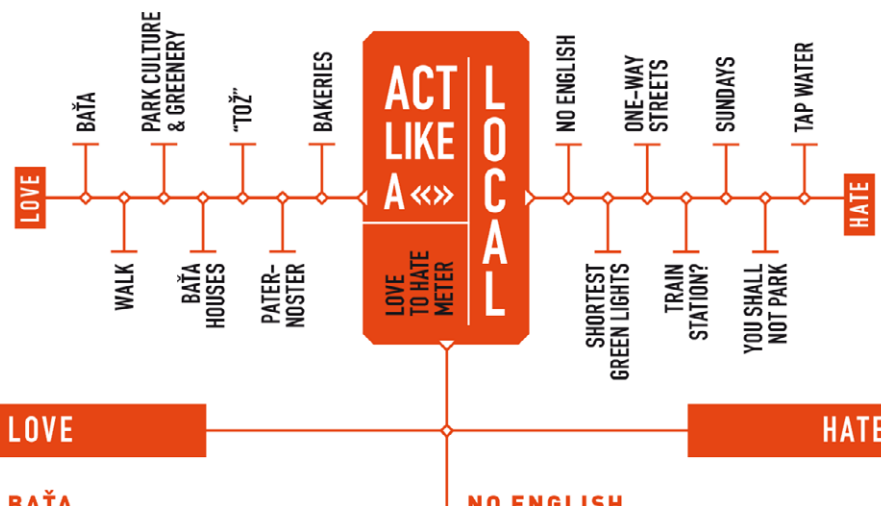
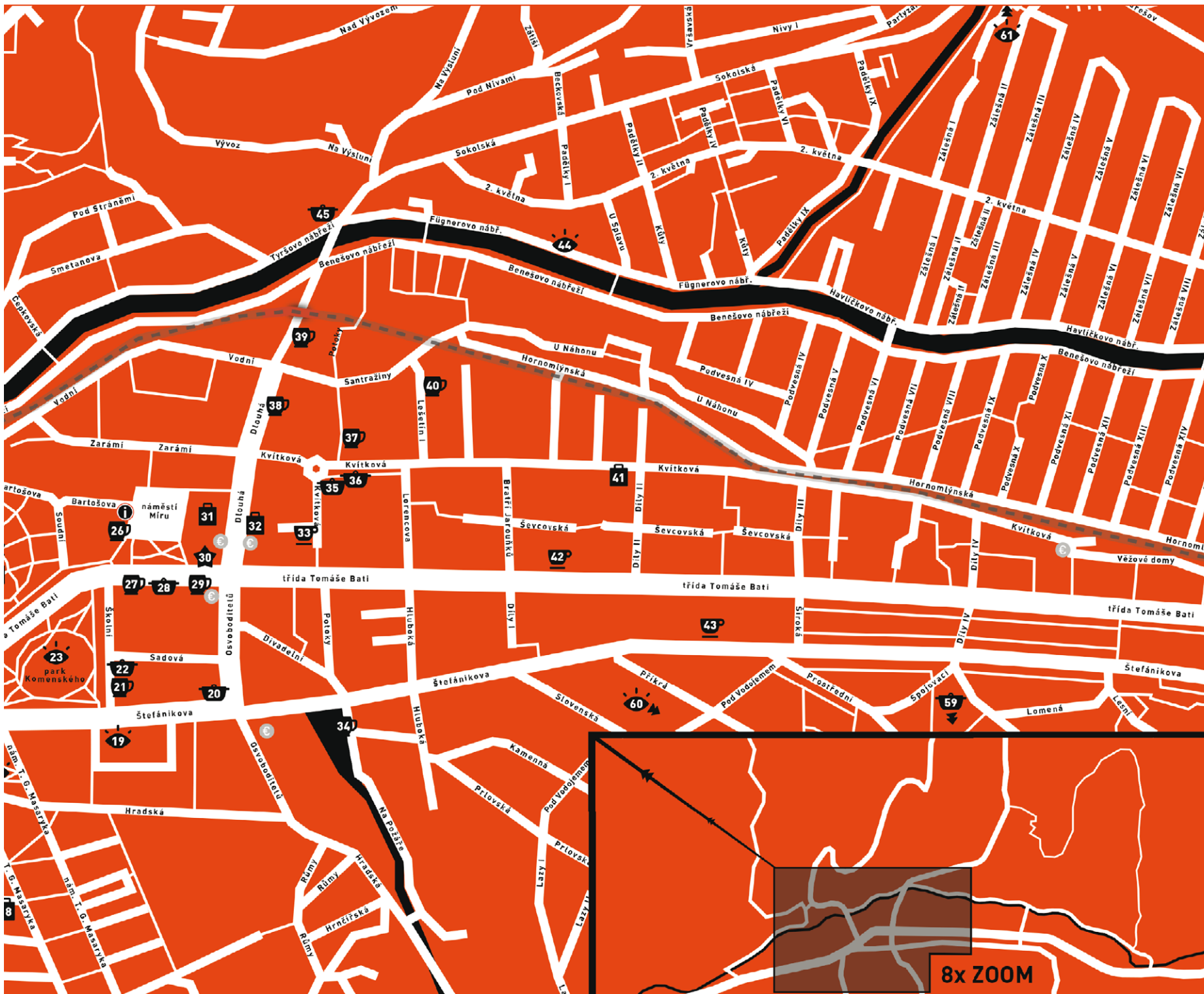


	VISIT
	FOOD
	COFFEE
	PUBS & BARS
	SHOPS
	GOING OUT
	CASH MACHINE
	TRAIN STATION
	BUS STATION
	TOURIST INFO

300 m 5 min 1 min





21

**PŠTROS**  
 • MEAL • COFFEE • BEER • WINE • DJ  
 09<sup>00</sup> – 01<sup>00</sup>  
 15<sup>00</sup> – 01<sup>00</sup> / 15<sup>00</sup> – 23<sup>00</sup>

Being one of the best-located bars in Zlín, Pštros – Art, Coffee & Music Bar offers a garden with a great view of Zlín's central park. Local artists by displaying and selling their work inside and have a separate room for an Xbox console. When you feel hungry, pop in next door for a delicious burger.

22

**BŮRGER**  
 • MEAL • COFFEE • BEER • WINE • DJ  
 11<sup>00</sup> – 22<sup>00</sup> / 11<sup>00</sup> – 20<sup>00</sup>

Fresh quality meat and homemade beer have been the very essence of a proper burger since the beginning of times. Add next to the central park and you get One *Žlutý* (Yellow) burger, a half-cup of beer, a blanket, a hand line and you are ready to enjoy life. If you don't mix, swap the *Žlutý* for a *Řepa* and the balance in the universe will be restored.

23

**KOMENSKÉHO**  
 ☀️

An undiscovered gem among Zliners of all ages for all kinds of reasons. Even if we didn't mention it, you would find it. It is exactly that kind of park you wished to have around. A true city center. The best place to meet people and create memories. Especially if you spend the time of the Film Festival, it's a place you'll suck you right in.

24

**COURAGE**  
 14<sup>00</sup> – 19<sup>30</sup>  
 10<sup>00</sup> – 13<sup>00</sup> / 14<sup>00</sup> – 19<sup>00</sup>  
 Design Shop

A design store hidden away in the heart of the city. Courage promotes slow fashion, ethical products, small-scale production, handmade items from certified sources and the original. We are especially fond of the vintage, where you can get second-hand items for a fraction of the original price.

25

**ZLÍN CASTLE**  
 14<sup>00</sup> – 17<sup>00</sup>

The castle is one of the few remaining historical landmarks in Zlín, with walls dating back to more than 1000 years. You could easily guess that from its location.



#upstosa
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •
MON - FRI
23 <sup>00</sup> SAT / SUN

located bars in town, the cosy c Bar offers an outdoor beer f Zlín's center. They support and selling their artwork room for table football and u feel hungry, you can just ious burger at Bürger.

#burgerzlin
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •
MON - SAT / SUN

f homemade buns. That has a proper burger experience ies. Add a perfect location d you get one happy Zlínér. , a half-dark beer from the t, a hammock or a slack-enjoy life. If you and meat or a *Řepák* (Beetrooter) and l be restored.

