Tlap's Coffee
- Zrno Zrnko
- Costa Coffee
- Coffee Perk
- O2 HUB Café

SERVICES

- Česká pošta/Czech POINT – post office
- Automyčka Collection – car wash
- Brumlovka Centroom
- Cebia – vehicle history check
- We Hate Ironing – dry cleaners
- Radka Chvalova Beauty Studio

BANKING

- UniCredit Bank
- MONETA Money Bank
- OK POINT/mBank

ATM

UniCredit Bank (Filadelfie building)
 MONETA Money Bank (Budova A building)
 OK POINT/mBank (Brumlovka building)
 Česká spořitelna (Brumlovka building)
 Komerční banka (Duhová 2)

PICK-UP POINTS

- Blocks (office entrance from Želetavská St.)
- Z-BOX – Zásilkovna (Baarova 18)
- Z-BOX – Zásilkovna (Václava Sedláčka St.)
- AlzaBox (Václava Sedláčka St.)
- OX Point (Za Brumlovkou, public parking)

EVENTS, SPORTS, RELAXATION

- Brumlovka Square
- Balance Club Brumlovka
- Brumlovka Park
- Children's playground
- Dog off-leash area
- Tennis courts
- Avatar VR Park
- Relax zone and children's playground
- Baar Park
- Athletic stadium
- Children's playground
- Multifunctional sports court
- Body Express
- Relax zone
- Ellen G. White Square
- Beetle – kinetic art installation
- Na Křivíně multifunctional sports court

HEALTH SERVICES

- Lékárna Lemon – pharmacy
- Urosanté – urology and andrology center
- MUDr. Denis Krupka – dentist, dental hygienist

EDUCATION

- Elijáš Christian Primary and Secondary School
- Elijáš Kindergarten
- Bible study lessons and morning devotionals
- Bethany Community Center
- Genius Kindergarten

CHARGING STATIONS

Filadelfie building (public parking)
 Delta building (public parking)
 Brumlovka building (public parking)
 ČEZ building (Duhová 1)
 ČEZ building (Duhová/U Pomníku)



Dear readers,



we present the latest issue of our magazine, which is now published under a new name – Brumlovka. The connection with the site's name change is no coincidence. With the development of the entire area, Brumlovka has become a fully-fledged city district and the original name of the BB Centrum administrative complex has thus changed accordingly over time. So, the local name of Brumlovka is returning naturally, or still remains the same for many people. The change in name also brings a new graphic design for the brand. Brumlovka is now represented by a greenish colour, to symbolise purity, greenery and positive communication. If you like the change, your feedback is always welcome. You can now send us your thoughts via the Brumlovka mobile app and discover the whole new world of this site.

Although some things are changing and moving online, other successful aspects, such as the content of this magazine, are remaining the same. Once again we will be informing you about the latest news at the site, and presenting new dining options and services that breathe further life into Brumlovka. We have also interviewed one of you – Jaromír Staroba, director of the brewing company AB InBev. We've also put together some tips for summer cultural events and sports activities. However, this issue of the magazine is special, as it marks several important anniversaries of the companies we are involved with. The exclusive Balance Club Brumlovka fitness and wellness centre is celebrating its 15th anniversary this year, while the non-profit organization Maranatha has been going for 20 years, and the Passerinvest Group for an impressive 30 years. In an extensive interview, Radim Passer himself looks back on those 30 years, and also Brumlovka's development plans.

Thank you for your support,

Kristýna Samková

The Passerinvest Group

Where to find us

If you are interested in what's going on here, visit brumlovka.cz or take a look at our Brumlovka Facebook profile.



www.brumlovka.cz



Brumlovka



Brumlovka



Filadelfie Building

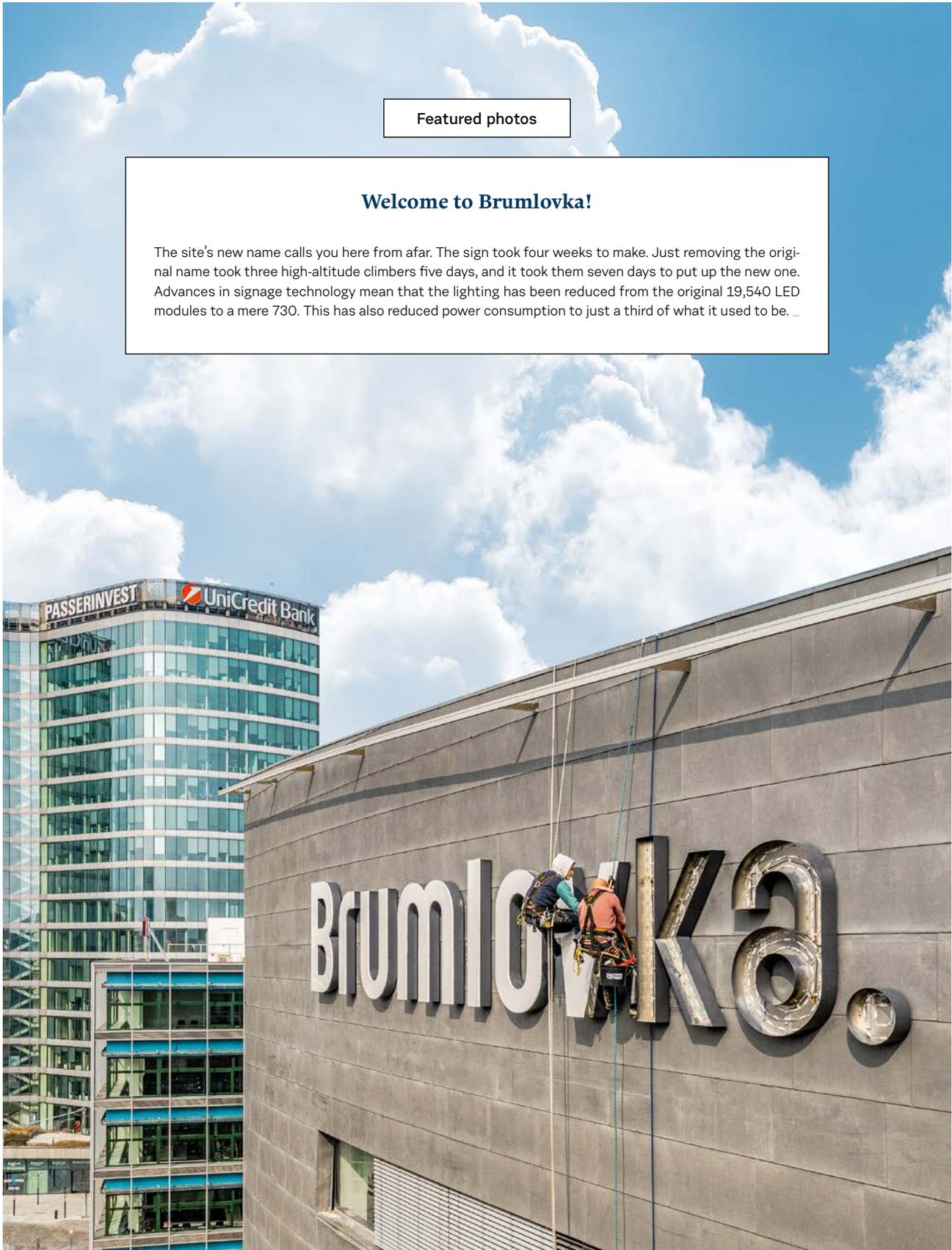
contents

5	Featured photos
6	Brumlovka app
8	What's happening at Brumlovka
10	Maranatha: The question of origin: creation or evolution?
11	Introducing: Zrno zrnko, Avatar VR Park, KITSTORE, Turnovská pivnice, Lunchbox.cz
16	Interview: Radim Passer on 30 years of Passerinvest
27	Maranatha celebrates: It has been spreading its message of good news for 20 years
28	Working amongst us: Director of AB InBev Prague Digital Hub Jaromír Staroba
32	Roztyly Plaza
34	Balance Club Brumlovka
36	Sport and Fun: A Horse as a hobby
39	Health: Healthy Breathing
42	Cultural Tips

Featured photos

Welcome to Brumlovka!

The site's new name calls you here from afar. The sign took four weeks to make. Just removing the original name took three high-altitude climbers five days, and it took them seven days to put up the new one. Advances in signage technology mean that the lighting has been reduced from the original 19,540 LED modules to a mere 730. This has also reduced power consumption to just a third of what it used to be. _



Mobile app

Get the Brumlovka App Available for Apple and Android

Why should you download the Brumlovka App? You can find the latest news, an overview of events, a map with navigation and other important and useful information, whether you live or work here, or are just visiting. You can use the app without creating an account. However, if you register, you'll unlock other ways to get the latest information, such as from the building your offices are in.



Interactive map and overview of shops and services

Brumlovka offers a variety of restaurants, cafés, shops, and services. The basic map is covered in location pins. However, using a simple filter you can choose what you need, whether you're looking for a new restaurant or a place where you can keep your little ones entertained for the whole afternoon. And if you don't know every part of the complex yet, the handy navigation will help you find your way around.



By car or public transport

This user-friendly app is also perfect for your pocket if you need to park, quickly pay for parking online or use rapid public transport links. When you open Timetables, for instance, you'll see all the buses currently departing from or passing through Brumlovka. You'll also find places where you can park your motorcycle or bike, where you can recharge your electric car or arrange a car-share.



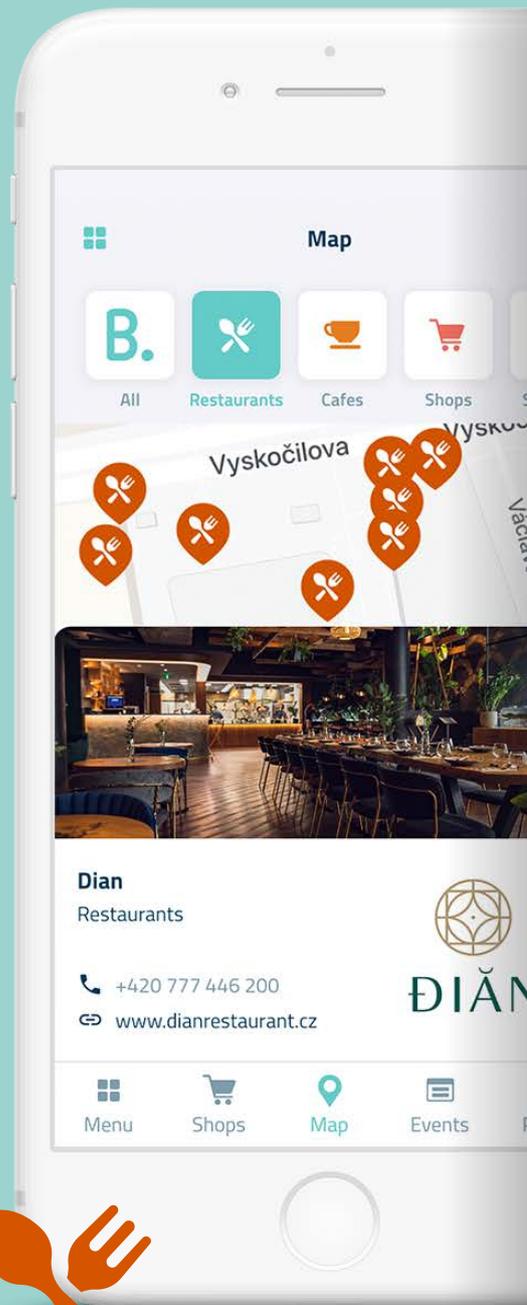
What's going on at Brumlovka?

Be one of the first to know that a new issue of the eBrumlovka electronic monthly is out, that a new store has opened or that a new service is on offer. Keep up with the news and don't miss any of our interesting events. These include interesting talks, sports events and street food festivals. See for yourself what a lively place Brumlovka is.

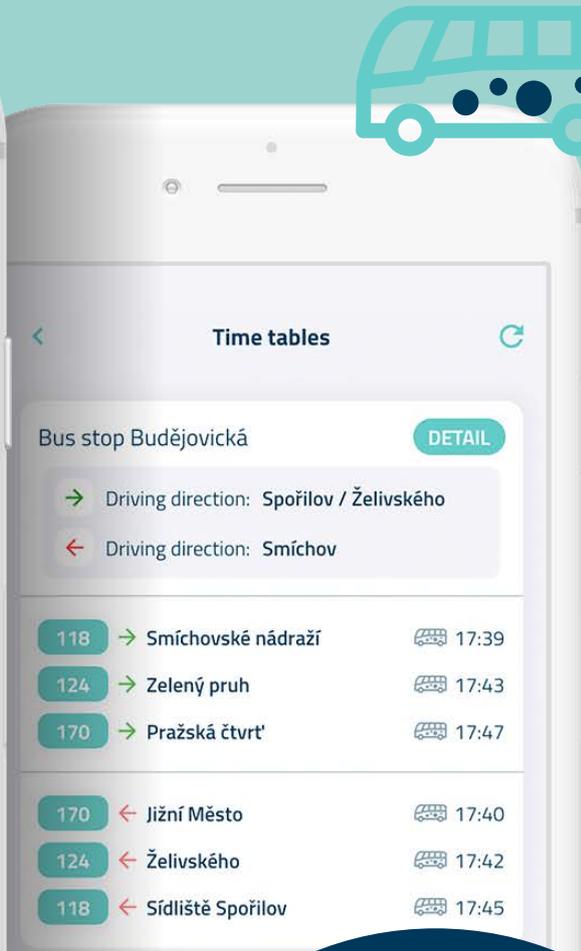
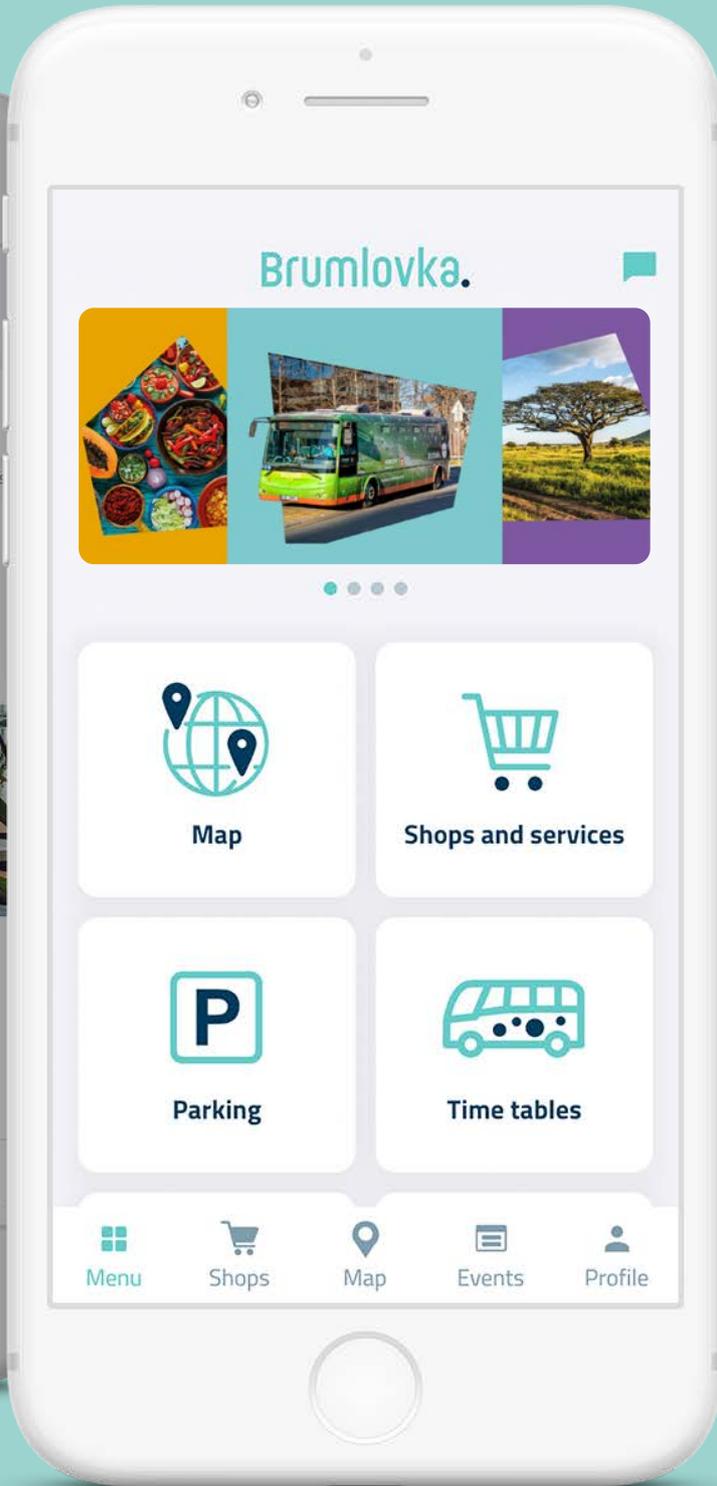


Advantage of registration

As a registered user, you can add your favourite events to your wall or create your own event* and invite all the other users of the app. _



* Events not created by the administrator of the Brumlovka App must be approved. The administrator, Passerinvest Group, a.s., reserves the right not to publish an event.

