



Photo: Bas Princen, 2009

A UTOPIA OF MODERNITY : ZLÍN

**INTERNATIONAL
SYMPOSIUM
MAY 19–23 2009
ZLÍN AND PRAGUE**

No attendance fee is charged.
Registration is requested at:
zlin@projekt-zipp.de.
Simultaneous translation: English/Czech
Information at: www.projekt-zipp.de/en

Today the Czech city of Zlín is two things at once: a historically important architectural monument and a dynamic city boasting an energetic social and commercial life, the location of the Tomáš Bata University, where some 10,000 students are currently enrolled. Built by the Bata shoe company in the 1920s as a factory city where living and working were to enter into a perfect symbiosis, Zlín possesses a rich architectural and intellectual heritage still very much in evidence today.

Zlín is a prime example of a planned city in which all aspects of life, namely domestic living, education, and leisure time, were geared towards a single goal – optimizing the efficiency of a rapidly expanding shoe company. This constitutes its current relevance for city planners and architects. Located in south-eastern Moravia, this modern planned city is unique in Europe. Following the model developed by Henry Ford, workers manufactured shoes on the assembly line, the success of the product soon turning the Bata brand into a worldwide name.

The symposium featuring prominent international scholars and theorists pursues the question if Zlín is relevant for issues currently faced by city planners and architects and thus represents a learning model for the future. From a contemporary perspective Zlín is an irritating example, for it concords neither with the critical articulations of Postmodernism, nor with the certainties proclaimed by defenders of Modernity.

The key issues to be discussed are the legacy of Fordism, post-socialist structural change, architectural branding and corporate identity – and last but by no means least, the place of social-utopian thinking in our present age.

These considerations are not to be pursued merely in abstract discussions, but intensified by impressions on the ground. The symposium is therefore not conceived as a self-enclosed event, but is augmented with Walks & Talks – thematically oriented walks through the city under the guidance of experts. These sojourns provide an opportunity to traverse the Bata cosmos and show what the everyday life of current residents looks like in this monument of Modernity. Film nights in the Grand Cinema present historical advertising films, documentaries and productions by young graduates of Zlín's film academies as well as "Bata-ville: We are not afraid of the future" by the British artists Karen Guthrie and Nina Pope – the bittersweet record of an English coach trip to the origins of the Bata shoe empire. A club night with concerts and VJing in the city's former grain silo complements the symposium program.

Organizer:

Zipp – German-Czech Cultural Projects, an initiative of the German Federal Cultural Foundation, together with The Brno House of Arts, the Regional Gallery of Fine Arts in Zlín, and the National Gallery in Prague.

AUTOPIA OF MODERNITY: ZLÍN

INTERNATIONAL SYMPOSIUM
MAY 19 – 23 2009
ZLÍN AND PRAGUE

PRAGUE TUESDAY, MAY 19 2009

Venue: National Gallery in Prague, Veletržní Palác, Dukelských hrdinů 47, Prague 7
www.ngprague.cz

THE BAŤA PHENOMENON. ZLÍN ARCHITECTURE 1910 – 1960

“Zlín is a resplendent phenomenon.” This famous remark by the architect Le Corbusier serves as the leitmotif for an extensive exhibition entitled “The Baťa Phenomenon. Zlín Architecture 1910–1960.” The Regional Gallery of Fine Arts in Zlín and the National Gallery in Prague are presenting this exhibition from March 19 through to May 31 2009 in Prague. The symposium will open with a series of lectures devoted to the current state of research and a guided tour of the exhibition.

2 PM

Welcome and Lectures

The Baťa Phenomenon. Zlín Architecture 1910–1960

Ladislava Horňáková, Regional Gallery of Fine Arts, Zlín

Architecture for Export: The Baťa Company’s European Satellites

Dagmar Prášilová, architect, Paris

From Baťa’s Standardization to Prefabricated Apartment Blocks

Radomíra Sedláková, National Gallery in Prague

Zlín and Two Czech Visual Artists: Vojtěch Preissig and Vincenc Makovský

Tomáš Vlček, Collection of Modern and Contemporary Art, National Gallery in Prague

To be followed by: Tour of the exhibition with the curators Ladislava Horňáková and Radomíra Sedláková.