## KÉHO PARK

n undisputed favorite as for all kinds of chilling. on it, you would notice. of park you've always A true carpet of joy and meet people and create if you show up around tival, its atmosphere will

#courage.zlin
MON
00 - 19 <sup>00</sup> TUE - FRI

r away inside the depths of e work of around 30 design-w fashion, local handmade action, high quality materials the originality of each indi-nd of their *Vitrine de Recy-*econd-hand true design for ce.

TLE
TUE - FRI

e few really old buildings in to more than 500 years ago. t from its architecture with

★	INFINITY	#infinitycoffeecocktailbar
30	• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •	
12 <sup>00</sup> - 24 <sup>00</sup> / 12 <sup>00</sup> - 03 <sup>00</sup>	MON - THU / FRI	
18 <sup>00</sup> - 03 <sup>00</sup>	SAT - SUN	

Infinity is a newish bar, conveniently placed in the epicenter of Zlín, so it's an ideal stop during any Friday Tour de Bar. On weekends, move your hips to the rhythm of the music of various DJs. The wide range of cocktails and rums (sometimes accompanied by a professional rum-tasting) will please you as well.

31	ZLATÉ JABLO	#zlatejablo
7 <sup>00</sup> - 24 <sup>00</sup> / 8 <sup>00</sup> - 24 <sup>00</sup>	MON - SAT / SUN	
Shopping Mall		

*Jabko*, meaning apple, is a term that comes up quite often when trying to get around Zlín or searching for a family shopping paradise. You should remember it, mainly because that is what you're going to hear when people try to give you directions once you get lost. And if you are the shopping type, you will find everything you need and also what you don't.

32	BAŤA	#batacesko
8 <sup>30</sup> - 18 <sup>30</sup>	MON - FRI	
9 <sup>00</sup> - 16 <sup>00</sup> / 10 <sup>00</sup> - 16 <sup>00</sup>	SAT / SUN	
Shoe Shop		

Baťa is Zlín and Zlín is Baťa. We're not suggesting that the local Baťa's shoe store is any different from the tens of others around the country or the thousands around the world. But wouldn't it be silly to happen upon the place where it all started and not give it a look?

33	KAFŮ	#kafozlin
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •		
08 <sup>30</sup> - 17 <sup>30</sup>	MON - FRI	

Probably the smallest café with the most people per square meter in Zlín. Whole crowds rush in to get some professional specialty coffee in the tiny hip interior. The real hype are the vegan and non-vegan goodies from micro suppliers from all over Zlín. True homemade flavor in every bite.

34	BÁRKA	#barkazlin
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •		
14 <sup>00</sup> - 22 <sup>00</sup> / 14 <sup>00</sup> - 22 <sup>00</sup>	MON - SAT / SUN	

The ocean is far away, so this is the closest we can get to feeling like a pirate. Get yourself a shot of colonial rum aboard the *Bárka*, a good ol' boat anchored in a reservoir in the city center. No, we are not seasick – see it for yourself! And if tea isn't your cup of rum, you can get coffee and cake instead. Arrgh!

39	ZELENÁČOVA ŠOPA	
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •		
11 <sup>00</sup> - 23 <sup>00</sup> / 11 <sup>00</sup> - 24 <sup>00</sup>	MON - THU / FRI	
15 <sup>00</sup> - 24 <sup>00</sup> / 15 <sup>00</sup> - 23 <sup>00</sup>	SAT / SUN	

Zlínský Švec, brewed in the nearby Malenovice, is on tap in this old-school wooden beer heaven. You don't need to look at the drink menu, because they traditionally offer a head-spinning variety of 8 different types of beer. You can get some pickled Czech cheese with your properly chilled beer. The place also hosts jazz, blues and country gigs quite often.

40	U KOVÁRNY	#hospudkaukovarny
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •		
11 <sup>00</sup> - 23 <sup>00</sup> / 11 <sup>00</sup> - 24 <sup>00</sup>	MON - THU / FRI	
17 <sup>00</sup> - 24 <sup>00</sup> / 17 <sup>00</sup> - 23 <sup>00</sup>	SAT / SUN	

A true evergreen to Zlín's beer connoisseurs. Our grandfathers used to come here, so did our fathers and now we come here, sometimes even with them. A slightly unpleasant staff at times, great beer, well-re-knowned *hermelín* cheese and the specific odor that goes with it. All this perfectly captures the genuine spirit of typical Czech beer oases.

41	DARY KRAJE	#darykraje
07 <sup>00</sup> - 19 <sup>00</sup>	MON - FRI	
08 <sup>00</sup> - 13 <sup>00</sup>	SAT	
Farmers' Food		

Gifts of the Region. That is the literal name of this little store and it's not a lie. Please your stomach with stuff from local bakeries, breweries, dairy and cured meat shops. After all, the best souvenirs are the edible ones. Besides their selection of good old yeast bread, we also recommend their deli meat (try their homemade *tlačenka*!).

42	DOBRÁ ČAJOVNA	#dobracajovna.zlin
• MEAL • TEA • BEER • WINE • DRINK • PARTY • WI-FI •		
15 <sup>00</sup> - 23 <sup>00</sup>	MON - SUN	

This franchise was the one to start tea room culture in the Czech Republic. Sun doesn't shine here and the staff don't bother you until you ring the bell on the table. You take off your shoes, sit on the pillow, ask for a water pipe and five teapots, the contents of which are beyond your understanding anyway. You read a book, talk quietly, play board games and three hours later you leave in an absolute state of zen, baffled it is still light outside.

43	CAFÉ MALÁ SCÉNA	#cafemalascena
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •		
08 <sup>00</sup> - 23 <sup>00</sup> / 08 <sup>00</sup> - 24 <sup>00</sup>	MON - THU / FRI	
09 <sup>00</sup> - 24 <sup>00</sup> / 09 <sup>00</sup> - 22 <sup>00</sup>	SAT / SUN	

Certainly the best-decorated café in the city. Apart from the tiny lights, candles, cushions and nana, the real

“Once we've made shoes for the whole world, we'll fly up into space and make shoes for the aliens as well. Let us hope they have four feet.”

— Tomáš Baťa

45	U MÁCŮ	
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY •		
11 <sup>00</sup> - 14, 16 - 24 / 11 <sup>00</sup> - 24	MON - FRI / SAT - SUN	
*16 - 23 / *11 <sup>00</sup> - 23	*MON - FRI / *SAT - SUN	
*Winter - starting on 25/09	Summer - starting on 01/06	

When you sit down for “one” at U Máčů, sooner or later you won't be able to dodge discussion on the topic of where you can get the best pizza in Zlín. The best thing you can do is to order one directly from the stone oven. Then you can decide for yourself who is winning the race – could it be their biggest competitor at La Strada?

46	HOSTINEC POD LIPOU	
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •		
14 <sup>00</sup> - 22 <sup>00</sup> / 14 <sup>00</sup> - 24 <sup>00</sup>	MON - THU / FRI	
10 <sup>00</sup> - 24 <sup>00</sup> / 13 <sup>00</sup> - 22 <sup>00</sup>	SAT / SUN	

This pub has stood here since the beginning of times, so it would be a pity not to include it. A place of such reputation is bound to be good, right? Go ahead and see for yourself!

47	EBE CAFÉ	#ebecafe
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •		
08 - 18 / 14 - 18	MON, WED / TUE	
08 - 19 / 08 - 22 / 13 - 18	THU / FRI / SUN	

While the location of this functionalist multifunctional building might seem strange to you, the interior, service and great coffee will make up for the trip so far from the city center. The almost religious attention to detail and the mix of concrete, wood and cushions by the large windows might warm your soul. And if not, then the hot white chocolate will.

48	GULLIVER	
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •		
15 <sup>00</sup> - 24 <sup>00</sup>	MON - THU	
15 <sup>00</sup> - 01 <sup>00</sup> / 18 <sup>00</sup> - 01 <sup>00</sup>	FRI / SAT	

It's not just a store with homemade chocolate, although that is why it ended up on this list. It also doubles as a café, a tea room and a venue for cultural events, fairs and educational workshops. Some might also appreciate their electronic hookahs. All this is safely hidden in an unexpected place – inside the building of the Zlín Clinic

## BAŤA

OUR BELOVED FATHER. He built the Zlín we love and with this USE-IT map we'll show you that a visit to this city is worth every penny!