A large dark blue circle containing the text "Brumlovka App" in a bold, white, sans-serif font. Below the text are two QR codes. Under the left QR code is the word "Android" and under the right QR code is "iOS", both in a white sans-serif font.

Brumlovka App



Android iOS

Tennis players from Brumlovka will enjoy new facilities soon. Construction will begin this year

The main goal of the Passerinvest Concern is to build a first-rate place to live. In addition to constructing administrative and residential buildings, it also focuses on the creation and revitalization of leisure facilities. Thanks to this, residents and visitors to Brumlovka can currently enjoy two parks, countless relaxation zones, two multi-purpose sports grounds and an athletics stadium. Yet another sports and leisure project financed by the Passerinvest Concern is the new tennis complex that will be built in Pekárenská Street, just 500 metres from the existing one as the crow flies.

The original LTC Tennis Club building has not met the requirements for all-year-round sport for a long time and it also has other shortcomings that have sent the club into decline and caused many members to leave. The situation has certainly not been helped by its location at the busy intersection of Michelská and Vyskočilova streets. The Passerinvest Concern and Tennis Club representatives have therefore found a more suitable location in the former car park of the Michelské pekárny bakery site.

The new tennis complex, into which the club will move once it has been finished, will include 8 courts, a clubhouse with facilities for administrators and players, an inflatable hall for two courts with an artificial surface allowing it to be used all year round, modern maintenance facilities and its own car park.

Youth tennis, something that has not been possible under the current conditions, is also planned there. Both young and more experienced tennis players will be able to play there for the first time in 2024. _





5 questions for: Khanh Ta, General Manager of the Dian restaurant

The Dian restaurant in the Beta building is the latest addition to the family of successful Asian restaurants run by Giang and Khanh Ta's Taro Group. It offers guests Vietnamese cuisine with a modern twist and a cheerful dining experience in an authentic atmosphere. In our regular section, we interviewed one of the founders of this place, named after the Vietnamese phrase "di an", which translates as "go and eat".

Which of your dishes are the most popular?

At lunchtime it's definitely Bun Bo Nam Bo, a combination of thinly sliced beef and a light salad with rice noodles.

Which specialty from your menu cannot be found anywhere else?

Most of the dishes from our evening menu are based on original recipes. We enjoy combining traditional Asian recipes with elements of European cuisine. Our signature dish is now beef rendang, which we serve on brioche with black truffles and wild garlic.

What is the greatest honour for you as a restaurateur?

For us, the biggest reward is to see guests coming back to us.

You have been running restaurants for several years now. How have Czech customers' tastes changed during that time?

We no longer need to explain to most guests what Vietnamese or Asian cuisine is all about. People have "eaten around" far more during that time and can appreciate fine quality. It's good for the whole catering industry that nowadays they have higher expectations.

What impression should guests take away when they leave?

We strive to make everyone feel like they are on a special visit, where they are a distinguished guest, where they feel comfortable the whole time and leave feeling they have eaten well.



It's always good to have someone to rely on

We at ČEZ know this very well.
So you can rely on us now
and at any time in the future.



WE ARE WITH YOU. CEZ GROUP

Series

The question of origin – creation or evolution?

Do you think that you have a quite clear idea about how our world and we ourselves originated? And how does Darwin's one-hundred-and-sixty-three-year-old theory of evolution stand up in the light of contemporary science? Has it been unequivocally proven or will it not live to see its 163rd anniversary?

In this miniseries we present the thoughts of Mgr. Libor Votoček, a graduate of the Faculty of Mathematics and Physics at Charles University and a former employee of the Institute of Physics at the Czech Academy of Sciences, on the origins and working of the world from the perspective of two competing models – creation and evolution. Not only will you discover many facts that have been intentionally overlooked, but you will also hear some different interpretations of commonly known facts and their impact on the life of the individual and society as a whole.

Part Five: Do subsurface and surface rock formations prove that the world has existed for billions of years?

Where did all these layers of rock on Earth come from?

In the last part, we talked about the origin of sedimentary rocks and the fossils they contain. Today we will take a look at the origin of various geological formations on the Earth's surface.

Whenever we ask where something or someone comes from or how it originated, there are generally two conflicting answers – evolutionary – materialist, and creationist – supra-materialist. In other words, the cause of the system in question is either material or immaterial. Nowadays, of course, we are systematically convinced by the ubiquitous evolutionary propaganda which claims that a long chain of exclusively material causes usually lies behind everything that exists and is, by definition, not controlled by any purposeful intelligence. These days, the admission that something material could have an immaterial cause is considered scientific heresy, a sign of charlatanism and gross ignorance. But there is a problem with this! After all, each of us uses things that are sophisticated combinations of material and supra-material components and causes every day; i.e., hardware and software, such as computers and mobile phones. If any ordered material system that performs specific functions owes its functionality primarily to immaterial causes and components – i.e. information, communication, a plan, and intent – why should the same not also apply to the question of the primordial origin of all

matter and energy or the rocks on the Earth's surface?

The Bible is the only religious and historical book in the world that claims precisely this. All matter and energy have an intangible (supra-material) cause and all the order and functionality of the material world stems from supra-material information and communication, the ultimate cause of which is the Divine Creator – the Word of God.

With regard to the matter of the primordial formation of the Earth's rocks, the Bible speaks of processes lasting from hours to days and the cause that it mentions is the Word of God, i.e. an information process. Although the advocates of evolution and millions of years have striven as hard as they can to instil the idea in as many people as possible that these biblical truths are merely the tales of confused and uneducated ancestors, informatics and mathematics experts have come up with convincing proof that information and communication are the true causes of all matter and therefore also of the Earth's rocks, water, air, plants, animals and even man.

How fast does the Earth's surface transform?

The surface of the Earth transforms in two ways – 1) as a result of everyday, normal, gradual processes that only change minor features on the landscape and 2) due to exceptional, sudden, short-term processes, which we call disasters and which alter the main features

of the landscape – such as deep and far-reaching rifts in the hard bedrock, extensive and sharp folds in the hard rock with no sign of any fractures, vast riverbeds and gorges, fields of round lava boulders hundreds of miles from the nearest volcanoes, gigantic lava fields the size of continents, massive oil and gas deposits and huge distances between continents with little erosion, etc. These formations and phenomena can best be explained as the consequence of a sudden, rapid, global catastrophe that changed the Earth's surface beyond all recognition in just a few months to years. And it is disasters like these that scientists generally don't like to talk about, as it is harder to explore the consequences of disasters that we cannot see today than to explore the consequences of the gradual processes that we see on a daily basis. Once again, we are faced with human pride and the attempt to derive the past from the present. However, the Bible warns us that this path is not one that can be taken and that, on the contrary, we should derive the present from the past, although we need eye-witness testimony and strong faith to do so.

The Bible is right once again

The world is not old and history is not long. Just the opposite; it is full of sudden reversals and very bad human decisions and actions. One of the key historical events mentioned in the Bible is the Great Flood which occurred in approximately 2500 BC. Geologists, such as Dr. Andrew Snelling, Dr. Emil Silvestru, Dr. Tas Walker, Dr. John Baumgardner, Dr. Steve Austin, and many others exploring the disastrous consequences of this global flood have confirmed that most of what we see on the Earth's surface today really cannot explain the processes that we see today. These scientists believe that the biblical picture of history is true and they have found overwhelming evidence in support of this. One such educational project in which these scientists have presented their research is a book called *Evolution's Achilles' Heels*, which you can order from the Maranatha z.s. e-shop. This extensive professional publication and feature-length film with an accompanying study brochure reveal a great deal of unquestionable evidence as to the fact that the world is only a few thousand years old. _

... to be continued

Zrno zrnko

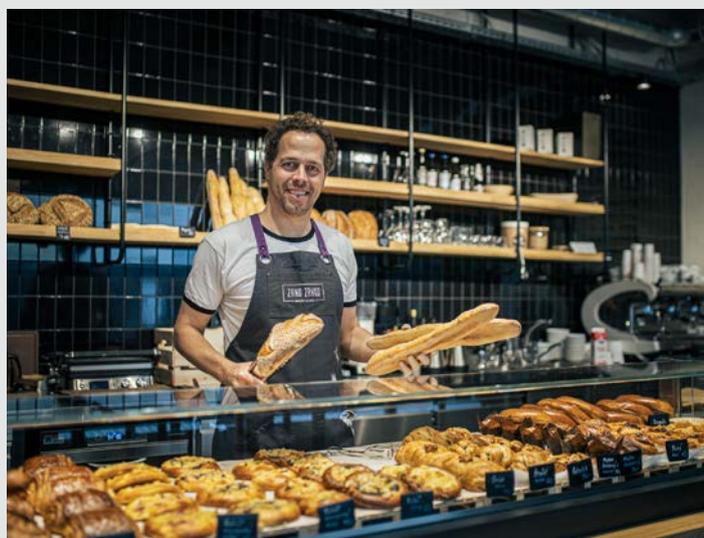
You can enjoy Grain and Beans in
the Budova B building

→ The Budova B building

Grain in bread, beans in coffee. Zrno zrnko (Grain and Beans), one of the bakery cafés, also makes life more pleasant for Brumlovka's tenants and residents. They opened their third branch in the Budova B building last October and they are planning to expand by placing outdoor seating in the small adjacent square in the spring.

The Zrno zrnko craft bakery uses only the highest quality ingredients and takes a traditional approach to baking. This means that the dough is made from basic ingredients that contain no substitutes. "We held a tender for flour, for instance," says company CEO Ondřej Kuchař, illustrating the honesty of the company's approach. "We held a bake-off to test five different millers before we agreed on the best. We also use real butter and free-range eggs, which the supplier personally delivers to our bakery in Nusle. And we make cakes using butter and milk, just like our grandmothers did. Our pastry takes time and patience. Dough made the traditional way is loose and has a lot of water and air in it; machines cannot achieve this, it needs the human touch," he adds.

Almost everything is baked at the Nusle bakery. It is easier to maintain constant quality in one place, as Ondřej Kuchař explains. The baked goods are then delivered to the branches located within a 15 minute drive. This means they are still warm when they



Where you can find Zrno zrnko

You can now find Zrno zrnko bakery cafés in Nusle, in the former Electric Company building in Bubenská Street and on Senovážné náměstí; other branches are being planned for Vinohrady and Smíchov. All the bakery cafés offer craft bread made from four types of flour, baguettes made from hand-rolled dough, Czech and Moravian cakes with real fruit, quark or jam, croissants made from authentically produced dough and much more.

arrive. Sweet whorls and buns are baked at the branches themselves in order to add that bakery smell and atmosphere. Crispy croissants are best enjoyed with a barista coffee. Zrno zrnko serves a selection from a Czech roastery chosen especially for the company from selected Arabica beans from Brazil, Ethiopia and Mexico.

Ondřej Kuchař knows Brumlovka from his previous business – he ran a language school for nineteen years. "This gave me an insight into what people need. They pop in for a coffee and breakfast in the morning, stop by

for a sandwich at midday and buy a loaf of bread for dinner after work. The fact that I have had experience as a business partner with Mr. Passer's company also played a role in deciding on the location. I can be certain that whatever we agree can be counted on," adds Ondřej Kuchař, looking forward to the warmer weather, when his space will be expanded to include outdoor seating in the Ellen G. White Square: "I can just imagine people sitting with a coffee and enjoying the view of the fountain and the Beetle, David Černý's kinetic art installation."

ZRNO ZRNKO

ZRNO ZRNKO
The Budova B building
zrnozrnko.cz

KITSTORE

Brick and mortar shop for fans
of the Danish building blocks

→ The Budova B Building

You might be familiar with the KITStore e-shop. It specializes in selling LEGO® building kits. It has been on the Czech market for seven years now and has successfully processed thousands of orders. From this spring, you have the chance to buy your favourite blocks or collect an order at the newly opened brick and mortar shop in Brumlovka, which also serves as a games room for the shop's youngest customers.

Blocks as far as the eye can see
The brick and mortar shop in Brumlovka is open to anyone who wants to enjoy the LEGO® kingdom in person and would like to discuss their choice with the store's professional and helpful staff. It has the latest LEGO® products on display, with over 400 kits waiting for you on the shelves, and you can let your little ones have fun in the safe play area while you choose. Although, adults often lose themselves in there, too! Because the latest products are sure to appeal to all ages. Fans of Harry Potter will love the new Lego editions which include characters from the Collector's Edition and Hogwarts Castle. Star Wars buffs will be in their element as they can build an AT Armoured Transporter, Anakin's Jedi Interceptor, or buy figures of the main characters from the last Star Wars series – The Mandalorian / The Book of Boba Fett. Travelers

of all ages can use the blocks to whisk themselves away to Paris and build their own Eiffel Tower or put together the London Eye or the Burj Khalifa skyscraper in Dubai.

