

# OPEN UP YOUR PILSEN

OFFER FOR PARTNERS  
IN TOURISM 2016/2017



PRESTIGIOUS GUIDE LONELY PLANET NAMES PILSEN  
AMONG TOP 10 EUROPEAN DESTINATIONS FOR 2014

# Zuzana Koubíková, Director of the organization Pilsen – TOURISM, introduces the city of Pilsen

If somebody says Pilsen, many people imagine the world-wide known beer Pilsner Urquell. However, in 2015 Pilsen became very well known to public also as the European Capital of Culture. Under the motto "Open your Pilsen" the city project introduced more than 600 interesting events; it initiated construction of the New Theatre building, supported renovation processes of sights around the city and opened a new creative zone DEPO2015. The city of Pilsen convinced its visitors that it is not only great beer that can be found here, the city has much more to offer.

The successful project Pilsen – European Capital of Culture became a great starting point for the city to continue its development towards Pilsen as a modern European tourist destination. This development is based on the maximum use of the best values the city can offer. Among those values, there is not only the famous Pilsner Urquell Brewery, but also many sights in the city centre which were witnesses of the great history of the city. Many stories from the history of the city will be told to you by very experienced tourist guides during various guided tours which are arranged by our organization Pilsen – TOURISM. Those guided tours are adjusted to the interest of the particular group of tourists. The guided tours may lead you to the Jewish sights in the city centre or it may connect the visit of the city with the visit of the Pilsner Urquell Brewery.

The first half of the 20th century left a treasure in Pilsen which was only known to a few professionals from the architecture branch. Adolf Loos, the architect whose name is famous all around the world, created for local Jewish families at least 13 luxurious apartment installations in the 30s' of the 20th century. Some of the preserved apartments are accessible for public since 2015 during a unique guided tour which has no equivalent on the European scale. Not only there is this "Loos" project which will continue in the following years, there are many more projects which started in 2015 and will be introduced also in the following seasons. A tradition of new experiences was started in Pilsen and they will be connected to the name of the city from now on.

Open your "new" Pilsen and let the city convince you that it keeps its unmistakeable taste and atmosphere!



## Pilsen – TOURISM is your major partner in the area of tourism services:

- Guiding services and commented tours provided in several foreign languages
- Proposal and arrangement of customized one-day and few-days programmes
- Guided Tours of the Loos Interiors – the Interiors Designed by the World-Famous Architect Adolf Loos
- Arrangement of accommodation and transport

# Why to choose Pilsen?

- **Pilsen gave the world the famous taste of Pilsner Urquell**

The production of beer will be introduced to you directly during the guided tour in the brewery or in the Brewery Museum. Except tasting of the best beer directly from its source there are many restaurants within the city centre which offer gastronomic specialties of both typically Czech and foreign cuisines. The beer selection is completed by a wide range of small-scale breweries which can be found in Pilsen and its region.

- **Pilsen – European Capital of Culture 2015**

The successful project of Pilsen – European Capital of Culture 2015 initiated the interest of tourists in the city of Pilsen and it also brought a large number of touristic activities, cultural events to the city. The most successful events will welcome their visitors also in the following seasons.

- **Pilsen introduces its unique historical city centre**

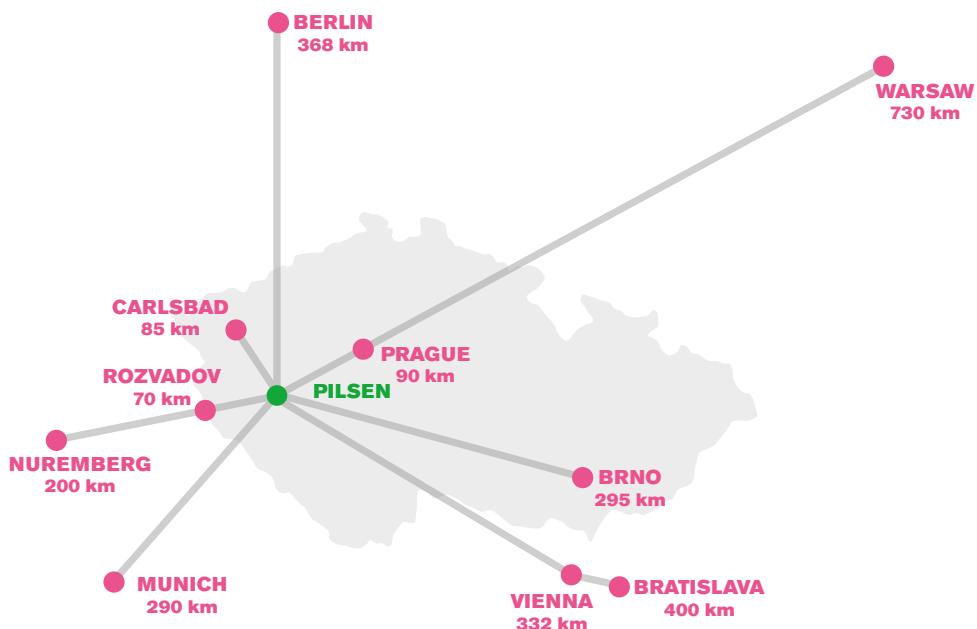
In comparison to other cities Pilsen is extraordinary in that respect that all of the historical sightseeing places are located within one area of the city centre. Therefore, all the sightseeing places can be visited on foot. There are seven museums and more than ten galleries. Romantic park area around the city centre is the right place for walks and relaxation.