## WALK

Everything you might need to live or stay in Zlín is within walking distance.

## PARK CULTURE &amp; GREENERY

A bit of fresh air, a cold one, some good food, a blanket and a couple of friends. Outside in a park is where it's at. (As soon as it gets warm, that is.)

## BAŤA HOUSES

The most adorable architecture representative of Zlín. Get lost in their narrow alleyways.

## "TOŽ"

Though of no particular meaning, this filler word is a conversational constant for every true Zlíner.

## PATERNOSTER

Our little hop-on hop-off fun ride inside the skyscraper. It can take you all the way up to the lookout deck or to the characteristic 8<sup>th</sup> floor.

## BAKERIES

Whether breakfast, midday snack or even dinner is your meal of choice, these sweet and savory takeaway places lurking at every corner have got you covered.

## HISTORY TIMELINE

1322	First record of the name Zlín	1890s	Bata arrives in Zlín
1894	Making shoes for the world	1922	Bata's psychological pricing first used
1933	Largest movies theater in central Europe	1933	Hotel Moskva first in Europe to have in-room toilets
1936	Film studios opened in Zlín	1938	Building No. 21 second-highest building in Europe
1949-89	City renamed to Gottwaldov	1961	First edition of Zlín Film Festival
1990	Name of Zlín reclaimed	2001	Tomas Bata University founded on 01/01/2001

## NO ENGLISH

While we try our best, some of us are just better at body language than at speaking English.

## YOU SHALL NOT PARK

Parking is a constant issue here. There's not much of it and we always end up arguing about it.

## ONE-WAY STREETS

Zlín by car is one big conundrum. Whoever manages to navigate through it without having to back away from oncoming traffic, wins!

## SHORTEST GREEN LIGHTS IN THE WORLD

A note from local observers: Zlín's crossings are not made for slow walkers. Some green lights last a mere 8 seconds.

## FEAR NOT! IT'S JUST A TRAIN STATION

Some fail to get off in disbelief that this could possibly be our main train station. Give it some time – it's a work in progress.

## SUNDAYS

No wonder the Czech word for Sunday literally means "do-nothing-day". Maybe that's why (or because?) almost everything is closed.

## TAP WATER

Many restaurants charge for tap water.



01

RED BRICK DESIGN SHOP

10 <sup>00</sup> - 17 <sup>00</sup> / 12 <sup>00</sup> - 18 <sup>00</sup>	MON - TUE / WED
10 <sup>00</sup> - 17 <sup>00</sup>	THU - FRI

Design Shop @redbrickdesignshop

Inside the foyer of our beautiful functionalist library hides a little design shop just waiting to be discovered. A small one, but ours. It only features the products of our local designers, which is no surprise in a city where the local university runs several Design programs. Jewels, socks, brooches, backpacks, fashion or decoration? Could make for a good souvenir from Zlín!

02

REGIONAL GALLERY OF FINE ARTS IN ZLÍN

10 <sup>00</sup> - 18 <sup>00</sup>	TUE - SUN
-------------------------------------	-----------

@galeriezlín

-VISIT-

A short walk from the bus station, hidden inside one of Zlín's iconic buildings – the former shoemaking factory. Toyen, Kubišta and Mucha are just some of the names of prominent Czech artists whose works are on display here. If contemporary art is not your BFF, you might prefer the section about Zlín's design and architecture.

**"It does not matter how small your product is as long as you make it the best in the world."**

— Tomáš Baťa

03

MUSEUM OF SOUTHEAST MORAVIA IN ZLÍN

10 <sup>00</sup> - 18 <sup>00</sup>	TUE - SUN
-------------------------------------	-----------

@muzeumzlín

-VISIT-

Immerse yourselves in the history of Zlín, Baťa's empire and southeast Moravia. The museum, inside the same building as the regional gallery, lets you revisit times long past. Exhibits include the world's smallest shoes as well as shoes so big a toddler could nap in them, dried-out skulls of literal headhunters and replicas of workshops that used to stand all around.

04

KAVÁRNA TOVÁRNA

• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •

8 <sup>00</sup> - 21 <sup>00</sup> / 8 <sup>00</sup> - 23 <sup>00</sup>	MON - THU / FRI
10 <sup>00</sup> - 23 <sup>00</sup> / 10 <sup>00</sup> - 20 <sup>00</sup>	SAT / SUN

@kavarnatovarna

A very stylish industrial-style café right next to the city museum and gallery encourages every artistic soul. Offline world lovers enjoy the hot chocolate, concerts, exhibitions or talks that happen here every now and then.

05

PRAŠÁD

• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •

10 <sup>30</sup> - 16 <sup>00</sup>	MON - FRI
11 <sup>00</sup> - 16 <sup>30</sup>	SAT

A lunch-only affair in the heart of the industrial Svit complex. One of the few vegetarian, sometimes even vegan and gluten-free friendly restaurants we go to if we want to feel good about what food we put in our bodies. You can take what you want, paying for the total weight of your plate. You might appreciate their ISIC discount and reduced prices starting at 15. To avoid busy hours, come after 13.

06

BLOK 12

• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •

@blok12

★

The best bar in Zlín known for its infamous parties that you will both never forget and not remember the next day. A wide selection of drinks, electronic music and nice interior will make you party like you're 18 again. In the summer, all this moves to a spot under the stars in the center of the industrial part of the city.

07

GALERIE KABINET T.

12<sup>00</sup> - 18<sup>00</sup>

TUE - FRI

@galerie\_kabinnett

-VISIT-

Wandering through Svit? Don't forget to check out Kabinet T. The gallery can be found in a basement underneath the grocery store ENAPO and you can expect to see visual works of art made by contemporary Czech and foreign authors. A must-see for all the art freaks out there!

**"If you want a large coffee build up your body"**

08

NA ŠP

• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •

07 <sup>30</sup> - 18 <sup>00</sup>
-------------------------------------

@naspage

A dangerous mix between the train station spaghetti, a plethora of donuts. This is a place where you want to wait for more time as it is adorned with fresh

09

STAR

• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •

10 - 22 / 11 - 22
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We always tell our friends to stay away from the alcohol in our city. When everything in your head thinks it's still time to party, you thought you didn't have a disco venue. Be our guest and try some Greek, Vietnamese or called "hungry window".

10

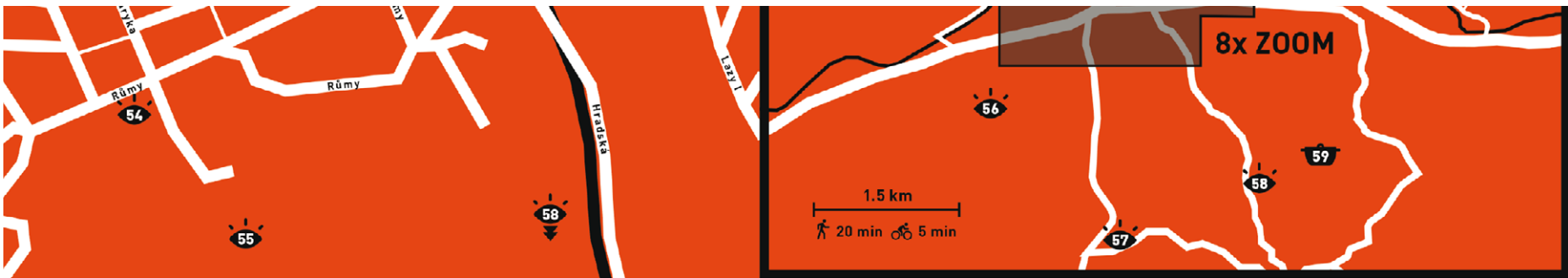
FAEN

• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •

@faencyfr

Are you short on time? A quick dip in the pool may very well hit the spot. Dedicated strictly to F. Ostrava and quickly gaining popularity, a dip is definitely the flavor of the month.





**You want to build up  
ge company, first  
up yourself.”**  
— Tomáš Baťa

**NA ŠPAGETY & CO DONUT**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
07<sup>00</sup> – 18<sup>00</sup> MON – FRI  
@naspagety @codonutty

generous mix of two classics just a short way  
rain station. Both whole-grain and regular  
a plethora of sauces, salads and a showcase  
uts. This is our lunch place when we don't  
for more than five minutes. Plus the counter  
with freshly baked ricotta pies...