The new KITStore makes the most of state-of-the-art technologies. It features touch-screen displays and a self-service kiosk. And if you need to pick up your online order in the store or know exactly what you want, you don't have to spend any more time than necessary in the shop. Or perhaps you don't want to go anywhere at all? If you want, KITStore will deliver your goods to your home. The e-shop always offers only items that are in

A tip



Have you stopped by Brumlovka's BEETLE, the unique sculpture of the legendary Porsche 911, the kinetic installation by Czech artist David Černý? You can now build this iconic car yourself at home. Buy the Porsche 911 kit from LEGO® Creator Expert at the KITStore, and immerse yourself in more than a thousand LEGO® blocks. Once you've put them together, you'll have a true-to-life model that lets you open the bonnet, recline the rear seats, remove the roof, and much more.



stock, including exclusive LEGO® products, so you can be sure that your kit will arrive safely and in the shortest time possible. You can also join the motivational KITStore VIP Program, where you get points every time you buy something from the e-shop. _



KITSTORE s.r.o.
The Budova B building
kitstore.cz

Avatar VR Park

The Budova G building has become the gateway to a parallel world. Just visit the Avatar VR Park



The Budova G building

Who would not want to encounter a dinosaur in a museum or take a trip on a flying machine after work? The largest virtual reality game park at Brumlovka, the Avatar Park, where you can enjoy these attractions and many more, opened at the end of last year. The man behind the gaming centre project is Dan Broulík, the owner of a marketing agency that is a pioneer in the development of applications based on virtual reality and their use in marketing.

An artificially generated computer world was first used for commercial purposes in the Czech Republic in 2016. And Dan Broulík was there. He set up his own agency to develop virtual reality applications and opened one of the first virtual reality gaming centres in Prague, with the largest branch now located at Brumlovka. “Games are just one of many ways that virtual reality can be used in marketing,” explains Dan Broulík. “For instance, they help when selling apartments, where clients can see their future flat in detail and can configure the layout of the sockets in the rooms or, for example, when choosing the best hotel to spend their holidays at,” he continues.

Originally a small gaming centre right next to Prague’s O2 Arena became an established venue for players, with the Avatar Zone at Aquapalace Prague added later. However, Dan Broulík wanted to take it even further. He wanted to create a place that would offer a comprehensive experience. Where it is possible to play multiplayer or classic single-player games, enjoy the thrills of a simulator, and also become immersed in a number of completely unique situations, such as leaping from a footbridge extending from the top floor of a skyscraper. This is known as mixed reality. Dan Broulík explains that this kind of experience is wholly immersive for most people. You enter a virtual building, ride to the top in a virtual elevator, but then step onto a real board that actually shakes. Sometimes visitors forget and take a dive into the foam pit.

There’s something for everyone at the Avatar Park. There is a classic car simulator, an exercise

A TIP:
You can rent out all the Avatar Park premises for a company team and organize a team-building session that combines work with entertainment.

bike that lets you ride the Tour de France and a sophisticated Icaros flying machine controlled by the user’s own movement. There are four boxes for single-player games and a multiplayer zone where multiple players can play the same game at the same time. “Although the multiplayer space is not very large, in virtual reality the two players can be standing at opposite ends of a football field,” says Dan Broulík, who also points out a miniature castle, the site for a variation of

the Castle Defence game in mixed reality. You use bows and arrows to defend the castle against enemies, although you are actually holding two controllers. The reality of the experience can prompt some players to take real action, so there are always promoters nearby. They ensure that the clients are comfortable and, especially, safe. There are also game masters on hand, whose task is to run the games on the individual stations and to help out as needed. There is also a small café to relax in.

If you think a virtual amusement park is something solely for children and hardcore gamers, you are mistaken. According to Dan Broulík, Avatar Park is also popular with mere mortals who do not know much about gaming. Surprisingly, it also attracts groups of women who fancy playing some games rather than sitting in a wine bar. It is also often the case that parents accompanying young players eventually end up prolonging their sessions and not wanting to let the children at the controllers. _



See what you can experience in Avatar Park

AVATAR VR PARK

AVATAR VR PARK
The Budova G building
avatarherna.cz

Lunchbox.cz

The new company canteens in the Alpha and Delta buildings cater to all tastes

→ Alpha Building

→ Delta Building

There can never be enough places where you can eat well during the day for a reasonable price. Two new places have opened at Brumlovka since the beginning of this year: the canteens in the Delta and Alpha buildings, run by SFOOD. There, you can enjoy both Czech classics and foreign specialties prepared by a team of cooks with the signature flair of Zdeněk Pohlreich, a famous Czech chef.

Both canteens offer a lunch menu, which includes two types of soups and a hot and cold salad buffet. The larger canteen in the Delta building offers three different main courses, including quick meals, while the one in Alpha has a choice of two dishes. “We have three chefs specialising in different types of cuisine, who regularly alternate between the canteens so that the customers of both places have the opportunity to taste thematically different dishes during the course of two months,” explains chain operator Jan Stejskal. The quick meal bar offers Vietnamese pho bô, bún bô Nam Bo and fried spring rolls with Thai satay one week, for example, followed by selected British or Mexican specialties or a burger menu the next week. Of course, they also serve the classic Czech “schnitzel or sauce”, too.

Vegetarian and vegan recipes will be coming soon

Covid has changed not only the behaviour of customers, who luckily are slowly but surely returning, but also their tastes. “We have noticed a far greater interest in meat-free dishes, so we are working hard on our vegetarian and vegan meals. Since May, we have been catering to those who have cut out or cut down on meat in their diet,” says Jan Stejskal. The canteens place great emphasis on carefully choosing ingredients and following technological procedures. Local fresh ingredients are used as much as possible, and the menu is adapted accordingly. As the canteen owner says, the tomato salad will taste different in January to a salad made with tomatoes freshly picked directly from the greenhouse.

Children learn confectionery here

You can round off a good lunch in the canteen with a homemade sweet from the skilled students of the practical confectionery training centre, which has facilities in the Alpha building canteen. Here, supervised by two experienced confectioners, children learn to prepare



desserts in the classic Czech style, as well as French and American confectionery. While Iva Venceľidisová is in charge of traditional desserts, Lana Libin Mayer, originally from the Caucasus, lends an international dimension to the confectionery lessons. Lana studied confectionery in Canada, and has worked for renowned confectioners in Vancouver, Tel Aviv and London.

“We prepare meals for both canteens in the Delta facilities. We came up with the idea of teaching confectionery when we

were thinking about how to best use the large kitchen in the Alpha building. And it was a good idea. Confectionery is on the rise; there is a great deal of interest in the field,” says Jan Stejskal. “We had to refit the premises for this, and the owner of the buildings, Passerinvest, was very accommodating. It’s great to work with them,” says Stejskal. “I’m glad that we were able to combine the pleasant with the useful,” he adds. _

 LUNCHBOX

Lunchbox.cz/SFOOD Canteens
Delta and Alpha Buildings
sfood.cz/firemni-kantyny

→ Delta Building

Turnovská pivnice Brumlovka

An exclusive treat from Turnov, now available at Brumlovka from the summer

Drinking beer from the Turnov Municipal Brewery is an exceptional experience. You can only find it in the chain of Turnovská pivnice pubs, where it is tapped directly from the tank, meaning it retains its original taste.

Turnov beer has an intense hoppy flavour, and is unfiltered and unpasteurized. The craft of making it preserves all the healthy substances provided by this beneficial brew, with its thick creamy foam. “We do our best to brew a lively beer, with an unmistakably full bitter taste, which gives it a refreshing flavour. Our beer is part of the daily celebration of life and friendship. This unique concept is a fine example of brewing traditional beer using modern technologies. The groundwater used to make our beer rises from a spring near the River Jizera, which flows past the brewery,” says brewer Pavel Blažević, adding that brewing

beer has a long history in Turnov. Back in the early 20th century, up to 20,000 hectolitres of beer were produced here every year, although brewing stopped during the Second World War.

Always fresh to the pipes

Besides Turnov, catering establishments under the name Turnovská pivnice can be found, for example, in Javorník near Liberec, in Příhrady and also in Prague, and, from this

year, also in Brumlovka. “Our aim was to create a concept of modern establishments for modern guests, while maintaining the appeal of a traditional pub, where you can enjoy a premium brand from our mini-brewery. To enable us to constantly control the quality of the beer, we only tap it in our pubs,” says Michal Zítka, owner and founder of the brewery. The main beers on offer are 8° Turnov Eight, 10° Turnov Ten, 12° Turnov Twelve light and dark, and now also a cold-hopped light thirteen. The beer is always just as fresh when it enters the pipes and is pulled just right for the customer by the experienced bar staff. Turnov Brewery brews exactly the right amount of beer just to cover the needs of its pubs. That’s the only way it can ensure the highest quality and guarantee that each batch is unique.

A modern take on Czech cuisine

The food is excellent in all the Turnovská pivnice pubs. You can be sure to discover some excellent cuisine. Honest yet creative culinary craftsmanship, using proven and first-class ingredients. With every meal it is obvious that it has been prepared by skilled kitchen staff and chefs who enjoy their work. When preparing the menu, it is expected that you will pair your food with beer.

Architecture as a brand

The pubs share a consistent modern and minimalist design, which is the work of the Adi architectural studio. The pleasant interior enhances the flavour of the beer and food. It enables you to enjoy a comfortable and relaxing lunch, a work meeting or a family party. The inspirational atmosphere is perfect for informal get-togethers in the afternoon or evening. ...

The Turnovská pivnice not only offers excellent beer and food, but also has a pleasant ambience, the perfect place to sit with friends or hold business meetings.



TURNOVSKÁ
PIVNICE
BRUMLOVKA

Turnovská pivnice Brumlovka
Delta Building
turnovskapivnice.cz

Interview

Radim Passer on 30 years of Passerinvest

Passerinvest celebrated its 30th anniversary at the end of 2021. Who better to describe the company's work up to now and its plans for the future than founder and CEO Radim Passer. During an in-depth interview, we also asked about his vision of the ideal city, the need to develop public spaces, how the coronavirus pandemic has affected the office space market or about the For a Richer Republic initiative, which may be to the benefit and prosperity to us all. Our thanks to Aleš Langr of Crest Communication for conducting the interview.



Who is Radim Passer

Radim Passer started out in business without a license shortly before the revolution, when he sold caviar and champagne to western tourists. He first encountered real estate in 1990 in the German Skala Immobilien Company, but he himself only became the owner and manager of his first apartment buildings in Prague at the end of 1991, when he founded Passerinvest. In 1992, the government of Prague 4 announced a planning competition for the new appearance of the neglected Brumlovka site. The competition was won by architect Jan Aulík, who is still contributing to Brumlovka's appearance today. The first building built here in 1998 was Budova C and its first tenant was Hewlett-Packard. This was followed by Budova B and Budova A, more leading Czech and foreign companies, and plans for the further development of the administrative BB Centrum. Radim Passer is religious; he turned to God when his first-born son Max died at the age of two months. It was then that he realized that professional success, money and luxury cars can give a person a feeling of temporary satisfaction, but not

permanent happiness. That came when he opened his heart to the Lord.

What was your vision when you started to build the first buildings at the Brumlovka location in the 1990s?

I'd say that we were all learning development at that time. The field was brand new then. We were actually the first Czech company that tried to achieve success in commercial development. I'd say that developers in commercial and specifically in office buildings require a trial period of around twenty years. It's not just about erecting and selling a building, which was the case for the first stages of the BB Centrum, but also about actually verifying the condition of the buildings after 5, 10, 15 years and so on. You find out how to keep working with them and how timeless they are. If I come back to the beginning of the question, I'd say that in the 1990s the vision was obviously insufficient, because at that time our concept was primarily to build, let and then, hopefully, sell to an investment fund. But we basically only fully understood what I just said in the second half of the 1990s; our ideas were relatively unsorted during the first half of the 1990s. ▶



**“We invest our money
where our heart is.
And that’s in Brumlovka.”**

▷ **And did you believe that you'd achieve the success you did in the end?**

I always believed that we would manage to finish what we were doing. I didn't dare to think about how large or small our success would be, but I trusted that if we did our jobs with maximum professionalism, then there would be an economic effect. But I knew that without professionalism there was basically no way an economic effect could be expected.

30 years have passed and we have reached the present. How would you now assess the 30 years that you have experienced?

In two words – gratitude and joy. We were able to learn lots of things, we went through various cycles and I think that we gained lots of professional experience. My gratitude is related primarily to my relationship with God.

When we take the original administrative BB Centrum, the name comes from the geographical names of its location. There is Brumlovka on one side and Baarova Street on the other. Historically, however, the place was better known as Brumlovka. You have now officially renamed the BB Centrum, why did you make this decision?

Precisely for the reason you mention. BB Centrum was undoubtedly sufficient as a name for a pure office centre. Nevertheless, the current and planned development of the whole project and all its functions meant that the BB Centrum name became outdated. That's why it makes sense and is logical to return to a name that better indicates that Brumlovka is a fully-fledged city district.

Let's look at a significant milestone in the BB Centrum's development. In 2014, you started to buy back some of the buildings you had built, which is a pretty unusual step for a developer in this country. What led you to do this?

It was the experience that we went through during the first real property crisis, which began in 2008. The main period of the crisis started to end after three or four years, but it basically lasted for approximately 6 to

7 years overall. During the good times, our classic development model understandably worked – we built, let and sold. The moment the crisis arrived and many key financial indicators started moving in an undesirable direction, selling basically made no sense. When it seemed that the crisis was subsiding in 2012, we wanted to sell the Filadelfie building, but our expectations were not met by the market. So we said then that instead of handing such a top-quality product to somebody on a silver platter, i.e. for the price of EUR 140m for which we would have sold it, and the market basically thumbed its nose at it, we would rather keep it. At that time we were being offered EUR 128m. I think that we now have Filadelfie valued at approximately EUR 180m, which is a billion more than we wanted in 2012. And we essentially realized that we don't need to sell, that it was enough if we could refinance and get good terms for senior financing from the bank and so we didn't sell Filadelfie. We then did not sell "G" or Delta, but thought about what we would do next. At that time, it seemed risky to open new office locations in Prague, so I planned three days of fasting and prayer in 2013, during which I did some calculations, read the Bible, read books by Ellen White and prayed. I saw that God was clearly guiding me to invest money where my heart was, and that was here, in Brumlovka.

So we said that in addition to our plan to develop the location, we would try to buy the current buildings back. Until then we had sold nine of them to various institutional funds and in 2013 we made our decision. We knew that Invesco would be selling Alpha, which it had bought from us ten years ago, and that was the first building that we bought back in 2014.

In 2015 we bought back a building from ING, which had bought it from us 10 years ago. So that is how we bought back Alpha and Beta, which were followed by buildings "A" and "B", making a total of four buildings in the very heart of the location; we also purchased "D" and Villas. So between 2014 and 2018, we managed to buy back six out of nine buildings. We are obviously interested in the

last three, but, as they say – the time has to be right for certain transactions. We think that the time is coming, but it's not yet time to harvest the crop.

I assume that this is related to the options for developing BB Centrum or Brumlovka as a new city district and this goes hand-in-hand with your non-profit investment in public space. How was this decision made?

I think that what you're asking about is really only in cases when one developer develops a single location over a long time. The best-known example in Europe would be Canary Wharf in London. Obviously, Prague is smaller than London and Brumlovka is smaller than Canary Wharf. On the other hand, on our scale, it's actually easily the largest project in the Czech Republic.

I think that one of my gifts is a certain sense of generosity and, if I consider it generally from the market viewpoint, it's a great shame that there is a lack of a sense of generosity in relation to development projects, because this lack is evident. If a developer spends one or two percent of its investment costs on the aforementioned, so-called generosity, this is immediately reflected in the project, which the public perceives favorably.