- **Pilsen offers an interesting programme for everybody**

There are many touristic goals so that all family members will enjoy their stay. For men the city offers many beer pubs and small breweries, women may like cafes or the visit to the Loos Interiors and children can find the right place for them in the Zoological Garden, DinoPark or in the Techmania Science Centre which features the most modern 3D planetarium.

- **Pilsen is located near the border with Germany and not far from Prague**

The Prague airport is 50-minute drive away from the city of Pilsen. The journey from Munich to Pilsen takes 3 hours on a highway, the journey from Nuremberg takes two hours which makes the West-Bohemian metropolis a perfect starting point for further trips in the Czech Republic (to Prague 1 hour of journey, to Karlovy Vary 1 hour of journey).



# OUR OFFER FOR GROUPS

## Guided-tours of historic city centre in six languages



Visitors will see the Republic Square and the Gothic St Bartholomew's Cathedral with the highest church tower in the Czech Republic, the Renaissance building of City Hall and various historic houses, the green belt of gardens and parks with interesting monuments, ruins of medieval ramparts, Franciscan Monastery, the fourth largest synagogue in the world and other important buildings. They will get familiar with interesting parts of the history and present curiosities about Pilsen. The basic tour does not include entrance and admission fee into the objects. We can arrange the visit upon request.



**90–120** minutes  
(varies according to client's needs)



The group up to **20** people  
**45** € in a foreign language



The group up to **30** people  
**55** € in a foreign language



The group up to **40** people  
**60** € in a foreign language



The group up to **50** people  
**65** € in a foreign language

(The prices may change according to the actual exchange rate.)

For groups  
starting at 45 €

## We recommend: Austrian Marks in the City of Pilsen

Follow the most significant and unique Austrian marks in the city which undoubtedly belongs to Pilsen as we know it today.

Order your ticket: Tourist Information Centre, Republic Square 41, Pilsen, E-mail: info@vistiplzen.eu, +420 378 035 330



## Guided tours of Patton Memorial Pilsen



During the guided tour of the museum visitors will get familiar with more than 1500 items which map the liberation activities of Pilsen and South – West Bohemia by the US Army in May 1945 in a broader historical context. We also offer lectures and educational programmes for schools about the history of the Second World War and military programmes.



**60 – 120** minutes (varies according to client's needs)



The group up to **15** people  
**25** € / 1 hour in a foreign language



The group up to **25** people  
**35** € / 1 hour in a foreign language

(The prices may change according to the actual exchange rate.)

For groups  
starting at 25 €

## Guided tours of Loos interiors



New part in the Pilsen touristic offer, the guided tours of Loos interiors enable visit of the original city apartment interiors designed by the world-famous architect Adolf Loos in the 1930s. In addition to the unique first-republic design it opens an interesting view into the manners and living of the Jewish community before the Second World War to its visitors. For more information go to: [www.adolfloospilsen.cz](http://www.adolfloospilsen.cz)



depends on the number of interiors visited



The group up to **15** people  
**55 € / 1 hour** in a foreign language



The group up to **20** people  
**65 € / 1 hour** in a foreign language

(The prices may change according to the actual exchange rate.)

For groups  
starting at 55 €



### Our tip:

Guided tours of the historical city centre may be completed by guided tours of the Loos Interiors or the Great Synagogue for a discounted price.