**STAR CLUB FLIP** @starclubflip  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
10 – 22 / 10 – 04 MON – TUE / WED  
10 – 22 / 10 – 06 / 18 – 06 THU / FRI / SAT

ways tell ourselves we won't ever come back,  
cohol in our blood washes this resolution  
n everything else is closed but your fuzzy  
s it's still time to dance, Flip is the solution.  
you thought were not played anymore or  
a disco version can be danced to only here.  
st and try and kill tomorrow's hangover with  
k, Vietnamese or Italian fast food at the so-  
gry windows”.

**FAENCY FRIES**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
@faencyfries

u short on time and hungry as a hippo? Fries  
otatoes coupled with dips from local ingredients  
ell hit the spot. The concept of fast food joints  
strictly to French fries arrived from the city of  
d quickly gained popularity here. Why yes, plum  
tely the flavor you need to pair your fries with.

**11 BUILDING NO. 21**  
For more info see: THE BATA PHENOMENON  
• VISIT •

**12 MAKALU**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
11<sup>00</sup> – 22<sup>00</sup> / 12<sup>00</sup> – 23<sup>00</sup> MON – FRI / SAT – SUN  
LUNCH HOURS TILL 15<sup>00</sup> @makalu\_zlin

A genius entrepreneurial idea – be the first to bring  
spicy Nepali cuisine to the city, offer large portions for rea-  
sonable prices and, as a smart cherry on top, have both  
alcoholic and non-alcoholic beer on tap. All this makes  
Makalu's creepily sticky tables so packed during lunch  
hours every day. Definitely worth tasting: chicken mango,  
dal mahani, lamb kari or channa lamb, served with the  
divine naan, prepared and freshly baked right on spot.

**“You can achieve anything  
you want.”**  
— Tomáš Baťa

**13 BAR 1931**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
17<sup>00</sup> – 24<sup>00</sup> / 17<sup>00</sup> – 02<sup>00</sup> TUE – THU / FRI – SAT  
@bar\_1931

If you like your drink as a bit of a posh affair, Bar  
1931 is your go-to spot. You're in for some high-quality  
alcohol, dimmed lighting and a good view of Building  
No. 21. Just be aware that the bill will surely reflect that.

**14 KORNUTERIE**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
10<sup>00</sup> – 19<sup>00</sup> MON – SUN  
@bistrotrekavalachy

Fried soft cheese, a fresh Asian salad or roasted  
cabbage – you can get all these goodies served into a  
kornout (Czech for cone, hence the name). An ideal  
option when time is of the essence and you want to try  
something quick without having to rely on the fries from  
McDonald's. They also serve ice cream in the summer!

**15 BISTROTÉKA VALACHY**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
07<sup>00</sup> – 21<sup>00</sup> / 07<sup>00</sup> – 22<sup>00</sup> MON – THU / FRI  
08<sup>00</sup> – 21<sup>00</sup> / 09<sup>00</sup> – 20<sup>00</sup> SAT / SUN  
@bistrotrekavalachy

This beauty is the result of the renovation of a former  
shopping mall called Prior. It is a combination of a local  
delicacies store, a café, a bakery and, most importantly,  
a restaurant. You are in for a treat no matter the time of  
day. For your breakfast of champions, try their milk rice  
with caramel and for dinner you can't go wrong with their  
cheap genuine Czech options or the delicious reuben  
sandwich and beef tallow fries. It is considered heresy to  
leave without their sourdough bread (with a bit of luck, the  
one with tomatoes).

**16 GAHURŮV PROSPEKT**  
Both students and archi-  
tects love this urban greenery project in the  
middle of the city, unconditionally. The grass is  
so perfect it's hard to believe it isn't fake. The  
space was renovated in 2013. Who needs a  
blanket with a green bed as soft as plush under  
your buttocks? All you need is a book, some  
friends and a little something to bite and sip on.  
Despite a universal ban, you do not need to be  
afraid to spice up your beverage with something  
stronger, as nobody will kick you out, even after  
dusk. The grass has free Wi-Fi too!

**17 ZLÍNSKÝ KAFEC**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
08<sup>00</sup> – 20<sup>00</sup> MON – FRI  
08<sup>00</sup> – 19<sup>00</sup> SAT – SUN  
@kafeczlinaky

This franchise brother of a café from Brno can be  
proud of its palette of delicious sweet waffles – and a  
new ingredient special waffle voted by the customers  
every month! Since a breakfast meal can serve many  
purposes, you can have sandwiches, eggs and sausages  
until 13. Besides being a favorite brunch place, it is also  
one of the coffee lovers' choices.

**18 PRO.STORY**  
Design Shop @prostory.work

The newest artsy place in town. The combination  
of a design store, showroom and gallery promises  
all culture lovers an experience out of the ordinary.  
Nowhere else can you observe local jewelry being  
made, buy your favorite piece afterwards and top this  
all off with a gallery visit. 3 in 1 – that's pro.story.

**19 G18 GALLERY**  
@g18gallery  
13<sup>00</sup> – 18<sup>00</sup> MON – THU  
• VISIT •

A university gallery in the city center showcasing  
contemporary art and design. Situated in a newly-built  
structure designed by the world-renowned architect  
Eva Jiříčná, it provides a platform for both students  
and established artists from the Czech Republic and  
abroad. Entrance is free, so give it a shot!

**“The whole world  
is a school;  
the best teacher in it is  
work, and the best help  
is need.”**  
— Tomáš Baťa

**20 PIZZERIA UMBRELLA**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
11<sup>00</sup> – 22<sup>00</sup> TUE – THU  
11<sup>00</sup> – 23<sup>00</sup> / 11<sup>00</sup> – 15<sup>00</sup> FRI / SAT

The gigantic boom of Czech pizzerias is coming  
to a close and other foreign cuisines are finally getting  
recognized. Some Italian classics prevail, however,  
and we are glad. This cosy little corner pizzeria is one  
of those. With a fired-up furnace and wine served by  
the glass, you are bound to spend a good evening.  
They only have a few tables, so you might want to con-  
sider booking ahead.

The castle is one of the few res  
Zlín, with walls dating back to more th  
You could easily guess that from its  
little resemblance to anything else in  
Inside, you'll find exhibitions, worksh  
called Courage and from time to tim  
and other small local events that we l  
winter, check out Restaurant Day Zlín

**26 U SV. ANTONÍN**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
11<sup>00</sup> – 22<sup>00</sup>  
17<sup>00</sup> – 22<sup>00</sup>

The air is more wine than oxyg  
first thing that hits you when you se  
ground wine bar. The assimilation i  
about 5 minutes and you don't want  
to get a liter of decent wine for less

**27 RETRO**  
• BREAKFAST • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
17<sup>00</sup> – 24<sup>00</sup> / 07<sup>00</sup> – 02<sup>00</sup>  
14<sup>00</sup> – 02<sup>00</sup> / 14<sup>00</sup> – 22<sup>00</sup>

Retro Bar is where mixed drinks  
meet in the evening. Then, from the  
7, they are ready to turn you into a p  
it comes to the price-performance  
breakfast doesn't have competition  
coffee is the icing on the cake.

**28 POLÉVKÁRNA**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
09<sup>00</sup> – 16<sup>00</sup>

“Soup is fundamental, all else is  
is the rough translation of a popular l  
should take to heart before you order  
have the power to substitute an entire  
so thick a spoon can stay upright in  
not an orthodox soupier, you can ge  
meal here right in the center, choos  
every day. Still not full? Get a bite of k  
thing else on the menu. In the summ  
some local farmers' ice cream!

**29 SKLEP 33**  
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
17<sup>00</sup> – 01<sup>00</sup> / 17<sup>00</sup> – 02<sup>00</sup> MON  
@sklep33

First things first, when someone  
Loft, they mean Sklep 33. Local s  
those who have been frequenting the  
not been able to get used to the new  
dark literary vibe of the place makes i  
hipsters. Apart from a little drop of  
they also serve a taste of avant-gard  
of slam poetry or underground music

few really old buildings in to more than 500 years ago. it from its architecture, with ng else in our modern town. s, workshops, a design shop me to time a design market that we love so much. (In the t Day Zlín.)