We never made a decision to invest about 10%. The 10% that we invested in public space and non-profit services is a huge number. This generosity was only made real when my caring Lord made me a believer. I felt that God was guiding me to express the gratitude I felt in my heart for him in some way. That's why we started to create projects that were very demanding in investment terms but were non-profit projects all the same. For example, our sports facility – Balance Club Brumlovka, although it has a certain hint of commerce, is a non-profit project in the long term.

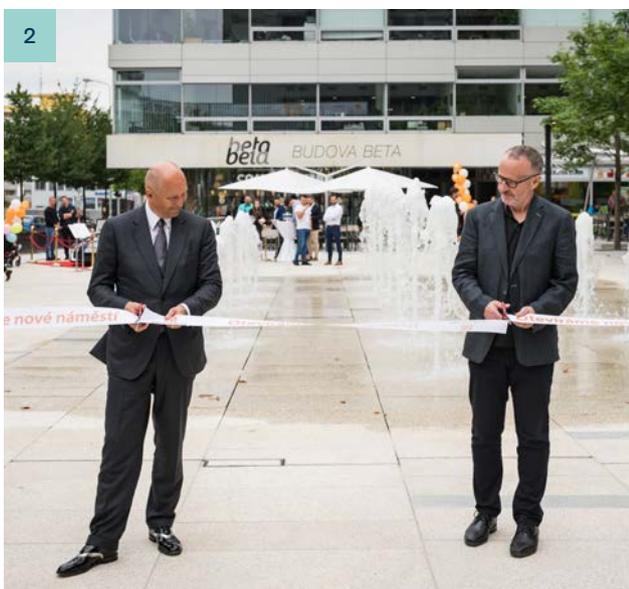
There is also the Bethany Community Centre and a kindergarten. That was an investment of around CZK 130 to 140m. With the Eliáš primary school and school pavilion, we're talking about approximately a quarter of a billion for that.

Other non-profit investments include, for example, systematic improvement of the area immediately around our projects. By this, I mean roof gardens, various transport solutions and parks, which is why the amount jumped to around 10%. I am extremely grateful to Our Lord for ensuring that we never lacked money because I would have been very unhappy to limit these projects and activities.

It is obviously possible to work with public space in such a way that you simply make a lawn somewhere, but even an ordinary lawn looks better than when the surrounding area is not laid out properly and buildings are just bordered by asphalt roads and pavements.

In Prague, when something is built with asphalt, then you have to put new patches on it every year. This is why we started using mosaic pavements in Prague twenty years ago; they are a lot more expensive than asphalt, but they create a very different atmosphere. And we didn't even realize how beneficial they are for the environment – water permeates them more easily, they eliminate heat islands, and so on. ▷

“It makes sense and is logical to return to a name that better indicates that Brumlovka is a fully-fledged city district.”



1 Radim Passer tapping in the foundation stone of the Brumlovka building, 2006

2 Radim Passer and Jan Aulík, the grand opening of Brumlovka Square, 2018

3 Radim Passer at the summer festivities in Baar Park, 2019

4 Radim Passer during a traditional football tournament, 2019

“The planned development of Brumlovka assumes buildings combining various functions, i.e. office space, shops, services and, last but not least, a significant proportion of rental housing.”

We built water elements, of which there are more than 10 at Brumlovka, and, of course, green roofs. This all contributes to the huge elimination of heat islands. Without planning these things, we gradually learned what an impact this has, particularly on hot days. It made a difference of seven degrees or more compared to the environment a few hundred metres away on a housing estate.

That is what the next question was about. How do you rate the quality of public space in Prague or in the Czech Republic in general?

Well, making generalizations isn't really ideal. I think that the whole sector is still learning, both public investors, meaning municipalities that invest money from the private sector's taxes, and private builders. In a lot of projects, it is unfortunately evident that there was no sense of generosity. When projects don't have this level, it is very evident and the entire location looks unattractive and cheap. It's then no surprise when lots of people say it doesn't look much better than an old communist housing estate.

So it varies from developer to developer and there are many that have now learned this and, I hope, are happy to learn it. I think that knowing what you left behind makes people happy, and also makes you happy. But it is also clear that there is still an opportunity to learn a better and more generous approach.

Do you see a positive trend here?

In the case of developers definitively and, in my opinion, some municipalities are also learning. Take a look at roundabouts as a public investment for example. They were made a certain time ago, basically as unsightly concrete rings. Today, I would say that most round-

abouts are created in an aesthetically acceptable way.

Now for a slightly philosophical question. What should an optimum city look like?

An optimum city should always have a concept for at least 30 years ahead. This must naturally be specified and supplemented every 5 years so that it applies for the next 30 years. In other words, this means that the city knows how it wants to develop, the population it wants to have, how it is to be served by public transport, how education should work in it and how city planning should work. Essentially, how it will regulate buildings, where and how construction is possible so that it is predictable for every builder and investor.

I would say that this should be the absolute basis and a matter of course if a city wants to be sustainably prosperous and to develop, which go hand in hand. These rules and plans have to be as comprehensible and clear as possible, as well as be independent of post-election political changes. As I have already said, a city has to think about things such as public transport, its population, overall infrastructure, and education. It

should take into consideration density per hectare, so that small businesses, which are the alpha and omega of taxation, can work with this population density, so they have a chance to make a living. Unfortunately, nothing that I mentioned has been implemented in post-revolutionary Prague as yet.

Maybe it will happen one day. What's your favourite city in the world?

Prague and Štětkovice (laughs). My business teacher Václav Skála once named the five cities that he liked most in the world and I have visited all five of them. One of them was simple, it was Prague – and it was the only city in Europe. He also named San Francisco, Rio de Janeiro, Hong Kong and Sydney.

I have to say that I really like all five of these cities. I would put Rio de Janeiro first. Maybe because I'm a big fan of Brazilian football, as well as the wonderful skyline, and because the city's structure is absolutely amazing. San Francisco obviously has its charm, as does Sydney, which I have only seen once, but it is extremely beautiful, with its own magic and spirit.

And I've also only been to Hong Kong once. I wanted to visit it before it became part of China and I managed that. Yes, I also really liked Hong Kong.

Let's get back to Brumlovka. What parts/corners do you like the best?

The project makes us happy in many respects. It's difficult to compare buildings and common public space. I've recently been very pleased by the transformation of Želetavská Street. There is no comparison in Prague. But if I were to name two such places, one on one side of Vyskočilova ulice and the other on the other side, then it would be Baar Park and Brumlovka Square.

Milestones of the Passerinvet Group company

12–1991	Establishment of the company	2002	Budova A, Budova D, Villas and Residence
1992	Residential projects in Vinohrady	2003	Alpha
1993	Purchase of land in Michle in Prague 4	2005	Beta
1994	Vision for the development of the site of the future BB Centrum in Prague 4	2006	Gamma, acquisition of Roztyly land in Prague 11
1996	Work starts on the construction of the BB Centrum	2007	Budova E, Brumlovka buildings, opening of Balance Club Brumlovka
1998	Budova C	2009	Bethany Community Center
1999	Budova B	2010	Filadelfie, Baar Park, refurbished Eliáš Elementary School

Architect Jan Aulík has a hand in many buildings at Brumlovka. Why is this the case? Your ideas must have agreed, so in what way?

Our relationship started quite entertainingly. Prague 4 created a planning competition for the area (together with the former city development department). Five architects submitted bids. The first two of them, whose sufficiently dense development proposals we liked the most, were the first to be rejected. We liked one of the three remaining architects and he was the next one to be rejected. This left two and they picked the one whose design we liked the least. We subsequently learned that this was Aulík. We didn't have any decision-making power, only a personal preference, the city retained the right to make the decision. However, at a subsequent personal meeting we found that Mr Aulík was an exceedingly communicative and accommodating person, so we started to prepare the part of Brumlovka that we owned at that time with him. Our partnership began in 1993 and construction started three years later. Our wonderful relationship has lasted for almost thirty years and we have truly experienced a lot together. We are retrospectively extremely grateful to God for selecting Mr Aulík.

Now a practical question about the present. The coronavirus pandemic changed the way companies work and some of people's working habits, when they worked from home for a time. Are you not worried that this trend could negatively influence the market for office space and office buildings?

Certainly not in the long-term. Of course it is an issue in the short-term. Not because office tenants are reducing their areas – that's not happening, with a few exceptions. But because you try to place emphasis on facilities, shops and services as a part of office projects and there is obviously a difference between having a complex where there are 12,000 people a day (as is the case with Brumlovka), or 5,000 people, as was the case at the beginning of 2022. When the number of people is about 40% compared to the state before the pandemic, then it's evident that shops and service operators have a harder time making a living than they

did before the pandemic. I'd say that's the biggest challenge for office projects. In the future, people will certainly spend some of their hours working from home – more than was the case before the pandemic, even over the long-term. On the other hand, companies will want to maintain greater social distancing between people in offices. Offices will therefore not be that dense and will have more generous areas for relaxation, meetings and teamwork.

We're obviously seeing and registering these trends. From this viewpoint, I basically believe that a corporation will need approximately the same space as before the pandemic, but there will physically be slightly fewer people there on average. This will have an impact on retailers. We will therefore have to be even more careful when selecting the types of services, their extent and quantity in a project, so that we know their operators will make a good living, not fight to survive.

How should the Brumlovka location be developed in the future in your opinion?

We will continue to develop Brumlovka in the spirit of a fully-fledged city district. The administrative complex has long since extended past the boundaries of its original function. Residential projects have been added, as have civic amenities, sports facilities and public space, events for the public and so on are held here. Thanks to this,

Brumlovka is a part of the city pulsing with life. Therefore, the planned development of Brumlovka assumes buildings combining various functions, i.e. office space, shops, services and, last but not least, a significant proportion of rental housing. In the near future this concerns two projects on Vyskočilova Street – the Hila and Orion buildings. Orion will be built on the site of the current tennis courts; the location by the crossroads is no longer suitable for them, so we have agreed that we will build a new tennis complex nearby, with year-round operation and modern facilities. We will start building it this year. We want to continue to apply a responsible planning approach to the other developments planned at Brumlovka and create a city of short distances or, if you wish, a 15-minute city. So we are not just interested in the buildings and their immediate surroundings, but we have a detailed proposal for a park of several hectares as part of the planned Omega building for example, for which we have been trying to purchase the relevant land from the government since 1998.

You are also active in other locations, and you have been trying to develop the area around Roztyly metro station for some time. What are you planning here?

Roztyly is a wonderful project that is "incredibly efficient" in terms of time. After fifteen years we have reached a point where a minor change to the city plan should be approved, so at the end of the day it should be ready in half the time that would ordinarily be expected in Prague.

But we are happy that construction finally began on the first stage of the Plaza on another plot in Roztyly last year and we're happy with how the building looks. It's Aulík's work. We are planning an additional two stages that should follow on to the current one relatively soon. These are the Sequoia administrative building, which will create a very useful wall between the arterial road and the City Ring Road, which will create a peaceful area for the planned Arboretum residential project. It will have more than 600 apartments. These are the three basic stages that we see at Roztyly. Everything else depends on cooperation with the city. ▶

2012	Baar Residential Park, Nová Karolina Park (Ostrava)	2017
2013	Budova G, change in the company's strategy – repurchase of buildings in the BB Centrum by the Passerinvest Group	2018
2014	Acquisition of Alpha	
2015	Delta, Brumlovka Park, acquisition of Beta	2020
2016	Acquisition of Budova A, Budova B, reconstruction of Alpha, Beta	2021

2017	Acquisition of Budova D, Nové Roztyly suburban park
2018	Brumlovka Square, Athletics Stadium, school Pavilion building, acquisition of Villas, reconstruction of Budova D, reconstruction of Budova A
2020	Reconstruction of Budova B, Ellen G. White Square
2021	Reconstruction of Balance Club Brumlovka, reconstruction of public areas in the BB Centrum

2022	Olivka multi-purpose building, model of Swiss railway, BB Centrum renamed Brumlovka, Residence Oliva
2023	Roztyly Plaza (Prague 11), Tennis complex in Michle
2024–30	Hila, Orion, Omega (all Brumlovka), expansion of Brumlovka Park, Sequoia (Prague 11), Residence Arboretum (Prague 11)





Let's turn the page. I'd like to ask how your faith influences your business and how the people around you perceive this?

In a completely fundamental way. I have to say that when a person becomes a Christian then this is a turning point. This means that a person without God moves in a direction in life that ends with eternal non-existence. Turning to the faith means that you do a 180-degree turn and, thanks to the grace of our Lord Jesus Christ, you set out in a direction you know will end in life eternal.

If a person thinks about this logically, then it's like ones and zeros in digital mode, light and dark, life and death. So an absolutely fundamental thing, and you realise that only God is the Creator, the only Giver and Maintainer of all life. The bible clearly says that God knew of the life of every person a long time before life was created on this earth, because God is outside time and space. And this is beautiful because it brings the knowledge that everything one has in life belongs to God without exception, into the life of every person.

All my relationships, including my family ties, belong to him, as well as all material things that a person only borrows in life, logically including his business activities. Then a person is permitted to realise that he is not the owner, but only a temporary custodian that is to faithfully manage assets entrusted to God's glory.

The moment a person starts to live with this knowledge, it brings a wonderful thing into his life, and that's a word that many religious and non-religious people like – humility. That is the moment I realise I don't own the buildings or the cars, or even my own life or my own children, as they are only lent to me by the Lord. My joyful duty remains helping to guide them through life, so that they can clarify their priorities in life and adhere to them. So the difference is huge and I'm very happy that our business partners, almost none of whom describe themselves as religious, have gained respect for it. I would say that the situation is very similar among the people at our company. Approximately 85% of the people from the company would say that they aren't Christians, but I'm still convinced that everybody that prefers justice to unlawfulness and good to evil logically has to be close to Christian principles.

This leads me to a question about your team. When you talk about business, you usually use the plural, which is nice, because it emphasises the role of teamwork. How did you choose people for your team? How did you manage to assemble the team?

I'm glad we don't have any "me-firsts". There was a time when there were a couple of "me-firsts", in the company, in the 1990s. The fact that I played team sports as a boy, where it was never about "I am", but always about "we are", means that when we succeed in something as a team, I realise that what's important in business is teamwork. It's not a "one man show", because I have lots of experts in the company that understand what they are doing much better than I do. I'm just the person that acts as the umbrella and brings it all together.

In the same way a human body has various limbs and organs that have to work in harmony for the body to be healthy and perform well. It's the same in



Where a dilapidated storage place and an illegal "car repair shop" used to stand, there is now the pleasant Baar Park and residential housing. 2003 and 2020



The building yard of the Pražská stavební obnova was transformed into Ellen G. White Square and administrative buildings with shops and services on the ground floor. 1993 and 2021



Not only administrative buildings, but also pleasant public spaces such as parks, relaxation areas and water features – that’s Brumlovka

“Thanks to God’s blessing we have the team of people we have and the company actually works as a harmonious whole.”

any business and particularly in private construction, which has an incredible range of activities; and I say that thanks to God’s blessing we have the team of people we have and the company actually works as a harmonious whole. If I were to name the biggest joy in our business, then for me it would certainly be our team of people.

In the next chapter we would like to focus on the relationship between business and family. Your dad was a businessman in construction and was involved in the birth of development. Did he give you any valuable business advice or advice for your professional career that you draw on today?