9 PM

Night Walk

Meeting point: Baťa shoe store, Václavské náměstí 6 (Wenceslas Square 6), Prague 1
Metro: Můstek A, B

A night walk leads through Prague’s city center and presents the commercial house of the Baťa enterprise (1927–1929) and other outstanding examples of Czech functionalism.



ZLÍN WEDNESDAY, MAY 20 2009

FROM 12 AM

Registration for the symposium in Hotel Moskva, Náměstí Práce 2512, Zlín

3–6 PM

Highlight Tours

Meeting point: Hotel Moskva, Náměstí Práce 2512, Zlín

Tours of Zlín’s architectural highlights shall illustrate the urban planning concept and present the design and construction principles of the “city of functionalism.”

Participant numbers limited. For details on how to register, see the imprint.

Master Plan Zlín with Dagmar Nová, City architect Zlín

The entire urban planning development, regulation and zoning of the “city of functionalism,” still inscribed in the city’s layout, took its lead from the centrally located factory area. The redevelopment and preservation of this unique modern architectural monument are amongst the most important tasks facing the City of Zlín. Dagmar Nová presents the outstanding examples of reutilization meeting the demands of monument protection as well as development plans for the eastern factory area. A visit to the new culture and university center provides an insight into Zlín’s contemporary architecture.

The Baťa Phenomenon with Ladislava Horňáková, Regional Gallery of Fine Arts, Zlín
Located in the former memorial site for Tomáš Baťa, the Regional Gallery of Fine Arts is at once the institutional chronicler and communicator of the urban legacy of this epoch. The art historian and Baťa expert Ladislava Horňáková presents the work of the gallery and takes us on a tour of Zlín featuring, besides the early urban development, its most important buildings and architects, the postwar development of the city and examples of Socialist Realism. After visiting selected architectures from the 1960s, the tour explores contemporary housing complexes, thus providing a comprehensive overview of Zlín’s modern architectural history.

Baťa and Zlín. The City as Business Enterprise with Zdeněk Pokluda, Center for Studies on Tomáš Baťa and the History of the Tomáš Baťa University in Zlín, Tomáš Baťa University Library, Zlín

The rapid growth of the factory and the economic success of the Baťa Company marked the beginning of the systematic expansion and rebuilding of Zlín as envisaged by the entrepreneur. The brisk building activity, the goal of which was to enlarge the factory facilities and residential quarters, went hand in hand with a reform of the school system and institutions for education, science, and culture. The newly constructed hospital manifested a modernized and efficient health system that was to serve the needs of the “new industrial man.” The tour presents the social, cultural, and economic concept of Tomáš Baťa as well as his architectural manifestos, illustrating the striven-for symbiosis between city and company.

Monument Protection and Lived Modernity with Jan Obšivač, Monument Protection Office, Kroměříž

“Work collectively and live individually” is a directive once issued by Tomáš Baťa. If his employees were “servants of their work,” in their private lives they were to feel like kings inside their own four walls. Residential developments in Zlín, which ranged from single-family homes through to so-called quarter houses, are a key element in the city’s large store of zones placed under monument protection. How are the requirements of monument protection, the desire to preserve the original state, and the needs of today’s residents to be reconciled? The tour presents selected examples of this potential conflict between conservation and contemporary development at the heart of “Lived Modernity.”

Zlín revisited with Adam Gebrian, architect, Prague

With the planning, construction, and export of Zlín as a prototype of the ideal industrial city, architecture and urban planning followed the declared goal of subjecting the form and organization of city and society to the rhythm of production. The zonal arrangement

of the areas of work, domestic living, leisure time, and transportation, the shaping of public space and transport axes with the factory at their midpoint, still determine and characterize the city's appearance today. What is Zlín's actuality for a young generation of urban planners concerned with the issues of urbanity tomorrow?

6.30 PM

Opening

Venue: Tomáš Baťa University, Academia Center (auditorium), Mostní 5139, Zlín
www.utb.cz

To mark the opening of the conference, two lectures – one from an American, the other from a European perspective – explore Zlín as a model of a social and city utopia, providing the initial impulses for a discussion of the key historical themes. The architecture historian and philosopher Richard Ingersoll, who teaches at the Syracuse University in Florence, plots the architectural history of ideal cities and company towns and, taking Zlín as an example, illuminates their influence in Modernity. The Czech art historian Rostislav Švácha looks into the old town center of Zlín, with its stock of historical buildings from the 16th through to the 19th century, and depicts the transformation process as well as the conflict between preserving the architectural heritage and urban renewal, the poles between which Zlín's modernization is played out.