TONÍNKA	
ER • WINE • DRINK • PARTY • WI-FI •	
MON – FRI	
SAT	

han oxygen here, that's the n you set foot in this under- milation process only takes on't want to miss the chance e for less than 80 crowns.

@retrokoktejlovbar	
• BEER • WINE • DRINK • PARTY • WI-FI •	
– 02 <sup>00</sup> MON – THU / FRI	
– 22 <sup>00</sup> SAT / SUN	

ed drinks, people and music , from the bright morning at u into a person again. When rmance ratio, their English npetition in Zlín. The refilled ake.

RNA	
ER • WINE • DRINK • PARTY • WI-FI •	
MON – FRI	

all else is unimportant." That popular local saying that you ou order anything. Our soups e an entire lunch as some are ight in them. Even if you are u can get a good and quick ar, choosing from five soups a bite of khachapuri or some- ne summer you can even get ml

ER • WINE • DRINK • PARTY • WI-FI •	
02 <sup>00</sup> MON – THU / FRI – SAT	

someone tells you to go to Local students, especially nting the bar for years, have o the new name just yet. The e makes it a hub for most Zlín drop of alcohol, sometimes ant-garde culture in the form and music performances.

a reservoir in the city center. No, we are not seasick – see it for yourself! And if tea isn't your cup of rum, you can get coffee and cake instead. Arrgh!

35 SHUN LI	
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •	
11 <sup>00</sup> – 23 <sup>00</sup> MON – SUN	

This place, not to be confused with a Nicki Minaj song, is the only Chinese restaurant in Zlín. For real. Aren't we so lucky? That is not why it deserves a spot on this map, though. The lady you will find inside has been running the place for over 20 years and cooks just phenom- enally. Our mouths water at the mere thought of their tasty roast duck with rice. And if times are rough, order their *rodinné štěstí* ("family happiness") for 120 crowns!

**"Let us speak through our actions."**

— Tomáš Baťa

36 SONY RESTAURANT	
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •	
10 <sup>00</sup> – 22 <sup>00</sup> MON – SUN	

At first glance, it is your regular Vietnamese restaurant – a couple of unnerving pictures on the wall, an aquarium, greasy menus and plastic indoor plants. We can't help but love it, though. Go to Sony for an excellent bún bò nam bô with fresh herbs for 118 crowns and restore your faith in the world.

37 CHARLIE'S	
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •	
18 <sup>00</sup> – 04 <sup>00</sup> MON – SUN	

This is where every good party starts or ends. We go in thinking we're going to play a couple of rounds of billiard and end up leaving at dawn. Or sometimes we go in real late at night when we're not yet ready to say goodbye to our drinking bender and want to find a safe place for the show to go on. The jukebox will set the mood for any fiesta of your choice.

38 NOVÝ SVĚT	
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •	
15 <sup>00</sup> – 23 <sup>00</sup> / 15 <sup>00</sup> – 24 <sup>00</sup> MON / TUE – THU	
15 <sup>00</sup> – 02 <sup>00</sup> / 16 <sup>00</sup> – 02 <sup>00</sup> FRI / SAT	

A friendly place with strong environmental and social responsibility, drenched in the art of local painters, musicians or even actors. You could drop into a travel dis- cussion, workshops or just read a book in a cosy atmo- sphere. All in one place, all at the bar Nový Svět – "New World". If you've had enough of Czech beer, have a shot of Poncha – a traditional drink from the island of Madeira.

Certainly the best-decorated café in the city. Apart from the tiny lights, candles, cushions and piano, the real treasure comes in the form of a fridge full of desserts that is definitely not to be overlooked. Everything homemade with love, waiting for you in the building of the indepen- dent theater scene – Malá Scéna (Czech for small stage).

44 PATH ALONG BENEŠOVO NÁBŘEŽÍ	
Along the little creek we call a river (named Dřevnice) leads a picturesque bike trail. If you can get your hands on a bicycle or a pair of skates, do it, get on and go. If not, don't worry. No matter in what direction you set off, many rest areas and temptations in the form of pubs and confectionaries await you. You will also pass along a few Baťa houses, which are Zliners' favorite object of desire. A perfect plan for a weekend relaxation or an evening jog.	

as a café, a tea room and a venue for cultural events, fairs and educational workshops. Some might also appreciate their electronic hookahs. All this is safely hidden in an unexpected place – inside the building of the Zlín Clinic.

49 SVIT FACTORY COMPLEX	
For more info see: THE BATA PHENOMENON	

50 JEDNÍM TAHEM	
• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •	
08 – 20 / 08 – 02 MON, TUE, THU / WED, FRI	
10 – 24 / 10 – 20 SAT / SUN	

Instagrammers, take note! Jedním Tahem puts the jungle in concrete jungle. This piece of industrial heaven inside the Svit factory complex cannot be overlooked. Come hide away in the shade of palm trees to eat your breakfast bagel, drink coffee after lunch or meet your friends for beer and shots in the evening.

WWW.USE-IT.TRAVEL

USE-IT is tourist info for young people: made by locals, no-nonsense and up-to-date. Want to be the first to know about our new maps? Then like [www.facebook.com/USE-IT](https://www.facebook.com/USE-IT)

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zlín.

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Tomas Bata University



## 51 | ŠTĚRKÁČ



As soon as summer kicks in, Zlíňers flock to the nearest body of water to escape from the scorched brick jungle that is Zlín. Despite its somewhat questionable reputation (urban legends have it that many a cadaver, including one of a horse, have graced the surface of the water), the flooded former gravel quarry in Otrokovice is a popular spot. Paddleboards are for rent here and in the local snack bar you can order the holy trinity of Czech summer – a beer, a hot dog and a popsicle. What else can one need?

SUMMER

## 52 | GALERIE KOMNATA



-VISIT-

NON - STOP

MON - SUN

Waiting on a trolleybus? Make time pass quicker in Komnata. This gallery, located at the bus stop Zahradnická, is open day and night. It features contemporary visual art, showcasing different intermedial performances and site-specific installations.

**“Do not say it cannot be done, but rather that you have not yet learned how to do it.”**

— Tomáš Baťa

## 53 | 50 SHADES OF BRICK



Do you really want to experience Zlín architecture? Then head to Letná for a walk. If you're lucky, the Bata era housing infopoint will be open. Inside you will get a feel of what living inside a typical Bata house was like during the golden age. Or you can just ring the bells of random little houses on the way and beg the inhabitants to let you come in for a custom visit. (Don't.) Local tip: Right next to the shop – the only one in all of Letná – you'll find an out-of-place American-style wooden house, which Bata originally tested as a possible model for construction in the city.

## 54 | TOMÁŠ BAŤA MEMORIAL



10<sup>00</sup> – 16<sup>00</sup>

TUE, FRI, SAT, SUN

-VISIT-

@pamatniktomasebati

## 56 | TRAIL OF HEALTH



Got a free afternoon and feel like taking a stroll? Great. Let's start by checking out a couple of Bata houses, then jump into the woods and onto the Trail of Health (Stezka zdraví), which will lead you through the forest all the way to Malenovice Castle. If you need some motivating, just keep in mind that under the castle you will find our most beloved brewery alongside a little pub. This is where the magic of Zlínský Švec happens. (Don't be shy and chug a fresh half-dark eleven degree.) With the trolleybus back from Malenovice, you'll be home in a quarter of an hour.

## 57 | CEMETERY IN THE WOODS



If you could pick a place for your eternal rest, come consider this beautiful spot. No, it isn't weird at all. Yes, we really come here just to hang out. And if you still find it a bit odd, just pretend you are passing through and heading to the nearby Forest Hotel – they cook very well! And yep, that's a hotel next to a cemetery.

## 58 | KUDLOV



You can easily spend a whole afternoon here if you want. Ride all the way to Kudlov (bus no. 32). Set a bit aside, you'll find it is not the liveliest of places, but you will come across luxurious mansions and a functionalist chapel. You can take a walk to the nearby film studios, which in their best years garnered a lot of fame, mainly for their movies for children. Nowadays, the studios are home to an art school and an exhibition called Filmový Úzel about the film studio's history and its greatest creators. On your way back to the center, do not miss Bistro Kudlov, which is becoming a popular Sunday pit stop for its fresh Czech desserts and sous-vide pulled pork.