Well, dad obviously lived the vast majority of his life in a time when the country wasn’t free. First Nazi Germany and then the communist Soviet Union. When the revolution came, dad was sixty and doing business was new for him; he had to learn what couldn’t be learned under the communists. In other words, his advice was mainly about morals, and that was regardless of whether I went into business or not; I think that some principles that my parents tried to live by and pass on to me, such as reliability and trustworthiness, are crucial for any human activity, including business. I would

also say that dad was always a visionary, albeit not all of his visions could be put into practice and implemented. I think that I also have a little bit of this gift.

You now have five sons, so we are sure that you will pass these traits on. Do you see a similarity in you and your sons’ personalities? Will they follow in your footsteps?

At the moment it is most evident in the youngest one, who is 18 months old (laughs). The four of them are too young yet. Genetics undoubtedly works, every child has 50% from his dad and 50% from his mum, but how their nature and gifts develop will only become apparent in time. For each of them a person can see in childhood a certain property and there’s a question of how to develop it. My oldest son is twenty. I am grateful to God that

he didn’t hang around and got married, because both he and his wife are from Christian families. I am pleased by their biblical approach to their intimate life and marriage.

It is great that he cultivated a very positive relationship to his dad’s company from childhood, meaning his heart was always with Brumlovka and with the company itself. He liked the people that worked in the company. It also pleases me that now he has completed secondary school and has married, he has started work at a company where he is going through a sort of two-year cycle. He is going through all the departments, so that he becomes acquainted with what the business is about, because the variety of activities is huge and I think it will open his eyes a lot; secondly, so that he understands what his gifts are and will subsequently be able to decide on where and how he will continue on this basis.

You stated several times that although you experienced not only victories, but also various problems and failures on your long, thirty-year journey, you never thought about giving up and stopping doing business. Are there any conclusions that you’d like to share with businessmen who are just starting out? >

▷ I'd advise them to never give up. This applies primarily in Christianity, where we know that the devil is always trying to tempt us, but when we hit rock-bottom, God offers us a helping hand. It is therefore always necessary to make a decision, grasp the helping hand and keep going. This applies to life, Christianity and business. The business we are involved in teaches you enormous patience, because building something in Prague becomes tens of per cent harder every five years. If a person did not systematically develop endurance and patience and did not cultivate a willingness to never give in and to keep going, then he could not do business in this field at all. This is crucial for any human activity, because there will always be failures and if somebody thinks that life is only about successes, then that's simply naive stupidity. It is genuinely about a large number of barriers needing to be overcome with an occasional harvest, just like in farming. You can only harvest once or twice a year, but work goes on all year round. The moment a person accepts this fact, everything works. I think that's a good start.

What led you to create the initiative "For a Richer Republic"?

This was mainly my gratitude to God again, because this is the source of my willingness to work selflessly and do something for society. There were also certain life experiences and the circumstances in which we found ourselves. For example, we kept going to the Highways and Motorways Directorate for over twenty

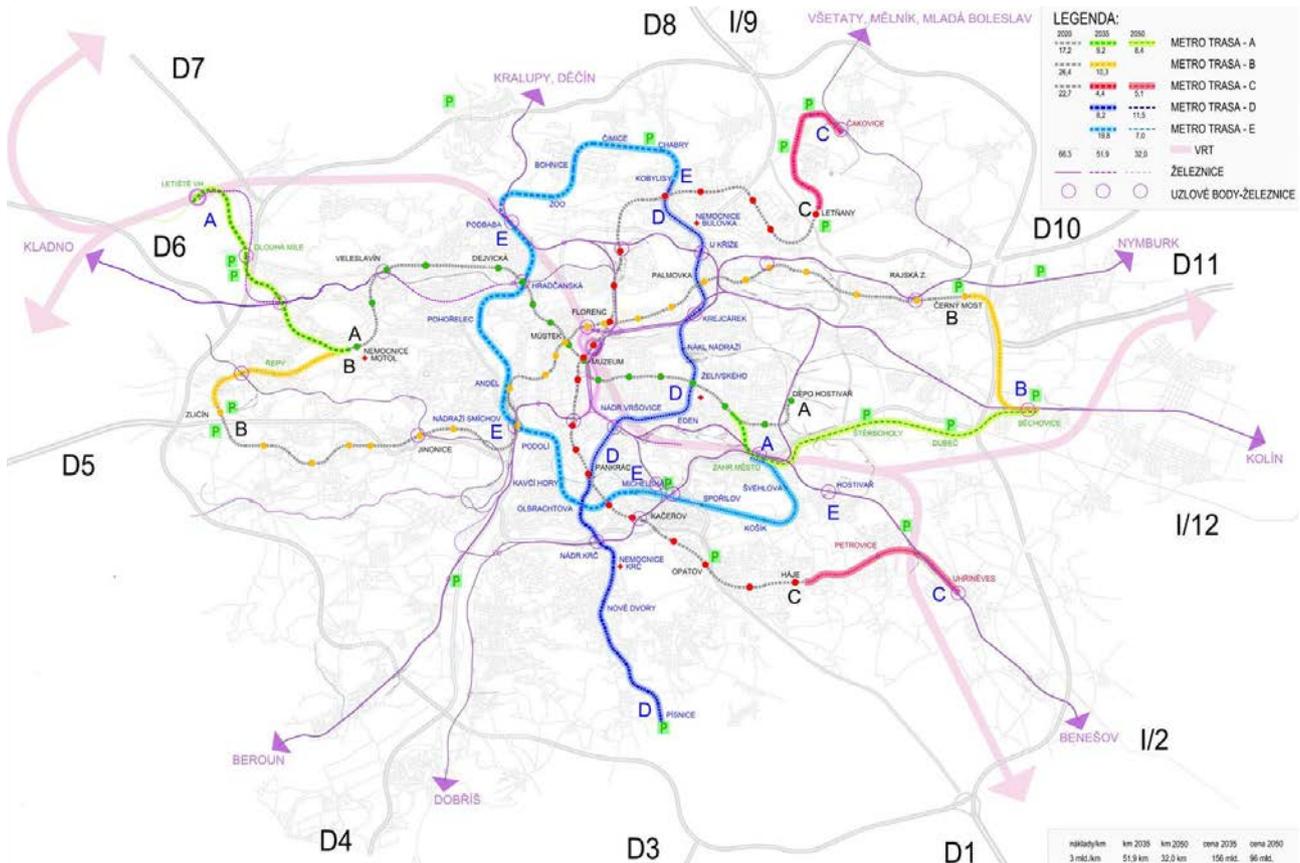
years and we found that not a single kilometre of new motorway network had been built after the revolution. When we looked at the pure disaster that is the current motorway map of the Czech Republic, we realized that something was not right here, because we still lacked almost 600km of the original motorway network that the communists envisioned, which basically led from nowhere to nowhere, it simply linked Prague to some parts of the Czech Republic.

Some regions in our country still do not have any motorway links 32 years after the revolution. We decided to help. We spent our time and money on it. We hired the right transport architect, who was very aware of the conditions in the Czech Republic. He told us that it would be a good idea to supplement the whole transport concept with a high-speed rail line, so we included it. We requested the addition of a completely new Prague metro line. For Prague to be considered a 21st century metropolis, we have to have a circular metro

"I trust that our national and municipal politicians have another year and a bit to turn our country's rudder towards sustainable prosperity."

line, as well as a metro station and a high-speed railway at the airport. If the city centre is not linked to the airport like this, we will be world champions at being useless fools who punish and destroy themselves.

Our initiative generated a response, we reached all the parliamentary parties and we went to see the competent politicians and civil servants at the city authority in regard to the metro. We are now in a situation where, on the basis of a decision by former Minister Kremlík, who had certain visionary and progressive ideas, the Highways and Motorways Directorate, launched an architectural competition, selected architects and is currently verifying individual



Construction initiative. Design for Prague metro

motorway routes. We consider the fact that we managed to convince our official planners and statisticians quite crucial. They assumed that there would be 7-8 million of us in 50 years and that we don't need any more motorways. In other words, they accepted the undeniable fact that we are very rapidly moving towards state bankruptcy. But sensible residents of the Czech Republic would like to live in a sustainable, prospering and developing country. That one, with a certain generous and long-term vision, should be planned for 15 million people. Realistic estimates were for a population of around CZK 12m in the next few decades, but that was before the migration wave due to the war. However, all these numbers come from diametrically different assumptions to those used by the Bolsheviks.

In other words, work is being carried out on verifying new motorway routes that would link the regions of the Czech Republic and bring prosperity to them. Instead of a disastrous four motorway links with our neighbouring countries, we would have 16. This then starts to be a concept corresponding to that of developed countries in the 21st century.

A circular line, to which thought was given during the previous regime, is crucial from the Prague metro aspect. 30 years after the revolution, it still would not have occurred to any ruling city politicians without our initiative. We are grateful that people are finally starting to talk about it now. Even though I don't think that anything fundamental will happen before the municipal elections, intensive work will have to start on

this topic after them because the metro is Prague's highest capacity means of transport. If Prague is to have a population of 2.5m in the future, then it's completely logical that we need an adequate metro network. If Prague gives up on having a development strategy for the next 30 to 50 years, then it will remain a declining skansen.

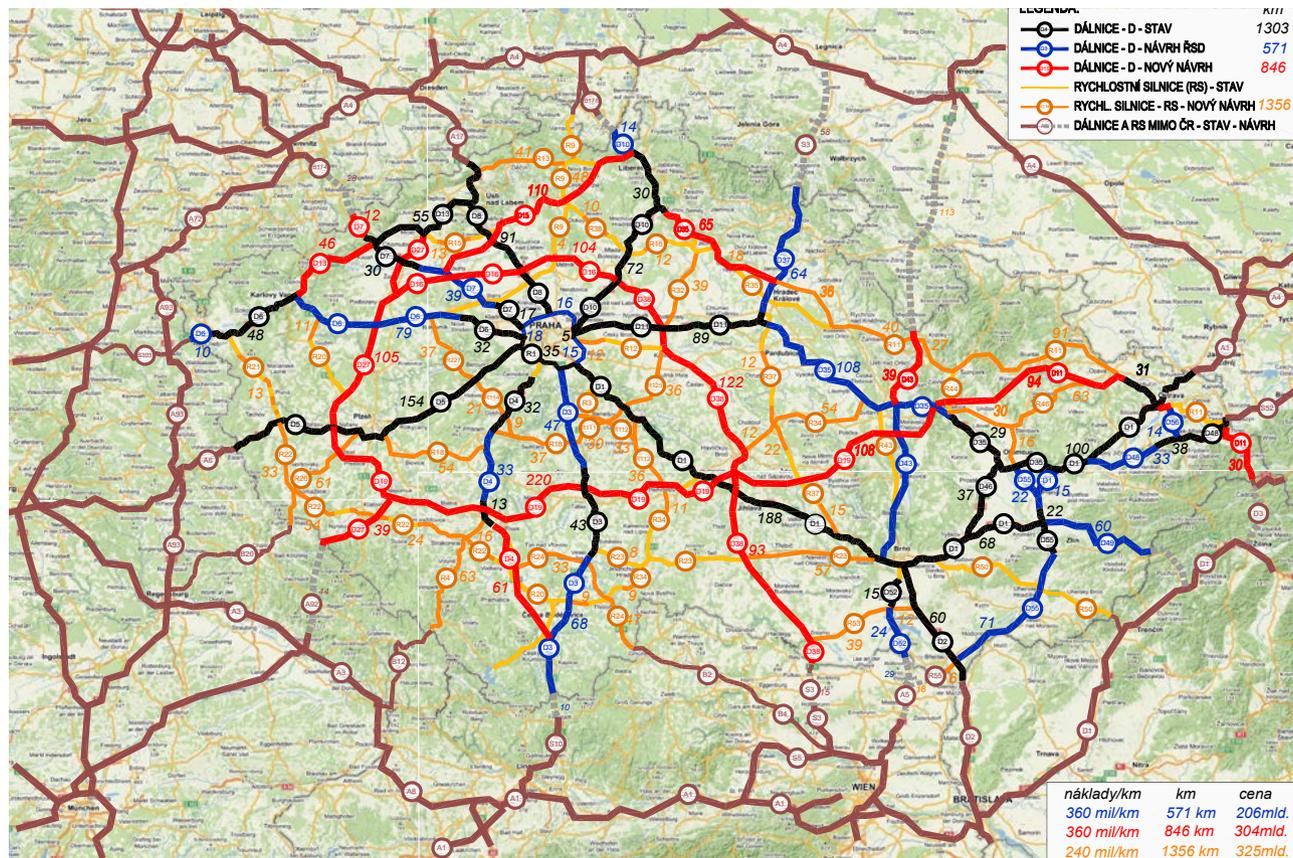
The second initiative resulted for similar reasons. As I mentioned, we've been trying to buy a piece of land for the successful completion of the Brumlovka location from the government since 1998. However, the government only thinks about optimizing the sales price of the land and its other completely secondary considerations. So we had a study done by EY and PwC and it said that construction has a multiplier of 3.09 for GDP. If we're talking about a specific building, where over CZK 3 bn would be invested, then that would lead to an increase in GDP of over CZK 9 bn. A more important number to understand is the fact that 76% of investment

costs during construction would be received by the treasury. And that's at least CZK 2.3 bn! And when you think that the value of the land is between CZK 250 and 300 m, then the buck-passing behaviour by government officials is a long way from due diligence.

The second initiative then points to a clear scenario that could, in the private investment construction sector, much better fill the empty treasury, thereby helping the indebted government. In Prague alone, 10,000 apartments less than the basic requirement are built over the long term. This means that the state budget loses out on CZK 40 bn every year.

Then there is another fact in Prague. Compared to similar European cities, Prague only has 50% of the office space that it should have. Prague is an extremely attractive place to work for people from western Europe. But these missing people in missing Prague offices deprive public budgets of another CZK 80 bn every year. This means that the capital, through its long-term non-development in the two issues I have mentioned, fails to provide the state budget with CZK 120 bn every year.

We recognize that everybody in our country had to learn the key economic causes and relations of a market economy after the revolution. We are also aware that we cannot change the past and it makes no sense losing energy looking for guilty parties in the current situation. Nevertheless, at a time when the aforementioned numbers are known to all politicians on the municipal and national levels, it's up to them to >



Construction initiative. Planned new motorway routes

When your neighbour builds, you get rich too!



do their best so that these numbers can be achieved and so that the Czech budget doesn't lose out. People like debating the budgetary determination of taxes, and whether it is worth it for the municipality to have its territory developed. This is a massively selfish road to financial hell. Development also brings money into the treasury, then everybody has more and the path to the unsustainability of public finances can be averted, even though it has already been paved by many of our post-November parliamentary and municipal politicians. This is the second initiative, which says that if your neighbour builds you get rich too.