Welcome

MVDr. Stanislav Mišák, governor of the Zlín Region

PhDr. Irena Ondrová, mayor of the City of Zlín

Hortensia Völckers, artistic director, German Federal Cultural Foundation, Halle / Saale

Katrin Klingan, Zipp – German-Czech Cultural Projects, Berlin

Rostislav Koryčánek, The Brno House of Arts

Ladislava Horňáková, Regional Gallery of Fine Arts, Zlín

Lectures

Work, Liberty, and Architecture in the Company Town

Richard Ingersoll, Syracuse University, Florence

Demolition and Redevelopment. Baťa's New Master Plan for Zlín

Rostislav Švácha, Palacký University, Olomouc; Academy of Arts and Sciences, Prague

8.30 PM

Reception given by the Zlín Region

Venue: Building 21, roof terrace, Třída Tomáše Bati 21, Zlín

10 PM–1 AM

Long Night of Film, part I

Venue: Velké Cinema (Grand Cinema), Náměstí Práce 2511, Zlín

The entrepreneur Tomáš Baťa recognized the mesmerizing power of the medium of film early on and instinctively knew how to harness it for the benefit of the company. This "long night" presents a selection of historical documentary, advertising, and animation films – complemented and thematically enhanced with works by current graduates from Zlín's film academies. A diverse and colorful kaleidoscope of cinematic snapshots shows modern Zlín and current perspectives on the city in a multilayered and entertaining juxtaposition.

Concept/Moderation: Markéta Dvořáčková, Faculty for Multimedia Communication, Tomáš Baťa University, Zlín

THURSDAY, MAY 21 2009

9–11.30 AM

THE BAŤA PHENOMENON AND MODERNITY

Venue: Building 32, 9th floor

The interaction between economic rationalization, technological progress, and visionary architectural and societal reorganization forms the basis of the Baťa phenomenon. The experience Tomáš Baťa gained during his spell in the USA also contributed to this unique social and architectural experiment. There Baťa had seen Fordist modes of production in action: detailed factory management and serial manufacturing as developed by Frederick Winslow Taylor, Edward A. Filene, and Henry Ford became his model for a shoe produced on the assembly line that was affordable for all income groups. Factory and city merged economically, socially, and communally into a unit that has continued to have an impact down to the present day.

Baťa 1910–1950. The Realization of a Utopia

Vladimír Šlapeta, Faculty of Architecture, Brno University of Technology

CIAM, the Functional City, and Zlín

Eric Mumford, School of Architecture, Washington University, St. Louis, USA

Zlín: Vision of the Future and Reality

Radomíra Sedláková, National Gallery in Prague

12 AM–1.30 PM

SOCIAL UTOPIA / CITY UTOPIA

Venue: Building 32, 9th floor

The "Zlín experiment" connected architectural ideals with those of the social engineer seeking to create a "new industrial man": progressive in outlook and oriented completely on the promises of Modernity. On the basis of prosperity and social harmony, this ideal-type was to loyally serve the company employing him/her for the whole of their life. Despite a host of studies on Zlín's architectural and urban history as well as the biography of its founder, little is known about the people who lived and worked there during the interwar years, the period of the city's most extensive redevelopment. The continuing extension and development of Zlín, with which Tomáš Baťa, not just as entrepreneur but also in his capacity as mayor, pressed ahead, contrasts sharply with the current situation in the city center, defined by a vast number of new owners and a confusing legal status.

Uncharted Zlín. On the Untold and Unknown of the Realized Utopia

Annett Steinführer, Department of Urban and Environmental Sociology, Helmholtz Center for Environmental Research, Leipzig

Everyday Life in a Materialized Urban Utopia

A presentation by Lucie Galčanová and Barbora Vacková, Faculty of the Social Sciences, Masaryk University, Brno

Learning from Zlín?

The significance of this early social and city utopia for contemporary discourse, a possible role model or "learning from Zlín" are the focus of a follow-up discussion with Lucie Galčanová, Eric Mumford, Radomíra Sedláková, Vladimír Šlapeta, Annett Steinführer, and Barbora Vacková.