**“Do not imitate – lead the way!”**

— Tomáš Baťa

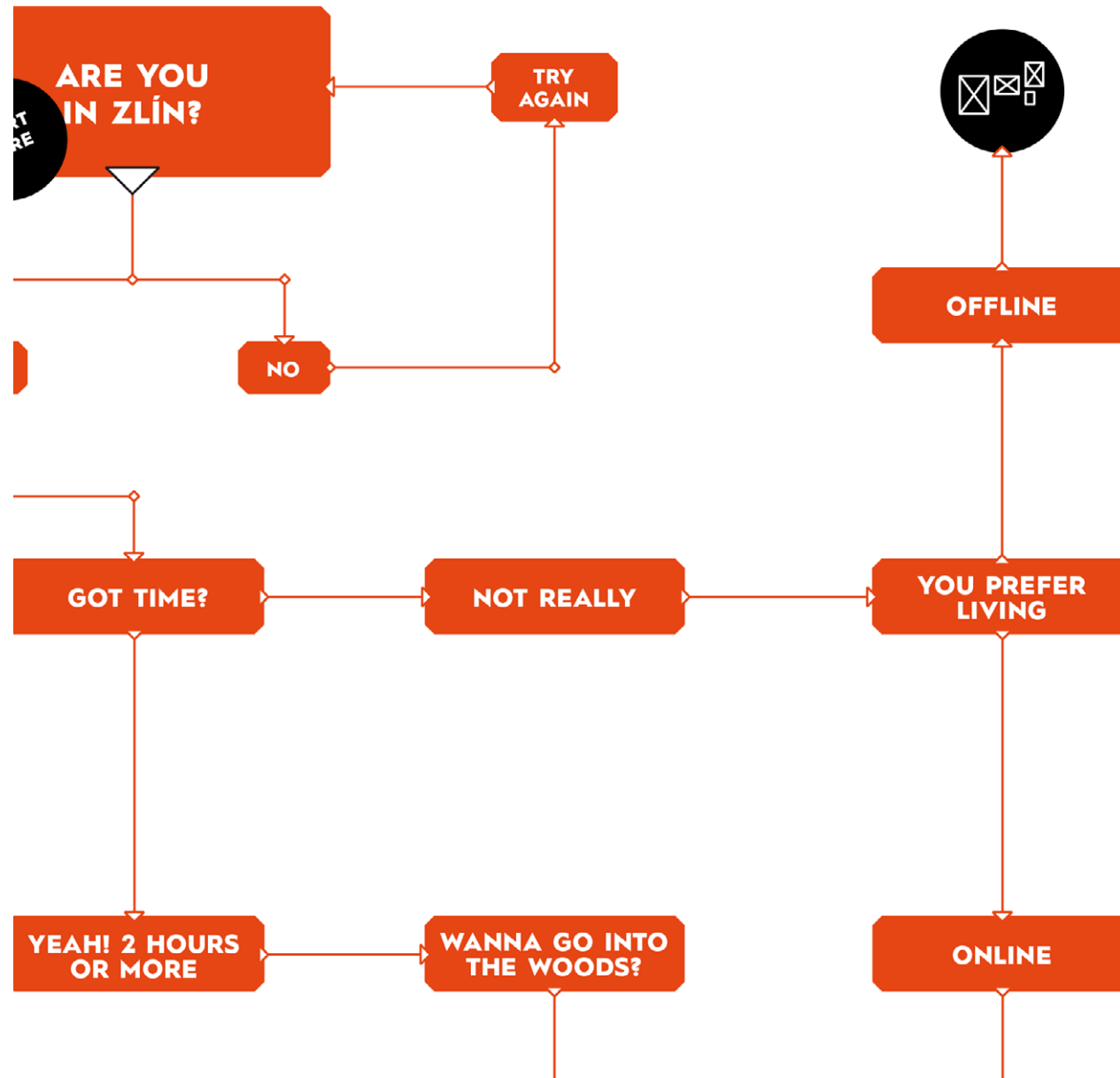
## 59 | BISTRO KUDLOV

• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •

# Which type of Zlín



# Zlín are you today?



## TOURIST INFO

### Shopping



Regular stores, including the beloved bakeries, mostly close at 18, while on weekends they usually only stay open on Saturday mornings. Supermarkets are open until 21 on weekdays and weekends. We are not big on non-stop shops in the center, but the little window at the bus station will satisfy all your unhealthy shopping needs on a late night.



### Public transport

If you want to catch a ride on a trolleybus or a bus, remember that after midnight you won't have much luck. They resume regular operation at around 4 in the morning.

Tip: When traveling to Zlín by train, you will most likely have to change in Otrokovice. Don't waste time waiting on your connection to Zlín and take the trolleybus no. 2 and 6 or bus no. 70 to the city center instead. All for just 15 crowns.

### Taxi, please!

If the trolleybus lets you down, a taxi will have your back. You won't spend a fortune on it either – a ride inside the city does not usually go over 100 crowns. If there are more of you, you might end up paying the same as you would for a trolleybus.

### Mondays are cultural no-go days

If you want to check out a museum or a gallery, don't leave it for a Monday. Places of culture in the entire country tend to stay closed on this day of the week.



### Alcohol & cigarettes

You'll buy them virtually anywhere. Watch out – it is not allowed to drink in public in Zlín. The Czech government has also banned smoking inside all places of business (including restaurants and bars) as well as all stations and bus stops.

## TIPS

### Busfest

• SPRING • SUMMER • FALL • WINTER

Get aboard a trolleybus where a lot of fun awaits you. Ride through the city and see the craziest concert of your life. Some moves on top of the bus seat repeat three times, each time with a different band. Congratulations, you've just won the pleasure to be part of the Busfest. Be sure to catch this ride at the

### Zlín Design Week

• SPRING • SUMMER • FALL • WINTER

A week-long festival of design that fills the city with exhibitions, workshops, and concerts during the first week of August. Fans of young and inspiring design will find a kind of project cannot be missed.

### Zlín Film Festival

• SPRING • SUMMER • FALL • WINTER

Every year at the end of May the city of Zlín miraculously climbs up. Wanders the streets are many Czech celebrities and young talented actors from around the world. What is up, you ask? The International Festival for Children and Youth is in town. It is a movie, a concert or come party in the end of the tent at Gahrův Prospekt. It is English-friendly.

### Barum Czech Rally Zlín

• JAN • FEB • MAR • APR • MAY • JUN • JUL • AUG • SEPT

Do you crave the smell of gasoline and the sound of tuned-up automobiles? Then the Barum Czech Rally Zlín is the right time for you. Get a beer and go stand at the side of the track cheering on the racers with everyone else. Just make sure to keep a safe distance from the race track!

### Advent Zlín

• JAN • FEB • MAR • APR • MAY • JUN • JUL • AUG • SEPT



PS

FALL • WINTER •

where a band already  
the city and experi-  
t of your life. Put in  
bus seats. Rinse and  
time with a different  
you've just had the  
Busfest Music Festi-  
de at the end of April.

In Week

FALL • WINTER •

sign that livens up the  
kshops, conferences  
irst week of May. For  
ng design, this one-  
be missing on your

Festival

FALL • WINTER •

May the population of  
p. Wandering around  
zech celebrities and  
m around the world.  
nternational Film Fes-  
h is in town! Go see a  
party inside the leg-  
rospekt. The festival

tech

JUL • AUG • SEP • OCT • NOV • DEC •

of gasoline and the  
obiles? Then August  
Get a beer & hot dog  
the side of the road  
with everybody else.  
a safe distance from

in

JUL • AUG • SEP • OCT • NOV • DEC •

BAŤA HOUSES

“Working together,  
living individually.”  
— Tomáš Baťa

THREE TYPES OF BAŤA HOUSES:

**A QUARTER HOUSE**  
We recommend a walk through the  
quarter of Letná and Mostní Street,  
typical for this style of housing.