The third initiative that results from this is called Labour Availability. Because even if we decided to build infrastructure on the level of the 21st century, even if we decided to support construction, then we don't have the people to put the buildings up. There is a shortage of people across production fields. We were short of half a million people before the pandemic. When we're talking about investment activities of this extent, then it certainly won't be less now. The government has run up a huge deficit in this area and all post-November governments are responsible for it, without exception. We need an immigration policy that is reasonable over the long term from culturally-related countries such as Ukraine, so that whole families can become part of our societies. If most people who come are single young men who hot bunk in an accommodation facility, then this completely hopeless immigration policy generates lots of resulting problems. Over the long term, it is clear that our nation needs help in many fields and professions that Czechs don't want to work in. You can't force Czechs to work on building sites if they don't

want to do the work. It is therefore the government's duty to assure the necessary labour force from culturally-related countries. Pre-war research from Ukraine clearly showed that Ukrainians would really like to work abroad and reside there in the long term. However, it is much more important for them to be able to function as families. First of all, the current system is corrupted, second of all it is completely ineffective and thirdly it is permeated by crime and stealing from people who want to take their deserved earnings back home. The moment they are living here with their families, this stops.

We prepared a detailed questionnaire survey on this topic and sent it to all municipalities in the Czech Republic with a population of more than 3,000 and the result was terrible. It's sad that only just under 15% of them replied, and only after repeated reminders. The vast majority of them didn't even bother to respond and unfortunately, the answers that did arrive are an exercise in buck-passing and selfishness, or rather they reflect a willingness to deal with no more than the operative local accommodation problems of

the relevant municipality. Only a few percent of municipalities think strategically about active support to ensure conditions for a new labour force and can imagine helping build modern, high-quality accommodation facilities in a reasonable quantity within their territory. That's hardly going to draw families here, is it? In addition, if the long-term vision for the Czech Republic means a country with a population of 15 million, then logically every region and municipality can expect a population growth of 40% in the following decades. Therefore, cities and municipalities should know where they have the space and potential for their growth. The alternative to this vision is a gradual decline, a reduction in the standard of living in the Czech Republic, the unsustainability of public finances, and the resulting inability of the government to perform its obligations towards its citizens. I would like to finish with good news: I trust that our national and municipal politicians have another year and a bit to turn our country's rudder towards sustainable prosperity. _

What is more your style?

Sea or mountains?

Sea

Sweet or savoury?

Sweet

Diving or parachute jump?

Parachute jump

Walking or cycling?

Walking

Suit or tracksuit?

Suit

Lark or owl?

Lark

Opera or christian music?

Christian music

**FC Barcelona or the
Argentina national team?**

Argentina national team

Bugatti Veyron or

Bugatti Chiron?

Bugatti Chiron

Schwarzenegger or Belmondo?

Schwarzenegger



**Watch the video
on 30 years of
Passerinvest**

20 YEARS

Maranatha celebrates. It has been spreading his message of good news for twenty years now

“There was and still is only one reason that led me to establish Maranatha all those years ago. That reason is the joy we feel in helping as many people as possible to get to know Jesus Christ and gain eternal life,” said its founder, Radim Passer. And that has been true for all these twenty years. During this time, the activities of the Maranatha Christian organization have expanded considerably within the Church and beyond.

20 years

A According to the results of a recent opinion poll titled What the Czechs believe in, prepared by the Maranatha non-profit organization in collaboration with the independent STEM/MARK agency, three-quarters of us see ourselves as spiritually-inclined people who think about deeper issues in life. The results of the survey were encouraging to Maranatha in its unique initiative, which includes countless activities. Let's introduce some of the most important ones..

Projects for children and young people

Youth for Jesus is one of Maranatha's key projects, where young volunteers in the Czech Republic and



Maranatha has long supported numerous other projects, such as National Marriage Week, the Za obzorem magazine and, last but not least, projects implemented by the ADRA humanitarian organization. These include schemes such as the BanglaKids long-term development program, which provides targeted support for the education of children and young people in Bangladesh.

Slovakia provide practical help in various ways to people in need, from manual and practical assistance to social aid (interviews, program preparation), and at the same time share their faith in God in a natural way. Children have long been brought up with these principles in mind at the Eliáš Christian Nursery and Primary School, which expanded to include a Secondary school, a lyceum specializing in the humanities and natural sciences, in 2019.

Education in various forms

The Czech-Slovak Genesis Era enlightenment project is aimed not only at young people. It addresses existential issues concerning the origin and history of the universe, life and man, and the relationship between the natural sciences, history, and the biblical Christian faith. Food for thought can also be found in the “21st Century” podcasts, featuring some interesting guests, and the World of the Bible seminar, which presents the main points of the Bible's message. Maranatha also operates as a publishing company. It has published several books, DVDs and CDs on spiritual and health-related topics, such as Evolution's Achilles' Heels and Animated Bible Stories for Children. In just the last two years, Maranatha has distributed a total of almost three-quarters of a million titles. _



Places to think and relax

The grand opening of the Christian BETHANY Community Centre building took place in Brumlovka in 2009. It offers a place not only for worship and Christian activities, but also provides an opportunity to share a community of friends. The Community Centre was also established in Sedlčany; in the Sedlčany region Maranatha had built the “Drama of the Ages” park, which is a great place to relax, do sports and draw spiritual inspiration; it also provides social assistance and services in the field. It runs the Maranatha vegetarian restaurant and a health food shop in Brumlovka.



Maranatha z.s.
Jemnická 188/4
maranatha.cz

AB INBEV

The hybrid model of work is ideal, says AB InBev Prague Digital Hub director Jaromír Staroba

Although Jaromír Staroba actually comes from the wine-growing region of South Moravia, his working career has been linked with beer for several years now. As the director of the AB InBev Prague Digital Hub business services centre, he and his colleagues are seeking the best ways to use digitalization to simplify their processes as much as possible, thus enabling us to enjoy legendary beer brands as a treat after work.

You manage the AB InBev Prague Digital Hub, which combines beer and digital technology. How do they relate to one another?

Beer, that's clear. It's our product. AB InBev is not only the largest brewing company but also the largest beverage company in the world. We have branches in 50 countries; we own 200 breweries and product brands such as Stella Artois, Corona, Hoegaarden, and Leffe. As for digitalization, that concerns our Prague Digital Hub based at Brumlovka, where we moved in March of last year. We wanted to base the processes on technology as much as possible so as to make them more efficient and to free people from routine activities that "robots" can do for them. One such example is logistics, as half of our employees work in that field. In practice, it looks like there is a traffic planner sitting in a "command room", watching live data, overseeing the loading process, and checking that all the carriers are busy. Of course, people from the centre should also be aware of what's going on at the other end of the chain, so we normally send them to the breweries to see what the ones and zeros mean to them in reality. We have just had such an excursion here in the Czech Republic – at the Samson Brewery.

This brings us to the main point. What do those several hundred people in the Budova B building actually do? You don't brew beer there...

AB InBev Prague Digital Hub is a business services centre. It sounds rather mysterious, but business services make up a relatively large field with a history dating back fifteen years; it is almost as big as automotive in the Czech Republic. It covers logistics, finance, HR, customer support, and help desk services for IT employees. Our

aim is to centralize and optimize these processes. As I mentioned earlier, people today tend to prefer strategic work with more use of technology than, let's say, merely copying data from spreadsheets. And why would they do that when a robot can do it for them – a macro that can read an e-mail and retrieve the necessary data from it?

If robots are taking over people's work, does that mean the team is getting smaller?

On the one hand, the processes are becoming more efficient; we currently have 150 robotized positions, but on the other hand, more and more are moving to us and new ones are being created. One example of this is e-sports, the organization of virtual games tournaments. This is an industry that is developing rapidly. This means that we are still growing. While there were 400 of us in 2016, the figure has almost doubled since then.

So, you are then faced with the opposite problem that the offices located on four storeys of the Budova B building will soon not be enough for you. Have you got a scenario for this situation, too?

We are ready for that. Nowadays, working from home is common practice in companies that never considered it before the pandemic. But we are one step ahead. Even before Covid, we switched to a hybrid work model, where employees don't have a fixed place in the office. They book a place in advance for a particular time and the rest of the time they work from home. This means that we will not have to rent any additional space, even if our team were to increase in size by around ten percent every year.

How exactly does the hybrid model work?

We have developed the BMS (Book My Seat) app, where you can see who is in the workplace and when and you can book yourself a place for that day accordingly. It obviously makes sense to choose the days when your team is there. So, people spend two or three days in the actual office and the rest at their home office. The time spent in the centre is crucial in terms of innovative work and cooperation. In our experience, people can sometimes work more efficiently from home than in the office, but this can hamper the flow of new ideas. It's also important to meet up in person in terms of corporate culture, which cannot be built on virtual foundations. This is especially important for new members of staff. During Covid, some new employees saw almost nobody face to face for a year or more. This was also a hassle for me as a trainer for new staff when I wasn't sure if everyone was concentrating during online calls. So, I am glad that we managed to bring our employees back to the office after last summer. In short, people should get together, not only with our product but also when working on it. ▶





Jaromír Staroba believes in the hybrid model of work. The Book My Seat application helps with this model.



What made you choose Brumlovka as the headquarters for your Prague Digital Hub?

Most of all, we were looking for premises where we could bring together people who are involved in various processes within our business services. Previously, we were spread out across different countries, in different places, which had an adverse impact on operating efficiency. Now all of them, more than 700 people, are in one place and have the opportunity to meet and share their experiences. This does not mean that only people from different parts of the world have moved to Brumlovka. We have hired local people, and foreign nationals, who are attracted by the idea of working for us and the cosmopolitan life in Prague, are also moving here. Another major advantage lies in the fact that the site is so easy to access from all parts of the city. Not to mention the fact that Brumlovka supports carpooling. The pandemic has seen increased interest in parking spaces. The sharing system means you can book a parking space together with your place in the office at a particular time.

The average age of your employees is relatively low, around 30. How does that affect your corporate culture?

The things that are important to today's young employees are different from the priorities of those who started fifteen years ago. Our generation, not everyone, but most people, was mainly interested in the salary, job description, status, and the potential for career growth. Of course, money is still important today. Otherwise, people applying for a job with us nowadays are also interested in the company's external image and the measures it takes to promote sustainability and diversity. They ask about our approach to environmental issues, what we do to reduce emissions, how we take

on members of various minorities, and also whether we enable a work-life balance. I am personally pleased that those interested in working with us also care about the impact their work will have on society. This is one of the driving forces behind our company. So as not to sound too idyllic, I must mention that a lot of newcomers also expect to enjoy success and career advancement quickly and easily. I have to set the record straight there. Otherwise, I am glad that we can give them a satisfactory answer to all their questions about the company's social aspects. We have set ourselves ambitious sustainability goals, including using electricity from fully sustainable sources by 2025 and the target of achieving zero net emissions by 2040. We take an environmentally-friendly approach, from sorting waste to supporting local farmers. We also offer plenty of opportunities to relax in the workplace. We have a bar that serves our beers, where people can meet after work, as well as a gaming station and table tennis.

You mentioned that promoting diversity is also important to your employees. What does this mean for you?

Our company is open to everyone, regardless of their nationality, orientation or family background. We support working parents. Fifteen to twenty percent of our employees have children, most of them work part-time. We have a children's room at the centre, which they can use when they need to be present at work as a parent. We've also recently introduced full maternity pay for 26 weeks to the primary parent and 4 weeks to the secondary parent, regardless of the parent's gender. This means that both mothers and fathers can fully devote themselves to their child without reducing their standard of living and, after they finish maternity leave, we try to motivate them to return to work. _



Who is Jaromír Staroba

Jaromír Staroba is the director of the AB InBev Prague Digital Hub business services center based at Brumlovka. Last year was his 15th anniversary with the company; he became a partner in the company a few years ago. He started as a transport planner, then gradually gained experience at

home and abroad in various logistics, HR, and project management positions, including the implementation of systems in the field of BSC and business operations. In addition to building a long-term vision for the AB InBev Prague Digital Hub, he is also passionate about the combination of beer and digital technologies.

Either or?

Beer or wine?

Definitely beer.

The sea or the mountains?

Both, although the mountains more often recently.

Book or film?

Film

Passive or active relaxation?

Active relaxation with my family.

Car or tram?

As I don't live near a tram line, these days it's the car.

AB InBev is bringing
a solution for the hybrid
workplace.

BMS

Have you found yours yet? **BOOK MY SEAT TOOL**



2020 ABSL diamond winner –
INNOVATIVE WORKPLACE &
REMOTE WORKING STRATEGIES



Complex workplace
management tool



Developed in coordination
with Facility team to reflect in
the Office management needs

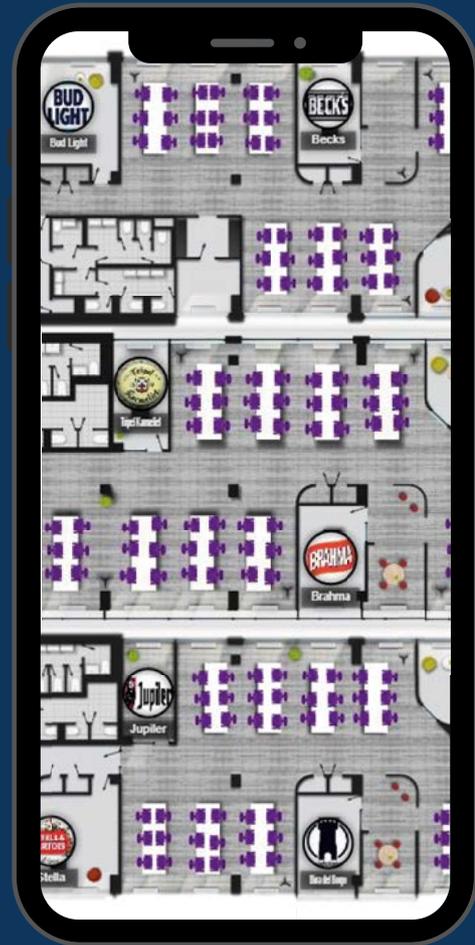


Office data analytics



Reservation system for

- workstations
- meeting rooms
- parking spots



Want to learn more about BMS, Technologies
and Prague Digital Hub office?
Come and see us.





New construction

Rožtyly Plaza

Rožtyly Plaza – the new Passerinvest administrative building is now growing up near Brumlovka, right by the Rožtyly metro station on line C.

Exceptional architecture

The original design drafted in the workshop of the Aulík Fišer architekti architectural studio makes this modern office building stand out, yet still remain in harmony with the adjacent countryside. The building has an interesting geometric-organic shape. This building opens up great potential for creating an attractive working environment. The retail space on the ground floor will provide basic services to users of the building, while also making a significant addition to the civic amenities in the area. Tenants and the general public using the

metro station and bus terminal will have access to everyday services such as a supermarket, a drug-store and a canteen.

Excellent transport accessibility

Being situated right by the metro station and bus terminal, Rožtyly Plaza is easily accessible by public transport or by car. It is situated

near Prague's main arterial routes – the trunk road, the Southern Freeway and the D1 motorway. The building has ample parking spaces, not only for tenants. There are also P + R parking spaces. Electric car owners will be able to recharge their vehicles at charging stations.

An inspiring environment, one to look forward to and where you can become efficiently creative

Rožtyly Plaza offers a total of 21,700 m² of office space to rent on seven above-ground floors, with a typical floor covering up to 3,700 m². Its flexible layout also



When altering the immediate surroundings, the plan is to include a water feature and seating



The timeless interior features and quality materials make the atrium a representative environment



The large atrium in the middle of the building will serve as a pleasant venue for informal meetings.