Moderation: Winfried Nerdinger, Architecture Museum of the Technical University Munich in the Pinakothek der Moderne

3–7 PM

Walks & Talks

A series of thematic walks under the guidance of experts has been specially developed for the symposium. These Walks & Talks are closely linked with the lecture program – they are to provide participants with a tangible spatial experience of Zlín. In small groups participants inspect selected buildings of the Baťa epoch presented by experts intimately familiar with the city's history. A key concern of this format is to provide participants with an inlet to Zlín as a contemporary city and convey an impression of everyday life in this "monument of Modernity."

Participant numbers limited. For details on how to register, see the imprint.



3–5 PM

Baťa's Grid between Restoration and Transformation

with Petr Všeetečka, architect, Brno

Meeting point: Building 32, main entrance

Resembling an assembly line in their arrangement, the ensemble of buildings making up the former shoe factory in the city center is currently the hub of heterogeneous, small-scale uses, ranging from retail outlets for everyday items, modern service providers, through to an indoor go-cart track. This broad spectrum of usages is accompanied by an equally divergent range of structural states, encompassing all nuances from the first signs of dilapidation through to exemplary redevelopment. This walk through the factory grounds takes in selected buildings and presents individual examples of architectural transformation.

Building 21: Redeveloping and Revitalizing an Icon

with Ivan Bergmann, Ladislav Pastrnek, architects, Zlín

Meeting point: Building 21, Třída Tomáše Bati 21, Zlín

Building 21 was built between 1936 and 1939 as the Baťa company headquarters, equipped with an impressive array of state-of-the-art technical facilities: four high-speed elevators, paternoster lifts, special elevators for goods and visitors, automatic air-conditioning, pneumatic conveying system, and an integrated façade cleaning system all made this building one of the most modern of its time. The open floor plan was designed to provide working space for some 200 employees on each level – with the exception of level 8, which was divided into rooms and given a representative touch for executive management. Between 2000 and 2004 the building was redeveloped and turned into the headquarters of the regional authority and the revenue office, shining once again in its former splendor.

Bata mondial – Memories (I) in collaboration with Pavel Velev, director, Thomas Bata Foundation, and Zdeněk Pokluda, Center for Studies on Tomáš Bata and the History of the Tomáš Bata University in Zlín, Tomáš Bata University Library, Zlín
Meeting point: Thomas Bata Foundation / Bata Villa, Gahurova 292, Zlín

With “Bata’s Alumni Club,” which has its headquarters in Tomáš Bata’s former villa, the memories of the company and cultural and social activities are kept alive today. For many of the former employees, today scattered across the globe, their years in the company are a key chapter in their biography. A discussion round with some of these “former workers,” their grandchildren, who cultivate the heritage, and former Bata employees from the satellite towns of East Tilbury (UK) and Partizánske (Slovakia) provide an impressive account of their life and work in the service of the company. With Svatoopluk Jabůrek, Alumni Club of the Bata School of Work, Zlín; Joan James, Bata Reminiscence and Resource Centre, East Tilbury; Mária Topolčanská, Slovakian Academy of Arts and Sciences, Bratislava

Moderation: Petr Brod, journalist, Prague

3–6 PM

Zlín – Otrokovice – Batov with Ladislava Horňáková, Regional Gallery of Fine Arts, Zlín
Meeting point: Hotel Moskva, Náměstí Práce 2512, Zlín

Taking Zlín as a model, from September 1930 construction was begun in neighboring Otrokovice on the satellite town of Batov, which included a factory plant and a residential estate and was based on plans drafted by the architect František Lýdie Gahura. The proximity of the Morava River meant that the new plant had access to sufficient water supplies for feeder facilities and preliminary production stages, so that the complex also contained tanneries, dye-works, glue and soap works, as well as a paper mill. The company planned to gradually turn Otrokovice into a modern transportation junction for railways, aviation, and shipping; the outbreak of the war put an end to this project. The walk to Batov, the oldest Bata satellite, enables a direct comparison between the respective urban spaces.