**A SEMI-DETACHED HOUSE**  
These can be found in the quarters  
of Podvesná, Zálesná and Díly.

**A SINGLE HOUSE**  
These can be found in the quarters  
of Lesní Čtvrť and Letná.

45 square meters  
of living area

ba Houses:  
ted  
nly 30 years

THE BAŤA  
PHENOMENON

The etymology of the name Zlín has  
had various interpretations in the  
local folk tradition. One possible ex-  
planation is that the city was afflict-  
ed by a series of unfortunate events;  
hence the name was derived from the  
Czech word for bad (*zlý*). Others as-  
sociate it with the word *slín* (Czech for a  
kind of claymarl), as clay soil is abun-  
dant in the area.

Baťa's Zlín

1894

Shoes. Architecture. Greenery.

Thanks to this factory owner, a small  
village bearing the name Zlaté Jablko  
(Golden Apple) was transformed beyond  
recognition. Tomáš Baťa Senior founded  
his factory here in 1894 and in the coming  
years, Zlín was born and the success of  
Baťa's company completely determined  
the look of the emerging city.

89<sup>99</sup>

A crown saved is a crown gained!  
Apart from being a great entrepre-  
neur, Father Baťa was also a bit of  
a cognitive psychologist. He found  
prices ending in a nine (like 89.99)  
to be much more attractive to his  
customers and soon his pricing  
policy spread to the entire world.

Baťa's prices

sier  
Baťa's  
genius

Building  
No. 21



**PRO TIP!**  
Book a guided elevator tour in advance.  
A group of 10 spends 350 CZK. A real bargain!

A live 360 degree street view, only  
slightly spoiled by the safety net aimed  
at those who sought a theatrical exit off  
the stage of life. 21 is simply the symbol  
of Zlín. Once the tallest in all of central  
Europe, this building boasts a mobile  
office inside an elevator (air condition-  
ing and a sink included!), the best view  
of the entire city and the longest pater-  
noster lift in the country. Take it up to  
the 8<sup>th</sup> floor and visit an exhibition on  
the history of Baťa and satellite towns.  
Continue on up, enjoy the view, check  
out a bronze model of the city and then  
take a selfie, obviously!

10<sup>00</sup> - 21<sup>00</sup> MON - SUN  
Opening hours of Café R21  
and the lookout deck



Mobile office  
inside an elevator

second-highest  
building in Europe in  
1938



Longest paternoster  
lift in the country

Also known as the shining crystal and the most-photographed spot. When the city's father Tomáš Bafa was suddenly killed in an airplane accident, it didn't take even a year to build his memorial, which you can now marvel at as it overlooks Gahurův Prospekt in the very center of Zlín. The inside of this functionalist concrete and glass jewel is nothing but pure space, sharp angles and a monumental replica of the fateful Junkers F13 monoplane.

**"Buildings – they are just piles of brick and concrete. Machines – they are a lot of iron and steel.**

**Only people can give life to it all."**

— Tomáš Bafa

## 55 | SVAH

Have you heard of a very Czech touristic dining habit that is roasting *špekáčky* (short and chubby sausages) on an open fire? We do not know a single person that does not enjoy this, vegetarians included. One of the destinations for all avid sausage roasters is at the summit of our magnificent ski slope, known simply as Svah. Here you can start a decent fire while basking in a precious view of Zlín. All of Zlín will be at your feet and so will the "toilets" in the nearby forest.

## 60 | LESNÍ ČTVRŤ

Czech for "Forest District", the name gives away what to expect: trees, peace and quiet, fresh air, fresh mind. Conveniently located 15 minutes away on foot from the center. You can also take the trolleybus no. 3 or 13 to the final stop at the entrance into the forest. When the mind is adequately refreshed, we recommend you fill your belly and work out your vocal cords by a campfire. Like a true Czech camper! You can find a great location for a top-notch bonfire right behind the observatory.

## 61 | ZOO LEŠNÁ

Have you ever fed stingrays before? That's just the thing you can try out in the Zlín zoo. During a couple of hours you'll be able to see animals from the entire world. Holding a beer of course – we're in the Czech Republic after all! A fairytale-like chateau is on the premises, too. The most magical time to visit is during the warm and colorful fall season.

At the time of printing this map (May 2020), Zlín was rising up after the COVID-19 crisis. Bars and restaurants were opening up again and life was bursting back to normal. Let's hope it stays that way!

### USE-IT Zlín Checklist

get a USE-IT map	✓	finish your night out with a stop at a "hungry window"	explore Svit
drink beer/wine in a park		see all types of Bafa houses	take a hike on the Trail of Health
taste a sour soup called <i>kyselica</i>		taste some <i>slivovitz</i> (preferably homemade!)	have a conversation in English with a random Zlíner
order a pint of Zlínský Švec		feed a stingray at the Zlín zoo	go rollerblading along the Dřevnice
experience one of Zlín's festivals		get lost in an alleyway between two Bafa houses	find a place with the word <i>Miluj!</i> (Love!) written on it
find one of Bafa's mottos		buy popcorn from a market stand at Pod Kaštany	walk through Kudlov
try a <i>frgál</i>		ride the paternoster lift in Building No. 21	snap a picture in Zlín and tag @useitzlin

## 59 | BISTRO KUDLOV

• MEAL • COFFEE • BEER • WINE • DRINK • PARTY • WI-FI •  
13<sup>00</sup> – 21<sup>00</sup> / 13<sup>00</sup> – 18<sup>00</sup> SAT / SUN  
@bistrokudlov

Once upon a time, there was a small bistro at the verge of Kudlov Forest where passers-by would bend over backwards to get their hands on some delicious pulled pork, goulash, beer specials and cream rolls so crisp it brought even the bravest men to tears. But seriously, this place is worth every single step you have to take to get there. Just make sure they are open!

## GRABBING A BITE



## BEING ALONE



## COFFEE ZLÍNER

You can spot a Coffee Zlíner right at the source of the many rich varieties of specialty coffee. They tend to frequent KAFŮ 33<sup>0</sup>, a family-owned café with a hipster feel to it. When traveling in bigger packs, they set up camp in the industrial space of Jedním Tahem 50<sup>0</sup>. And if they want to eat away their feelings or just really need a hearty breakfast, they stay faithful to Zlínský Kafec 17<sup>0</sup>.

## PARK & CHILL ZLÍNER

Park & Chill Zlíners have figured out that Komenského Park 23<sup>0</sup> is the ideal summer location to chill without ever having to leave. All their needs are taken care of – they stuff their faces with burgers from Bürger 22<sup>0</sup> (try a *Žlutý!*), quench their thirst with lemonades and beer from the adjacent Pštros 21<sup>0</sup> and order coffee straight into their laps, courtesy of the mobile Coffee Express. Just drop a blanket, put up a slackline and achieve nirvana.

## FOODIE ZLÍNER

This type of Zlíner knows that the early bird gets delicious pancakes from Bistrotéka 15<sup>0</sup> for breakfast, for lunch they get a taste of India at Makalu 12<sup>0</sup> across the street and their dinner is an Italian job at Pizzeria Umbrela 20<sup>0</sup>. Here's to hoping they don't fall into a food coma!

## BEER ZLÍNER

True fans of the golden nectar are regulars at Zelenáčova Šopa 39<sup>0</sup>, where they sip on a pint of Zlínský Švec to make an informed decision on our local lager. For more traditional beer culture in the form of a properly-chilled Pilsner Urquell, they stop at U Kovárny 40<sup>0</sup> close by. And if they bring along a group of buddies, they pop into U Máců 45<sup>0</sup>.