The ideal place for sport and relaxation

Passerinvest has long worked at the Nové Roztyly site, with the aim of transforming this neglected area into a pleasant, user-friendly place. For this reason, it built a large park here some time ago, which is continuously being enlarged and other sports and play facilities added. It currently offers a wide range of sports activities, such as cycling and running trails, a workout zone, parkour and, now, a children's playground. The park runs into the largest green space in Prague – Krč Forest.

The retail space on the ground floor will provide basic services to users of the building, while also making a significant addition to the civic amenities in the area.

means it is possible to create smaller units from 300 m². The offices will be equipped with the latest technology, with an emphasis on maximum comfort and efficiency. The inner atrium with its glass roof is a unique space for gatherings and meetings. This will be complemented by greenery and water features and will also feature an interesting work of art in the form of suspended lighting. For work or relaxation, there is a roof garden with seating, pergolas and an outdoor kitchen. All the tenants of the building will be able to use the garden.



ROZTYLY
PLAZA

Roztyly Plaza
Tomíčková, Praha 4
roztylyplaza.cz

Sports & Recreation

15 years

Balance Club Brumlovka is celebrating its 15th birthday. It wants to be a second home for its members

In April this year, Balance Club celebrated a beautiful and blessed 15 years at Brumlovka. We believe that it will continue to stand out from the other fitness clubs in the years to come.

Although membership-based fitness clubs were already popular before 2007, Balance Club was the first one in the Czech Republic to provide its members access not only to a high-end fitness facility and a wide range of group classes but also to a full-fledged wellness area with a 25m swimming pool and a spa sanctuary. It introduced a new approach to health care based on the idea that a healthy and strong body needs physical training as well as relaxation.

A sports facility was planned in the dynamically developing business centre in Brumlovka from the beginning. Even the construction of the building itself was tailored to suit the needs of the Balance Club. After two years of construction, the Brumlovka building was presented to the public on April 2, 2007. With retail units on the ground floor and an exclusive fitness and wellness club on the second and third floors, the Brumlovka building brought a wide range of services to the area.

Fifteen years as the leader in its field

With its professional approach and unique quality of services, Balance Club Brumlovka soon became the number one fitness club in the Czech Republic, a position that it has held for 15 years. This high-end facility constantly implements the latest trends and takes a modern approach to providing its services. Proof of this philosophy can also be seen in the numerous renovations that have been carried out at Balance Club Brumlovka over the last few years.

Since 2017, the entire fitness centre has been completely refurbished and is now equipped with the top line Artemis Technogym machines, the halls for group classes and the adjacent relaxation area have been modernized, the rooftop terrace has been also renovated, the two Finnish saunas, an outdoor hot tub, a cool-off pool and indoor and outdoor relaxation areas were added.



Forced closure as a change for the better

At a time when all wellness and fitness services were restricted due to the Covid pandemic, the Passerinvest Group decided to make the best of this forced closure; the company took it as an opportunity for further development, and invested more than

100 million crowns into a major reconstruction of the reception area, the changing rooms and showers and especially the entire third floor with a stainless steel pool, relaxation zone, saunas and areas for massage and body rituals.

The club is formed by the people

The atmosphere of this place is shaped primarily by the people. The club is grateful for every member who visits its premises and chooses to spend time here.



Balance Club Brumlovka in figures

Number of days open:
5,155

Number of personal
training sessions:
170,218

Number of massages:
61,555

Number of group sessions held:
82,362

Number of special sessions/
workshops/social events:
415

Number of protein
drinks prepared:
86,219

Number of coffees drunk:
127,539

Number of towels washed:
5,331,374

Average length of membership:
7 years and 8 months



Balance Club Brumlovka offers exclusive conditions for the Benefit Klub Brumlovka (BB Centrum Klub) members and employees from the companies based at Brumlovka. More information at info@balanceclub.cz

The Balance Club greatly appreciates the loyalty of all, nearly 2,900 members but must accentuate the 220 who joined the club 15 years ago, who have been a part of it from its earliest days to the present.

Balance Club Brumlovka has rightfully become a place where members don't just come to relax after work or fulfil their sports goals and aspirations, but has become a place where strong bonds and friendships are formed. It is a place that has witnessed and became a partner in many personal trans-

formations, sports or life victories. It is a place where relationships are based on mutual trust and respect. It is a place that is interested in life stories of its members and associates, and often has the opportunity to support them in challenging life situations that go far beyond the club's boundaries. This family atmosphere and those relationships sum up how unique the Balance Club truly is. The values mentioned above, which the club has honoured throughout its existence, will continue to honour. _

A horse as a hobby

The saddle is the perfect place to switch off, says show-jumper Antonie Žampová

Antonie Žampová works at Brumlovka as an assistant and office manager. She then spends all her free time on her favourite hobby, horses, and the equestrian discipline of show jumping in particular.

She first sat astride a horse when she was ten and then completely fell in love with the sport as an adult. So much, in fact, that she even bought her own horse. As she says, the love of horses and riding is extremely addictive.

Horse riding is a combination of a physically strenuous sport, relaxation, and fun. And it takes on many forms. We most often find the sport divided into English and Western riding. Antonie Žampová has been show jumping for many years now, and this comes under the English equestrian style.

How time-consuming and expensive is a horse?

It depends on whether you own the horse or are just taking horseback riding lessons, perhaps once a week, as well as on your sporting ambitions and, last but not least, on your location. “I have my own horse and my answer is: It’s very expensive. The monthly fee for stabling a horse near Prague is equivalent to the cost of renting a smaller apartment in the city. And on top of that you have the costs for your trainer, farrier, vet, food sup-

plements and special feeds and, of course, boarding there. With regard to how much time it takes up, if I have a session with my trainer once or twice a week, I go to the stable five or six times a week to keep up with the training plan. So I spend a lot of time at the stable,” says Antonie Žampová.

What does riding involve?

Riding often also involves looking after your horse, but there are sites where you are given a horse already tacked-up, you go for a ride, and then you return the horse to the stable-hand. According to Antonie, >



Tips to get you started

When to start?

You can start at any age, of course, but, as with any other sport, the earlier the better. The best riders first get on a horse as early as seven years of age. They start on ponies and then move on to bigger horses. Children are more flexible and agile, and less afraid than adults. The older a person is, the more they worry about themselves. And the harder they find it to keep their balance.

How to start?

Follow recommendations and references. There are lots of riding schools, especially around Prague, but you won’t learn much about their quality from their website. The best thing is to find someone “horsey” in your area who can advise you and perhaps recommend who to contact. Try a few lessons with a trainer first of all, to see where you want to go with your hobby. You may just go for a few rides a week, or you might love it and become the proud owner of a horse.

What do you need to get started?

“The most important thing is a helmet. Then at some point, you’ll need to buy jodhpurs and boots, gloves, and possibly a spine protector,” advises Antonie. Most riding schools let you hire the equipment.

Disciplines

Equestrian glossary: What can one do on a horse?

1

Show jumping is a very popular discipline for spectators. The horse and rider have to get through the course with its obstacles in the shortest time possible and with as few mistakes as possible.

2

Dressage is a riding discipline which focuses on perfect harmony between the rider and horse. The horse performs various movements in all three gaits (walk, trot and canter) with almost invisible commands given by the rider, while in a dressage arena.

3

Eventing is one of the most demanding riding disciplines, originally designed to test whether horses were fit for the rigorous needs of the army. This is a three- or two-day test that includes dressage, cross-country and show jumping.

4

Vaulting or gymnastics, acrobatics and dancing on a bareback horse is a discipline that combines the harmony between the horse and rider's movement and an artistic and sporting experience. Competition categories are divided into individuals, pairs or groups, mainly at a canter.

5

Endurance is a discipline that tests the partnership between the rider and the horse. This is a cross-country timed ride covering a distance from 20 km, which is also suitable for recreational riders, to a 160-kilometer route, which requires long and intensive physical training.

6

Para-equestrianism is not only one of the three disciplines of Equine Assisted Activities and Therapies, it is also a sport. Depending on their abilities and preferences, the rider can choose to either ride recreationally, or can actively participate in special riding competitions, most often paradressage and paravaulting.

7

Reining is one of the most sophisticated Western riding disciplines. The rider and the horse must be in perfect harmony to complete a movement correctly. The rider's task is to guide the horse through a given pattern consisting of various dressage elements.





The most essential part of the rider's equipment is a helmet. The beginners should also use a spine protector.



Pack yourself a snack for the stables from dm drogerie

The dm Sportness brand offers a wide range of dietary supplements for sports buffs and anyone who likes to keep on the move. They're an effective dietary supplement and a suitable way of keeping your nutrients topped up throughout the day. Chocolate lovers are sure to go for the Sportness protein cookie with chocolate chips, or the hazelnut cream flavoured Sportness 30% protein bar. Fans of fruit will enjoy the delicious combination of strawberries, yoghurt and milk and white chocolate in the Sportness bar, which consists of 50% protein and which will satisfy your sweet tooth while also being pleasingly low in sugar.

however, this can never be enough for someone who truly loves horses. Anyone who wants to spend time with a horse also wants to take care of it. "As a child, I had the chance to ride for free, but I had to earn that opportunity. I helped out with feeding, mucking out, cleaning up in the stable, and so on. It was a good way to learn. Although it's really hard work, in my opinion, it's an inseparable part of keeping a horse. I don't mind pitching in with a fork, even now," she says. The basic tasks, such as mucking out the boxes, regular feeding and watering, and leading the horses to and from the paddock, are done by the stable-hand. This is a service paid for by the horse's owner, known as stabling, which also includes a place in a box. The rest of the care is up to the owner. He or she must ride the horse, clean it, check for any injuries, take it to the blacksmith and the vet for checks or physiotherapy, and so on.

Riding a horse regularly is good for it

It's important to keep the horse physically and mentally fit by riding it correctly and regularly. The greater one's sporting ambitions, the more emphasis there is on proper riding, i.e. in a way that helps strengthen the horse's muscles and improves its motor skills so as to reduce the risk of injury and achieve the best possible performance.

I want to ride. Is it necessary to get fit?

If you don't want to get out of breath and ache all over after every ride, you need to be in good shape. "I keep fit by running," says Antonie Žampová. "Although people who have more than one horse don't need any extra exercise. Riding is quite physically demanding in itself and keeps the rider in shape. Every riding discipline calls for a certain form of physical preparation. Riding as a sport is highly diverse," the show-jumper explains.

How is horse riding beneficial?

Horse riding is a good way of keeping fit. It strengthens your muscles and improves your overall fitness and stamina. However, Antonie Žampová considers its greatest benefit to be to your mental health. "You really do switch off your brain on a horse. When you're training, you only focus on the animal beneath you and on controlling your body and mind," she adds. "And the feeling when you jump off the horse! That's an indescribable euphoria. It's a great way to spend a while thinking about nothing but the present moment."



Who is Antonie Žampová?

Antonie comes from Slavonice. Some time ago she settled in Prague where she has family, lots of friends, and a job. She has been working at Passerinvest for three years now as an office manager and Deputy CEO. In addition to keeping the offices running, she is also her superior's right hand, in both personal and business matters. She has been show jumping off and on for ten years now. Five years ago, she bought her own horse, with which she spends most of her free time.

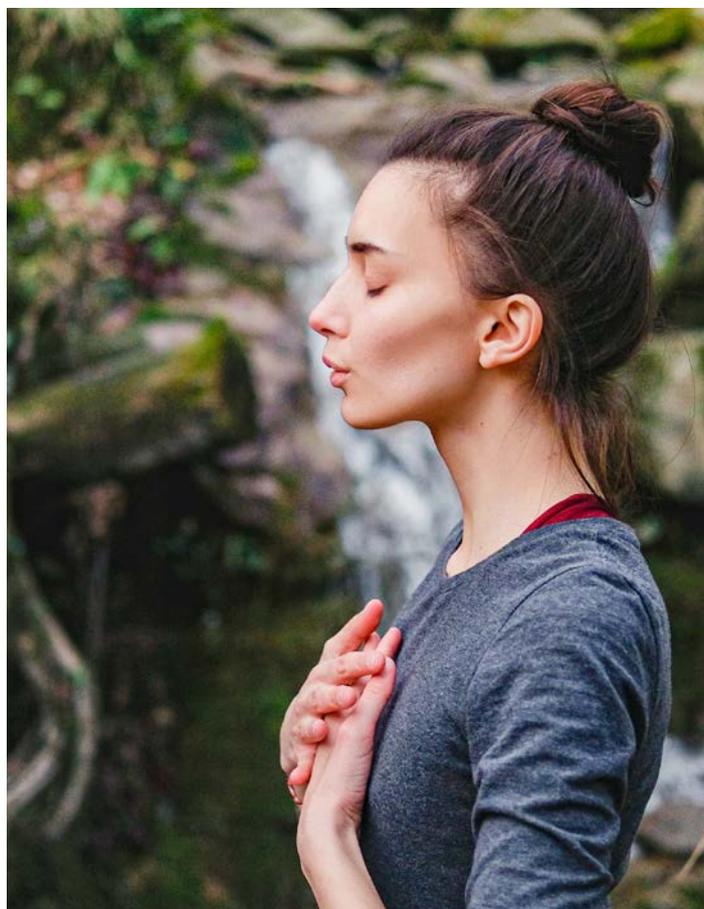
Healthy breathing

Let's be grateful for the gift of breath, says physiotherapist Sylvie Nikolićová

Breathing is a vital part of life. It is a gift we received when we were born. How we breathe is reflected in our quality of life. Breathing affects everything in the body: the quality of our tissues, our physical constitution, posture, physical and mental condition, our current state of health and, to a great extent, our perception and sensitivity. Let's learn to experience the lightness of our breath. Physiotherapist Sylvie Nikolićová, who specialises in conscious movement and working with consciously controlled breathing, urges us to focus on the centre of it all, and view this gift with gratitude and love. You can experience it for yourself at one of the yoga lessons she holds at Balance Club Brumlovka.

Let's relax the chest
Breathing movements take place in the chest. Chest mobility is essential for healthy breathing. "In many cases, sitting poorly for long periods of time makes the chest less flexible, limiting breathing space," says Sylvie Nikolićová. There are various techniques that can be used to relax the chest. We can opt for the manual technique, relaxing the soft tissues by hand, or we can use various aids, such as balls or a towel. Another option is to gradually focus on the direction of our breathing movements in certain parts of the chest. Becoming aware of breathing movements and also improving mobility are yoga breathing techniques.

A tip: Besides the yoga lessons at the Balance Club, yoga lessons for the general public are also available at Brumlovka. For the current place and time, see the Brumlovka profile on FB.





Exercise for relaxing the chest

This exercise is performed while seated. Fold a towel diagonally, sit up straight – with your legs at a right angle (hips, knees, feet). Place the folded towel on your back, grasp the corners and pull gently, alternating your left and right hands.

This exercise relaxes the soft tissues in the chest area. This will increase chest mobility and thus help you to develop healthy breathing movements.

Do the exercise once or twice a day, ideally when you wake up, after a shower or before doing some other exercise.



Right-hand movement



Left-hand movement

Getting the diaphragm working properly for healthy breathing

As the main respiratory muscle and also a stabilizing muscle, it is important for the diaphragm to work properly for a healthy posture. The diaphragm helps to develop the pleural cavity in the thorax; its movement is transmitted to the abdominal cavity, which separates it from the thoracic cavity from above. However, it would be more accurate to think of the diaphragm as a kind of functional line that connects these two cavities and helps keep them together as a single functional unit. When the activity of the abdominal wall is optimal, the

diaphragm rests on the abdominal cavity as you inhale and the lower part of the chest expands. This also moves and massages the organs in the abdomen and pelvis. "However, it is important not to confuse healthy breathing with abdominal breathing, which is not natural and is only suitable in certain situations as an individual exercise," points out Sylvie Nikolićová.