3–5.30 PM (7 PM)

Domestic Living Culture in Zlín. Workers’ Housing and Contemporary Alterations to Single-Family Houses from the Perspective of Residents with Jitka Ressová, architect, Dept of Design, Academy of Arts, Architecture and Design, Zlín; Lucie Galčanová and Barbora Vacková, Faculty of Social Sciences, Masaryk University, Brno
Meeting point: Academy of Arts, Architecture and Design, Třída Tomáše Bati 4342, Zlín

The ground plans and appointments of the residences mirrored the ideas of the entrepreneur and his architects on how a modern family was to function, the social role played by the individual, and collective rules and rituals. The tour of the “Museum for Domestic Living” – located in a model house still in its original condition – and exemplary private homes allow participants to gain an impression of this undertaking. Moreover, the renovations and extensions made to these “prototypes of modern living” show the changes taking place today and the new demands made of private residential settings. This walk ends at the Regional Gallery of Fine Arts.

From here the walk continues on to the residential buildings by the architect Miroslav Drofa along the Štefánikova. A roof-top panorama of Zlín concludes the walk (ca. 1.5 hours).

5–7 PM

With Karfik through Zlín with Štefan Šlachta, City architect Bratislava
Meeting point: Building 21, exhibition room, Třída Tomáše Bati 21, Zlín

From 1930–1946 the architect Vladimír Karfik was employed in the construction and planning office of Bata in Zlín, his last post being that of office director. His works decisively shaped the architecture of the company and the cityscape of Zlín. Along with residential buildings, schools, commercial premises, a Protestant church, and other projects, he created what is indisputably Zlín’s landmark, Building 21. Štefan Šlachta presents the architect Vladimír Karfik – who he knew personally – and his works for Bata and Zlín.

A Glimpse into the History of the Legendary Zlín Film Studios

with Zdeněk Skaunic, director, Zlín Film Studios, and Jiří Novotný, film historian, Zlín
Meeting point: Building 21, Třída Tomáše Bati 21, Zlín
The studios were founded in 1936 to produce advertising films for Bata. Amongst the first filmmakers to work in Zlín were Alexander Hackenschmid, Elmar Klos, and Ladislav Kolda, who also produced documentaries. In the 1940s experimental animation films were created; in the 1960s Zlín became the Czechoslovakian center for producing children and youth films. The tour provides a glimpse behind the scenes of the legendary film studios and presents the training programs and working methods of young filmmakers in Zlín.

6–7 PM

Shoe Fetishism: From Bata’s Optimization of Shoe Production to Orthopedics with Petr Hlaváček, Faculty of Technology, Tomáš Bata University, Zlín
Meeting point: Shoe Museum, Třída Tomáše Bati 1957, Zlín

Serial and thus cost-efficient manufacturing while maintaining a high quality was the declared objective of Tomáš Bata, and it pertained equally for the architecture of the factories and the “commodity shoe”: the shoes were made for standardized people, for every type and use every day, produced in mass series, and sold worldwide. But what ideas and visions of life in general and of the everyday doings of its wearers formed the basis of the designs? What did the research and development process behind Bata’s mass commodity look like? Where did the democratization of consumerism encounter its physical limits? The walk will take in the city’s shoe museum, which owns the most comprehensive collection of products manufactured by Bata.

FROM 8.30 PM

Long Night of Film, part II
Venue: Velké Cinema (Grand Cinema), Náměstí Práce 2511, Zlín

The second part of the film program will open with a screening of the documentary “Bata-ville: We are not afraid of the future” (2005), a bittersweet record of an English coach trip to the origins of the Bata empire. Against the backdrop of economic regeneration in their communities, former employees of two now closed UK Bata factories are led by British artists and directors Karen Guthrie and Nina Pope on a unique journey. The film will be presented and introduced by the artists. To be followed by the selection of historical documentary, advertising, and animation films – complemented and thematically enhanced with works by current graduates from Zlín’s film academies.

Concept/Moderation: Markéta Dvořáčková, Faculty for Multimedia Communication, Tomáš Bata University, Zlín



FRIDAY, MAY 22 2009

Walks&Talks

9–11 AM

Bata’s Grid between Restoration and Transformation with Petr Všeťečka, architect, Brno
Meeting point: Building 32, main entrance

Building 21: Redeveloping and Revitalizing an Icon with Ivan Bergmann, Ladislav Pastnek, architects, Zlín
Meeting point: Building 21, Třída Tomáše Bati 21, Zlín

A Glimpse into the History of the Legendary Zlín Film Studios with Zdeněk Skaunic, director, Zlín Film Studios, and Jiří Novotný, film historian, Zlín
Meeting point: Building 21, Třída Tomáše Bati 21, Zlín

9–11.30 AM (1 PM)