## We can arrange visit of Pilsner Urquell Brewery – a guided tour:

When one says Pilsen, there are not many people who think of anything else than beer. The Pilsen Urquell Brewery attracts not only beer experts and beer lovers



### IT OFFERS TO ITS VISITORS SEVERAL GUIDED TOURS:

- Pilsner Urquell Brewery
- Pilsen's Historical Underground
- Brewery Museum

### WE MAY ALSO ORGANIZE A VISIT OF OTHER TOURIST ATTRACTIONS:

- St Bartholomew's Cathedral with the highest church tower in the Czech Republic
- Great and Old Synagogue
- Techmania Science Centre and 3D Planetarium
- Zoo and Botanical Garden and DinoPark
- Museum of Ecclesiastical Art
- Museum of West Bohemia
- West Bohemian Gallery
- Puppet Museum

# Pilsen – European Capital of Culture 2015

The project of Pilsen – European Capital of Culture 2015 introduced more than 600 interesting cultural events during the year 2015. Wide range of events will not finish with the end of the year 2015 and Pilsen still has much to offer also in the following season. A large number of events take place in the public area of the city and therefore the events can be easily connected with a visit of a beautiful historical city centre.

The heritage of the European Capital of Culture project is not only the already mentioned wide range of cultural events. Moreover, two newly opened cultural places draw attention of thousands of visitors. Close to the city centre the building of the New Theatre was constructed. This building is the only theatre building constructed in the Czech Republic in the last 30 years. The creative zone of the DEPO2015 is the second place which was created in connection to the title of the European Capital of Culture. The area of the DEPO2015 is situated on the premises of the Public Transport Company. However, since 2015 it is an open space presenting high-quality Czech, as well as foreign culture in its interesting industrial environment.

## Guided Tours of the DEPO2015

In 2014 the area of today's DEPO 2015 was used for parking of buses and trolleybuses. Today, the area is an open cultural space which attracts the attention of its visitors by a wide range of cultural events and exhibitions. Furthermore, it is interesting to participate in the guided tour of the industrial area itself. Many concerts, dancing shows, theatre performances, conferences and training events take place here. A stylish café is located directly in the area and a large-scale opened exhibition space is suitable for many types of exhibitions during the year. The creative zone of the DEPO2015 also provides a base for young creative people and start-up companies in various artistic or industrial branches. Differently sized areas may be rented for your own events too.

For more information and up-dated programmes go to: [www.depo2015.cz](http://www.depo2015.cz).



Minimum of **1** hour



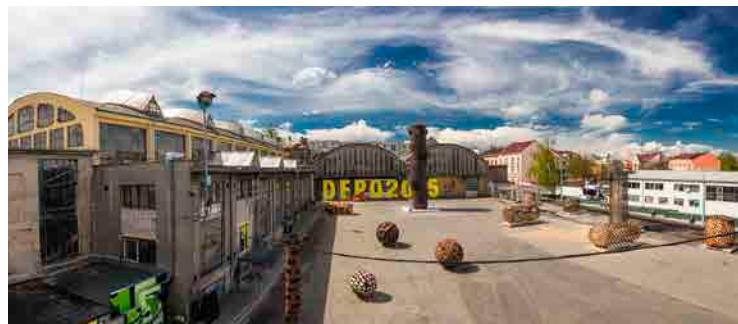
A group up to **20** people  
**35 €** a guided tour in a foreign language



A group up to **30** people  
**45 €** a guided tour in a foreign language



A group up to **40** people  
**50 €** a guided tour in a foreign language



## J. K. Tyl Theatre

The Theatre of J. K. Tyl currently consists of four theatre ensembles and it offers unique, first-class experiences. The theatre shows traditional theatre performances as well as modern performances of current production. It is situated in two main locations. Each of them offers different experience to its visitors. The magnificent building of the Great Theatre was built in the New-Renaissance style in 1902 and it breathes with traditional theatre atmosphere full of grace. The New Theatre which was the largest investment part of the project Pilsen – European Capital of Culture 2015, uses the most modern and high-tech theatre technologies in the Czech Republic and in that way it provides a superb spectacle. At the time when there is no performance in the theatre, both theatre buildings can be visited during a guided tour.



# A Selection of Cultural Events in 2016

- **Depo Street Food Market (February)**

The festival of street food from the entire world will show you that the notion of street food hides much more than just French fries with ketchup, hot dogs or oily and unhealthy garlic frisbees. Come to the DEPO2015 and taste various dishes which are offered by the street food stands in other countries around the world.