Who is Sylvie Nikolićová?

Sylvie Nikolićová is a qualified physiotherapist. She worked at the Physiotherapy Clinic at the Vinohrady University Hospital in Prague under the guidance of Professor Vladimír Janda. Twenty years ago she discovered power yoga after meeting Rudolf Skarnitzl, author of the exceptional book entitled "Introduction to the Philosophy and Practice of Yoga"; she became a student of his and graduated with a degree in yoga and yoga therapy. Since then she has regularly travelled to India and her work combines physiotherapeutic approaches with the principles of yoga and other forms of exercise. She teaches yoga and yoga therapy at the Czech Academy of Yoga, and is accredited by the Ministry of Education, Youth and Sport.

Let's breathe mainly through the nose

So, how to breathe properly? If your breathing is healthy, it can be variable. It depends on physical exertion and the situation. When you're at rest, your breath should be slow, smooth, even and quiet. What to breathe with? We should inhale and exhale through our noses. We perceive the air we inhale by smell. It warms up or cools down inside the nasal passages, is cleaned and humidified, and then moves on. Exhaled air, on the other hand, cleanses and humidifies the nasal mucosa. Alternating the flow and quality of the air has a stimulating effect on the brain. However, there are some situations when it is better to breathe through the mouth: When we are singing, talking, or have a bugged-up nose, such as with a cold. Therefore, for healthy breathing, the nose needs to be kept clean and clear.

Calm breath, calm mind

Breathing is related not only to your physical condition, but also to your psyche and autonomic nervous system. We breathe differently when we are happy to when we are angry, afraid or sad. Fear, anxiety or excitement may be accompanied by rapid or irregular breathing. They can also lead you to hold your breath, which further increases tension in the body. And breathing, on the other hand, can affect our mental state; slowing your breathing, for example, can help you fall asleep in the evening, and calms you, which has been proven to lower blood pressure and heart rate.

Try the yoga lessons at Brumlovka

Balance Club Brumlovka offers a number of sessions that focus on breathing. There are various types of yoga (including special therapeutic yoga) in which breathing is the central element. In the philosophy of yoga, it is not only oxygen that is taken in when we breathe, but also prana, the life energy that affects our physical structure, as well as our emotions and thoughts. You can also learn healthy breathing in Healthy Breathe lessons or sessions aimed at eliminating back pain. _

Exercise to promote breathing

Stand straight with your legs outstretched at the knee (or sit straight on a chair). As you inhale, slowly raise your hands in front of your body until they are outstretched, palms up (as if you were picking something up). When your arms are stretched fully upwards, turn your palms downwards and let your arms drop slowly as you exhale. Repeat five times for each direction.

This exercise activates the auxiliary respiratory muscles, amongst others. Other muscles stretch and keep the breathing movements in the right direction. The exercise is ideal for the early morning, and also as part of a warm-up.



Stand up straight, with your palms facing upwards



As you inhale, slowly raise your arms in front of your body until they are outstretched



With your arms outstretched, turn your palms downwards



As you exhale, bring your arms back to the starting position by your body



Relax with products from dm drogerie

Balea bath salt, with the scent of almond milk and white flowers, for pleasant moments full of care. The special ingredients, including natural sea salt, grape oil and cherry extract, help to improve your mood and give you a feeling of lightness. You can also draw fresh energy with the flavoured scent of eucalyptus in the Balea herbal bath. Premium-quality eucalyptus oil is beneficial and fills you with new energy. Calm and Relaxation herbal tea flavoured with lemon balm, rooibos and passion fruit, coupled with a refreshing lemon fragrance, is the ideal drink for those relaxing moments.



dm drogerie markt
Filadelfie Building
dm.cz

A breath of fresh air when shopping at the Maranatha store



You can breathe easy when buying from the Maranatha store. Try Sonnentor's "Breathe in the Forest" tea, for example, which builds on the organic quality of all its products. This tea is a delicious combination of selected forest herbs: blackberry, blueberry, spruce needles, dandelion, nettle, plantago, spruce and spring primrose. Sonnentor "Dumpling in the Throat" tea, with linden flower, elderflower, rose hips, plantago and mallow, will help you sing like a nightingale. To breathe even better, add some organic mint- and menthol-flavoured Alpine herbs to your basket. These sweets refresh and relieve irritated mucous membranes.



The Maranatha Store
The Brumlovka Building
obchodmaranatha.cz

Public places for relaxation and leisure at Brumlovka



Athletic Stadium



Playground



Multipurpose Sports Field

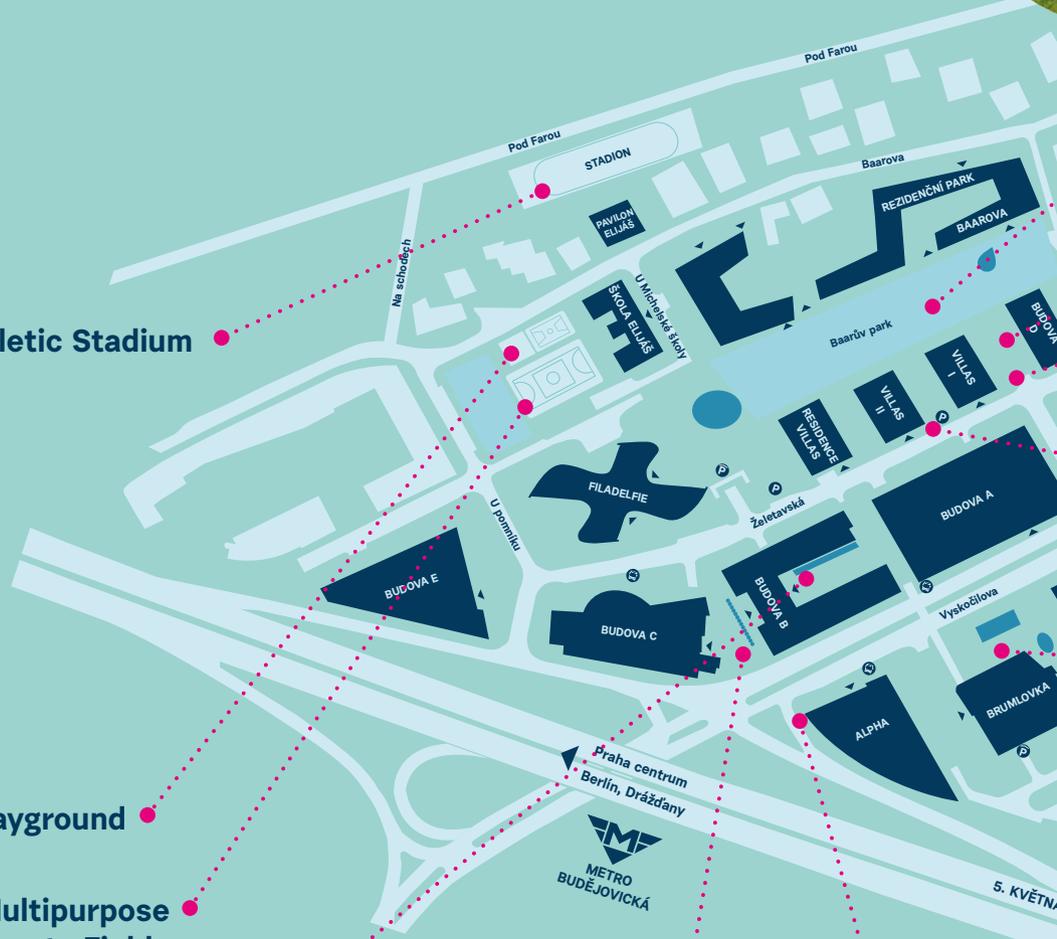


Budova B courtyard

Ellen G. White Square



Beetle





Baar Park



Playground



Relax Zone



Wooden benches by Pedestrian Area



Brumlovka Square



Brumlovka Park



Dog Off-Leash Area



Brumlovka.

Culture



Acrobatic musical

Nebesa – Heaven

Summer stage of the BRAVO! Theatre, gardens of the Convent of St. Agnes of Bohemia, Praha 1
Première: May 30, 2022

Breathtaking acrobatic tricks, captivating dance performances, wonderful live music to touch the heart, and a thrilling love story so intense that it disrupts the established order on Earth and in Heaven. For its new project, the Losers Cirque Company has joined forces with the renowned dance ensemble 420PEOPLE and the Maranatha Gospel Choir, which you may know from events at Brumlovka. They have prepared a fresh, previously unseen and original acrobatic musical together. Heaven will premiere on May 30, 2022 in the Gothic gardens of the Convent of St. Agnes of Bohemia, which is managed by the Prague National Gallery, and will be performed on several dates in June. For more details, see divadlobravo.cz.

Book



Kateřina Tučková: Bílá voda – White Water, published by Host

Out on April 7, 2022

Award-winning writer from Brno Kateřina Tučková, author of the book *Žitkovské bohyně - The Zitkova Goddesses*, is publishing a new novel, *Bílá Voda – White Water*. This time she was inspired by her visit to Bílá Voda, the place that gave the novel its name. Telling the story of nuns, it returns to the year 1950. In a small village on the border with Poland, nuns from several orders were held in an internment convent during the totalitarian regime, and several hundred of them were buried in the graveyard there. This graveyard is testimony to how these women held on to their beliefs and thus won out over the past regime and its persecutions. _



Aleksander Kaczorowski: Pražský slabikář – Prague Primer, published by Host

Out on June 7, 2022

A literary guide through the Czech twentieth century. Kafka, Hašek, Čapek, Škvorecký, Kundera, Havel... these are classic names for Czech readers, inextricably associated with Czech culture. We don't think about them, we don't have to discover them. And that's rather a pity. The Polish essayist and writer Aleksander Kaczorowski offers us this opportunity, as he presents (originally to Polish readers) the finest and most absurd of Czech literature, and also tells of his experience and joy in discovering Czech literature and culture for himself. _

Film

Prezidentka – The president

Première June 23, 2022

Kateřina Čechová, the first ever female Czech president, has been in office for a year. She is snowed under with work. Sometimes, she longs to relax in peace without being the focus of the whole country's attention. One day, in a perfect disguise, she sneaks out of the Castle and encounters the sculptor Peter, whom she then goes on to meet in the city every night. However, the situation soon spirals out of control and Kateřina has a lot on her hands dealing with a political issue, holding on to her office, and also fighting for her right to love, which she is entitled to just like anyone else in the world. Director Rudolf Havlík cast Anna Geislerová in the leading role. _



Festival

Metronome Prague Festival

Praha Holešovice Exhibition Grounds, Praha 7
June 23–25, 2022



One of the leading lights on the Czech festival scene, Metronome Prague, is preparing its fifth annual event, after being postponed for two years. This will be held at its traditional venue, at the Prague Exhibition Grounds. The headlining stars will be the Australian singer Nick Cave with his band The Bad Seeds, classic electronic music from Underworld, the American singer and songwriter Beck, and the British indie-pop duo Oh Wonder. One special attraction will be a performance by Mig 21 with the National Theatre Orchestra, under the name SymfoMIG. They will be accompanied by a number of other performers from the Czech Republic and abroad, often in unique projects prepared especially for this festival. _

Exhibition



ZENGA – Japanese Zen paintings from the Kaeru-an collection

Salm Palace,
Hradčanské náměstí 1, Praha 1
May 27 – October 2, 2022

The reopened Salm Palace of the National Gallery in Prague will host the very first exhibition of a part of the Kaeru-An Collection – the “Collection from the Frog’s Hut” – which will present Japanese Zen ink paintings and calligraphy from the seventeenth to the twentieth centuries. These are not paintings in the classic sense of the word. They are not the work of professional artists, but of monks, for whom the paintings were part of their spiritual training, to aid them in achieving enlightenment or inner peace. This unique collection of Zen art was donated to the National Gallery in Prague by Dutch artist and collector Felix Hess in 2019. _

The Worlds of Czech Animation

Holešovice Market – Hall No. 17,
Praha 7
February 3 – July 3, 2022

Leading Czech animators and film-makers, headed by Jan Bubeníček, have come together for an exhibition on Czech animated film from 1945 to 2020. In its individual sections, the exhibition presents visitors with the rich and world-renowned history of Czech animated film (Zeman, Týrlová, Trnka, Brdečka, Pojar, Švankmajer) and its equally interesting contemporaries (Klimt, Balej, Drziak, Pavlátová, Kaščejeva, etc.) with only the most basic of captions. It will also present some of the most fascinating artefacts and props used in making the films, such as puppets, original art designs, scenery, decorations, posters and much more. _

VSTUP ZAKÁZÁN

#INTEGRATEDBATTERY

#ELITE27.5

#ELITE27.5



ELITE 27.5

Full suspension model with integrated battery – Fox 34 Rhythm Float air, lock out, components Shimano Deore 1 x 11 (38/11-51), engine Shimano Steps E-P800, 250 W, battery Shimano E-8036 Li-Ion, 36 V/17,5 Ah/630 Wh, weight: 24,3 kg/19".

AUTHOR.CZ



AUTHOR
BICYCLES

Let us invite you
to a traveling
photo exhibition
marking the 30
years of ADRA.

 ADRA | 30 let
jsme tu s vámi pro druhé



Thank you for
the 30 years
of helping
together.

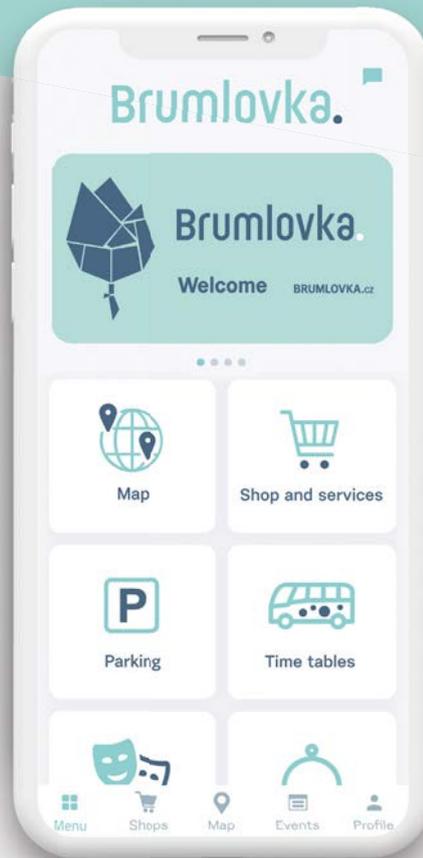
„ADRA gave us our dignity
and privacy back. Thanks
to their project, we can
have clean drinking water
again, we can wash and use
the toilet like humans.“

Ramah, refugee camp in Lebanon



Up-to-date info, dates and
locations can be found at
30.let.adra.cz

Brumlovka.



Brumlovka App

Discover the world of our own mobile app, where you will find up-to-date news, an overview of events, a daily menu, a map with navigation, and other important information that will come in handy whether you live, work or visit this area.

Download **HERE:**



App Store link



Google Play link

Passerinvest