Domestic Living Culture in Zlín with Jitka Ressová, architect, Dept of Design, Academy of Arts, Architecture and Design, Zlín; Lucie Galčanová and Barbora Vacková, Faculty of Social Sciences, Masaryk University, Brno
Meeting point: Academy of Arts, Architecture and Design, Třída Tomáše Bati 4342, Zlín

11 AM–1 PM

With Karfik through Zlín with Štefan Šlachta, City architect Bratislava
Meeting point: Building 21, exhibition room, Třída Tomáše Bati 21, Zlín

Bata mondial – Memories (II) in collaboration with Pavel Velev, director, Thomas Bata Foundation, and Zdeněk Pokluda, Center for Studies on Tomáš Bata and the History of the Tomáš Bata University in Zlín, Tomáš Bata University Library, Zlín
Meeting point: Thomas Bata Foundation / Bata Villa, Gahurova 292, Zlín

Following a tour of the Bata Foundation Villa, the directors of “Bata-ville”, Karen Guthrie and Nina Pope, will give an informal illustrated talk about the making of their film, how the project started and the legacy of the work. They will show archive material from Bata communities in the UK (kindly supplied by the Bata Reminiscence and Resource Centre) as well as excerpts from the film. They will be joined by participating passengers from the “Bata-ville” trip.

12 AM–1 PM

Shoe Fetishism: From Baťa's Optimization of Shoe Production to Orthopedics

with Petr Hlaváček, Faculty of Technology, Tomáš Bata University, Zlín

Meeting point: Shoe Museum, Třída Tomáše Bati 1957, Zlín

2.30–7 PM

MODERNITY AND URBANITY: A CONTRADICTION?

Venue: Building 32, 9th floor

Postmodernist theories of architecture have formulated the thesis that the functional city is at once also anti-modern. In many respects Zlín substantiates such assertions: the city lacks a series of differentiations decisive for turning a city into a complex social, political, cultural, and physical space. Urban regulation and planning lay in the hands of the company and the architecture was adapted to fit the rhythms of assembly line work. At the same time, Zlín offered the comforts and conveniences of modern life: houses and apartments were of a high standard, while modern leisure time activities were catered for, and quality education facilities and entertainment venues built. Paradoxically, this space of disciplining and control overseen by an omnipresent entrepreneur was also a place of emancipation. The general skepticism towards the feasibility of planning a city rekindles interest in the cities of the future planned and built in the past. This is what makes Zlín so interesting for contemporary architects, city researchers, and urbanists: the Baťa city raises the question as to the actuality of modern urbanism.

City constitutes Society: New Cities as a Political Project

Grzegorz Piątek, architect critic and theorist, Warsaw

New Public Domain in the Collective City

Arnold Reijndorp, Faculty of Social and Behavioural Sciences, University of Amsterdam

"The earth, a good domicile." Ambivalences of the Modern City

Karin Wilhelm, Institute for the History and Theory of Architecture and Cities, Technical University Brunswick

Urbanization without a City or Reinvention of the Urban?

A discussion between Cyril Říha, Center for Theoretical Studies, Charles University Prague, and Regina Bittner, Bauhaus Foundation Dessau

Concept/Moderation: Regina Bittner

To be followed by (beginning at ca. 5.30 pm):

In the Future Zlín

The issues of future urban planning developments for the "city of functionalism," urban principles, and a possible "learning from Zlín" are the topics to be broached in an open, interdisciplinary discussion round featuring local experts, members of the young Czech architectural scene, and international scholars. A presentation by Dagmar Nová on the current architectural situation in Zlín shall precede the discussion.

With Regina Bittner, Bauhaus Foundation Dessau; Pavel Chládek, architect, Zlín; Adam Gebrian, architect, Prague; Lukáš Kohl, architect, Prague; Dagmar Nová, City architect Zlín; Svatopluk Sládeček, architect, Prague; Jan Obšivač, Monument Protection Office, Kroměříž; Andreas Ruby, architect critic and theorist, Berlin

Introduction and Moderation: Igor Kovačević, Centre for Central European Architecture, Prague

BEGINNING 10 PM

Club Night in the former Grain Silo

The Hucot Society, devoted to promoting contemporary audiovisual culture in Zlín, and local students join forces to perform concerts and VJ on the 6th floor of the former grain silo. (www.hucot.cz)