- **Festival of Light (March)**

The historical city centre and the buildings in the adjacent streets will be brought alive again by means of a video-mapping and various light installations. A romantic walk in the streets of Pilsen can be arranged in any season of the year. However, the unique atmosphere of the Festival of Light comes to Pilsen once a year only.

- **Smetana Days (March)**

The international festival of classical music belongs among the most significant cultural events in the city of Pilsen. The festival is organized by the Pilsen Philharmonic Orchestra which invites both foreign and Czech stars of classical music to perform in Pilsen.

- **Liberation Festival (May)**

Pilsen is the only large city in the Czech Republic which annually remembers the events at the end of the WWII and the liberation of the city by the American Army in May, 1945. The festival lasts for several days and it includes varied cultural programme featuring also a parade of historical army technology during the Convoy of Liberty.

- **Fresh Festival (May)**

The Fresh Festival is the largest gourmet festival (formerly the name Apetit Festival was used) in the area of the Western Bohemia and it is visited by thousands of people every year. Many great chefs will introduce their art to you so that you can taste interesting specialities from all around the world which you probably will not cook at home.

- **International Folklore Festival CIOFF (June)**

Czech, as well as international folklore groups and guests from the whole world will play musical instruments and dance in the city centre. Come and see that folklore art is still alive.

- **Historical Weekend (June)**

The weekend festival will help you travel back in time into the period of knights' fights. You can look forward to many theatre and music performances, traditional fair full of jugglers, magicians and handcraft shows. For the Saturday evening a parade of ghosts is arranged.

- **Skupova Plzen (June)**

The festival is an extraordinary parade of professional puppet and alternative theatre which is linked to the long tradition of puppeteering in Pilsen. Within the biennale many theatre ensembles from foreign countries as well as from the Czech Republic will perform.

- **Vivid Street Festival (July – August)**

The multi-genre open-air festival in the city centre offers a lot of opportunities for fun for all age groups. The festival lasts for three weeks and the music and theatre performances are for free-of-charge. The Vivid Street Festival includes a festival of street theatre in the first half of July (July 11th – 13th). Tens of concerts of the main music part of the festival will take place in the middle of August (August 15th – 21st). The Vivid Street Festival is finished by the Soup Festival on the first Sunday in September.

- **Weeks of West Bohemian Baroque (July – August)**

Following the successful festival Nine Weeks of Baroque which in 2015 brought many cultural events to tens of Baroque sights in the entire Pilsen Region will now continue with its next season.

- **Sun in the Glass (2016)**

The traditional annual festival of small breweries which takes place in the area of the Brewery in Cernice introduces a number of small breweries of Czech as well as foreign origin.

- **Bavarian Cultural Days in Pilsen (2016)**

The festival of Czech – Bavarian cultural cooperation offers interesting events across various genres.

- **Pilsner Fest (2016)**

The Pilsner Fest is a celebration of Pilsen beers Pilsner Urquell and Gambrinus which is completed by great musical performances.

- **Celebration of the Republic Foundation and DEPO Street Food Market (October 28<sup>th</sup>)**

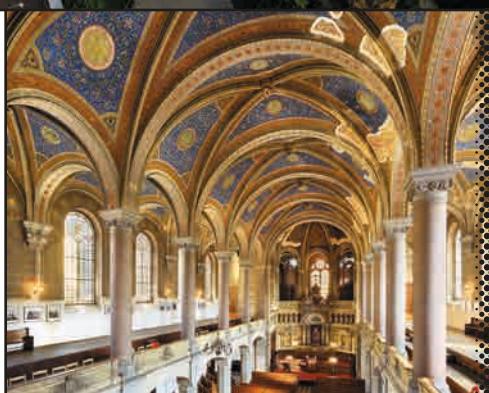
A whole-day celebration with free-of-charge or price-advantageous entrance fees of 28 CZK for many sights in the city. In the area of the DEPO2015 there will be a street food festival with the fast food stands from all around the world.

- **Christmas Market (December)**

Pilsen Christmas Market offer romantic atmosphere filled with the smell of hot wine, punch and freshly baked Christmas sweets. Furthermore, it is completed by an interesting cultural programme and live nativity scene.

# 2013 Pilsen

European Capital of Culture



## Pilsen-TOURISM

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