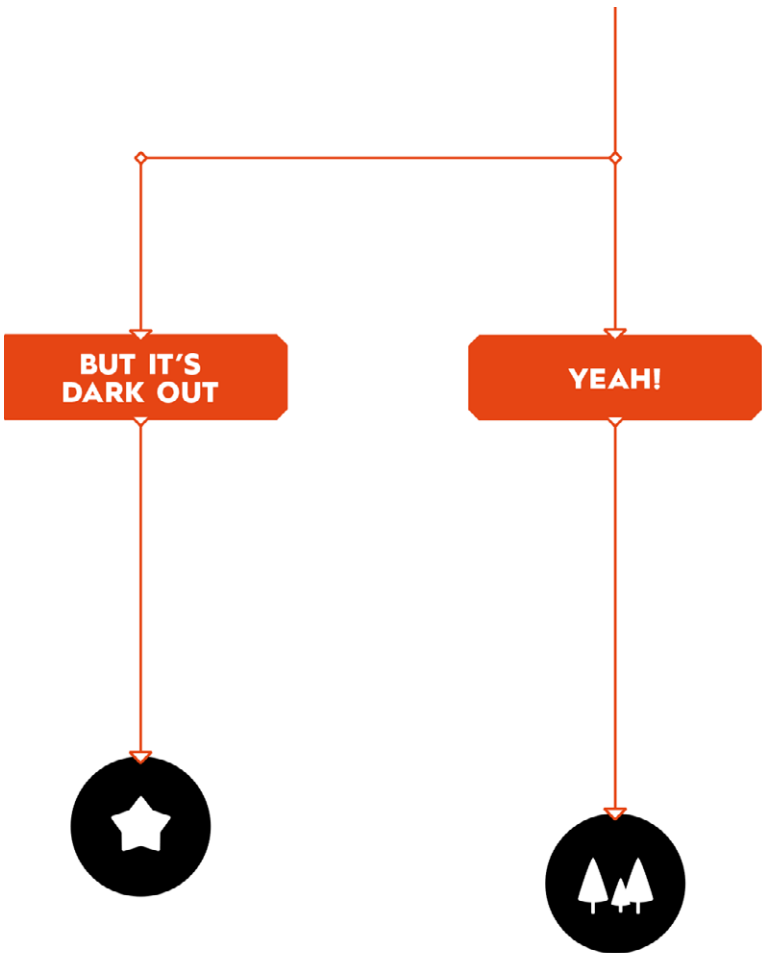
## INDOOR ZLÍNER

Indoor Zlíners know what's good for them. Peace and quiet, pajamas and a comfy couch at home. On their way home from work they stop to buy some wine from a barrel at U Sv. Antonínka 26<sup>0</sup>, they stock up on mustard-flavored Cyril's potato chips for potential guests and if they are still up and about in the city past 17, they hurry down to Kornuterie 14<sup>0</sup> where everything is half off at that time. Live slow, die whenever.


## DISCO

Due to the limited number of Zlíners, this Zlíner species is still young and calls on the dance floor. Before going to a disco, usually try to cure at the "hungry window" a prescription of c





## DISCO ZLÍNER

Due to the limited number of party venues, the Zlín party scene is close to extinction. Zlínners start off their nocturnal activity at 33  or Blok 12 . If the night is young and the need for some mating on the dancefloor is strong, these partygoers tend to move on to Star Club Flip . After going back into hibernation, they try to cure the onset of their hangovers through the "hungry window" across the street with the consumption of gyros and pizza, albeit in vain.






## OUTDOOR ZLÍNER

Outdoor-oriented individuals thrive in Zlín. With woods all around, there are many trails to be hiked and adventures to be had. The first stop of the Outdoor Zlínner is the notorious Bistro Kudlov . The Trail of Health  provides for a nice family-friendly hike leading to Malenovice Castle, while the Forest Cemetery  is an unconventional yet magical place to get closer to nature.



## ARTSY & DESIGN ZLÍNER

To them, the minimalism and functionalism of the city remain a breathtaking affair. To please their inner muse, Artsy & Design Zlínners seek inspiration in the Regional Gallery  or the G18 Gallery , where the USE-IT infopoint is located. The interior of the Tomáš Baťa Memorial  is also a great feast for the eyes that will surely spruce up any Instagram feed!



## ZLÍNSTAGRAMMER

All of Zlín is quite insta-friendly to make offerings to your social media gods. Proven gems include Kavárna Továrna , the carb overload of Faency Fries  and naturally the entire former Svit factory premises, hiding away such beauties as Building No. 21  and the platform of 14/15 BATA INSTITUTE near the museum .

prices of business (including restaurants and bars) as well as all stations and bus stops.

## Lunch menus



Even restaurants where you can't normally get a decent meal under 200 serve a lunch menu. Check out the map to see the best ones! You get a soup, a main course, something to drink – and you usually end up paying under 100. This promotion is usually valid between 11 and 15.



## Wi-Fi for all

Free Wi-Fi in Zlín can be found at Náměstí Míru, Gahurův Prospekt and Komenského Park. Of course, most bars and pubs have it too. So hurry up and let all your Facebook friends know you're in the coolest city east of Berlin!

## Municipal information & tourist centre



Where maps and online resources fail, the tourist center is here to help! Strategically located at Náměstí Míru inside the Municipality of Zlín, it provides all the important info in one place. Ready to get the 101 on Zlín's history, find all the latest info on what's happening and get cool tips on where to go for some nature, culture or architecture? Stock up on local guides and leaflets – get a USE-IT map and check out the highly recommended all-things-Baťa publication called Po Stopách Baťi (available in English). Plus you can get souvenirs made by local designers for a couple of crowns.

## Which sport is universally loved by Zlínners?

Handball

Ice Hockey

## ADVENT ZLÍN

• JAN • FEB • MAR • APR • MAY • JUN • JUL • AUG • SE

Hot wine, cover bands and lots of... That is Zlín in Christmas time. Sunday of the Advent season, a market at Náměstí Míru where you can nibble *ník*, warm up by an open fire and listen to the tunes of Queen covers. We are mas champions.

## Number of people living in Zlín...

During the summer

## Zlín Triathlon



JUL • AUG • SEP • OCT • NOV • DEC •

nd lots of junk food.  
s time. On the first  
ison, a market opens  
i can nibble at a *trdel-*  
fire and sing along to  
s. We are the Christ-

During the  
academic semester



Number of people  
living in Zlín in  
1900 before Tomáš  
Bata made an  
impact on Zlín.

2 975

26 350

Number of people living in Zlín in 1932  
after Tomáš Bata made an impact on Zlín.

There are over  
2000  
of them

In use  
for almost  
100  
years

Oldest ones  
date back to  
1923

Bata

Originally constructed  
to last only

Admired by  
the legendary  
Le Corbusier

genius  
loci

Extraordinary urbanism and architecture. Brick. Glass. Brick. Steel. Brick. Reinforced concrete. Think it doesn't sound very appealing? Zlín will prove you wrong. Bata's architecture is a rarity in the whole world. It adorns the city with its distinctive functionalist style from left to right and from top to bottom. The image of the city was defined by Vladimír Karfik and František Lýdie Gahura. Together they created a perfectly thought-out functionalism, admired even by the legendary Le Corbusier. Zlín has maintained its one-of-a-kind character to this day and still receives recognition from all around the world, and not only from architects.

Brick. Glass. Brick.  
Steel. Brick.

"Bata's mottos"

Even the slogans and catchphrases had their psychological impact, as they would nurture a sense of belonging to the company's philosophy in Bata's employees. Remnants of that can be found all around Zlín up to this day. "DNES, NE ZÍTRA!" (Today, not tomorrow!) – How many can you find?

"Today, not tomorrow!"  
— Tomáš Bata

Svit factory  
complex

Zlín's industrial landmark. Dozens of factory buildings. The place where it all began. Those are just a couple of phrases one could use to describe this enormous complex of former factories originally constructed by our constantly name-dropped Father Bata. As time went on, the complex fell into disuse and was turned into a brownfield. Nowadays, with revitalization efforts underway, it is slowly being brought back to life. Our tip is to close the map for a moment and explore this part of town. You'll get a lot more than thick smoke to soak in. Among the things you can find here are a gallery, a museum and a stylish café!

M.in

↑

Lo

Visit tips		SHOPS				
SAMESIS JEWELRY	unconventional material jewelry @samesis.jewelry	unique jewelry @zele_jelly	cosy florist shop @kytku_do_bytku	local leather shoes @vaskyboots	must-have backpacks @playbag_bags	sustainable fashion brand @sutu_slowfashionbrand
	barefoot footwear @zksamashoes	KYTKU DO BYTKU	VASKY	PLAYBAG		
	street fashion @modest_cz	KAVE FOOTWEAR	BIOGA	DOLLER		
	Check it on social media					
PLACES						
FÉNIX @fenix_zlin						
PHOTOGETHER @photogethergallery						
COFFEE EXPRESS @coffeeexpress_zlin						