SATURDAY, MAY 23 2009

9 AM–1 PM

MARKETING A SOCIAL UTOPIA

Venue: Building 32, 9th floor

The entrepreneur Tomáš Baťa intermeshed the development of the Baťa brand with the planning of Zlín: a key factor in the contemporary industrial modern age was the relentless triumphal advance of marketing, which exploited the still young, but already influential mass media. In this respect, Zlín was nothing less than a corporate identity set in stone. The technologically advanced utilization of mass media for advertising and promotion purposes points far beyond the historical period of the city's origins, while in many respects the education system can be considered as exemplary for following generations. Today's "signature buildings," branding strategies, and the significance of serial designs for specialist sales stores have a highly visible historical origin in Zlín.

Obsolescence: the Fate of Architecture in the 20th Century

Daniel M. Abramson, Department of Art and Art History, Tufts University Medford, USA

Fast Forward into the Past. From Zlín to Celebration in Florida

Annette Baldauf, sociologist and cultural studies expert, Vienna/New York City

Architecture of Knowledge

Gunter Henn, architect, Institute for Industrial Construction, Technical University Dresden

The International Expansion of the Baťa Company: Zlín's Satellites and the Export of Architecture, Production, Business Model and Philosophy of Life

Ladislava Horňáková, Regional Gallery of Fine Arts, Zlín

From Utopia to Detached Reality. Limited series of Baťa's Zlín in Slovakia

Mária Topolčanská, Institute of Construction and Architecture, Slovakian Academy of Arts and Sciences, Bratislava

The Aesthetics of Rationalization. The Baťa Company's Media Network and the Town of Zlín

Petr Szczepanik, Faculty of Arts, Masaryk University, Brno

Moderation: Andreas Ruby, architect critic and theorist, Berlin

Walks&Talks

2–5 PM

"Baťov is a Child Born under a Lucky Star" with Klára Eliášová, Palacký University, Olomouc

Meeting point: Hotel Moskva, Náměstí Práce 2512, Zlín

This remark by Jan Antonín Bata underlines the importance Otrokovice-Baťov had as a manufacturing location and transportation junction for the company. At the same time, it idealizes Zlín as a fixed star and a kept promise of the happiness held out by modern life, productivity, prosperity, and social harmony, one that could be replicated and spread triumphantly across the globe. The walk presents the urban and social organization of the very first Bata satellite town as well as the early corporate design of the architects Vladimír Karfík, Miroslav Drofa, Vladimír Kubečka, and others, whose distinctive architectural style is also evident in Baťov.



Imprint

The symposium "A Utopia of Modernity : Zlín" is an event staged by Zipp – German-Czech Cultural Projects, an initiative of the German Federal Cultural Foundation, together with The Brno House of Arts, the Regional Gallery of Fine Arts in Zlín, and the National Gallery in Prague; in association with the Bauhaus Foundation Dessau – Bauhaus Kolleg, the Thomas Bata Foundation, the Tomáš Bata University, the Zlín Film Studios, and the Zlín Shoe Museum. With the friendly support of the Zlín Region and the City of Zlín.

Conception / Coordination:

Katrin Klingan, Kerstin Gust with Rostislav Koryčánek in collaboration with Ladislava Horňáková and Radomíra Sedláková / Samo Darian, Patricia Maurer, Zuzana Jürgens, Emília Nagy, Christine Krause (Zipp – German-Czech Cultural Projects), Petra Hlaváčková, Paul Lerch, Barbora Šedivá (The Brno House of Arts)

Organizer:

Zipp – German-Czech Cultural Projects, an initiative of the Federal Cultural Foundation, a project by relations e. V., www.projekt-zipp.de
The Brno House of Art, www.dum-umeni.cz
Regional Gallery of Fine Arts in Zlín, www.kgvu.zlin.cz
National Gallery in Prague, www.ngprague.cz

Registration for the Symposium / Walks & Talks:

Registration is requested at: zlin@projekt-zipp.de.

Participant numbers for the Walks & Talks are unfortunately limited. The respective form will be sent to you upon registration for the symposium. Organizational details and other practical information are to be found at: www.projekt-zipp.de/en.

No attendance fee is charged.

Simultaneous translation: English/Czech

Information at: www.projekt-zipp.de/en | www.dum-umeni.cz

Photos: Bas Princen, 2009

Design: sensomatic

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