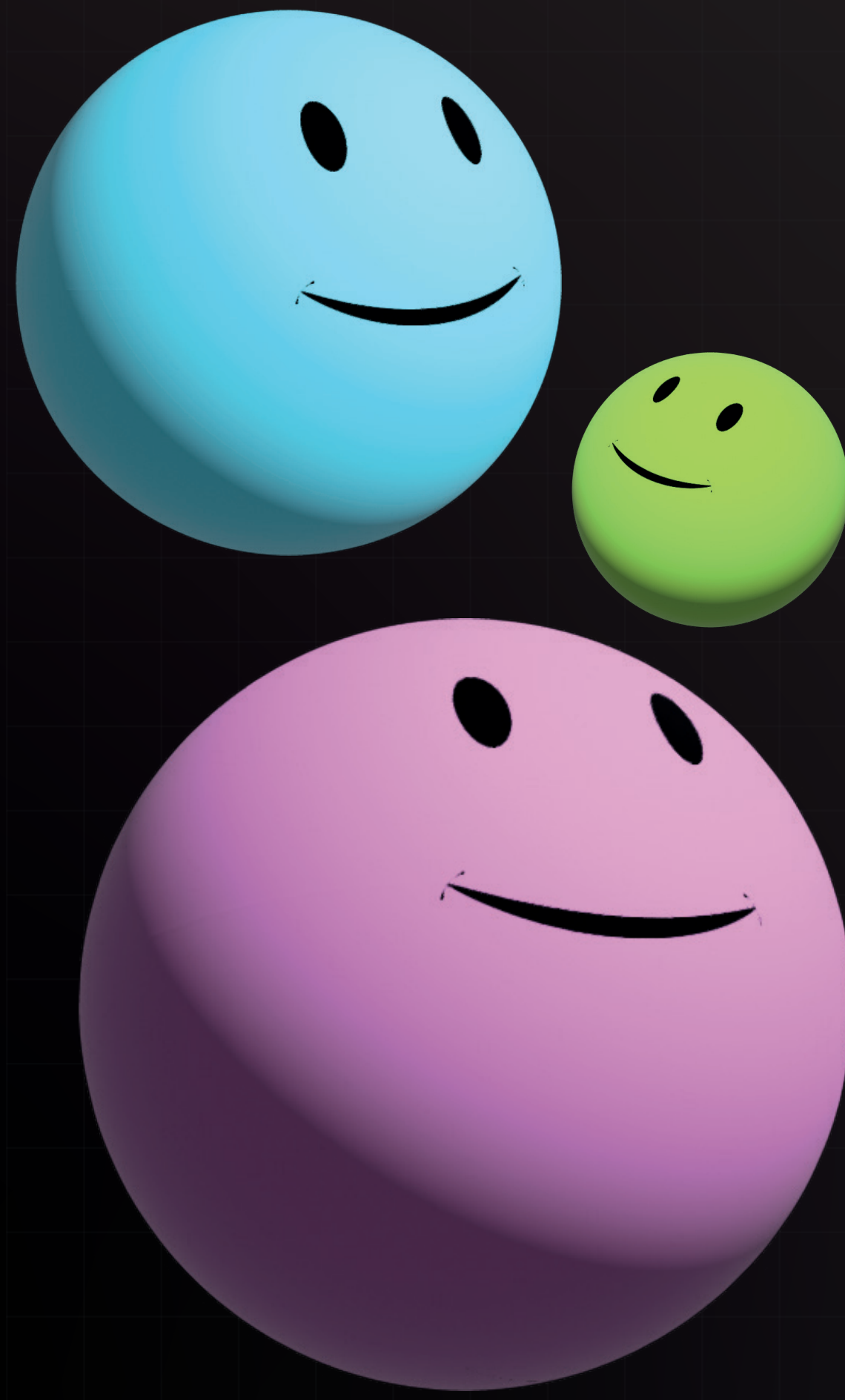


# About the Project

Embark on a fresh adventure in Brno with "Look Up Brno," a city guide designed to shift your perspective. This map encourages you to raise your eyes above the usual sights and uncover hidden gems adorning the city's rooftops and facades. Whether you're a curious kid or just young at heart, "Look Up Brno" is your passport to a city waiting to be seen from a different angle.

This guide invites you to put away your devices, take a break from the screen, and engage your senses in the real world. With "Look Up Brno," each turn in the city unveils a new discovery, from rooftop sculptures to unexpected murals. It's a celebration of the often-missed details that add character to Brno's landscape. So, let your surroundings captivate you, and use this map to navigate through a city that's rich in history and art, one elevation at a time. Get ready to rediscover Brno's beauty – it's right above your eyes.

# Look up, Brno

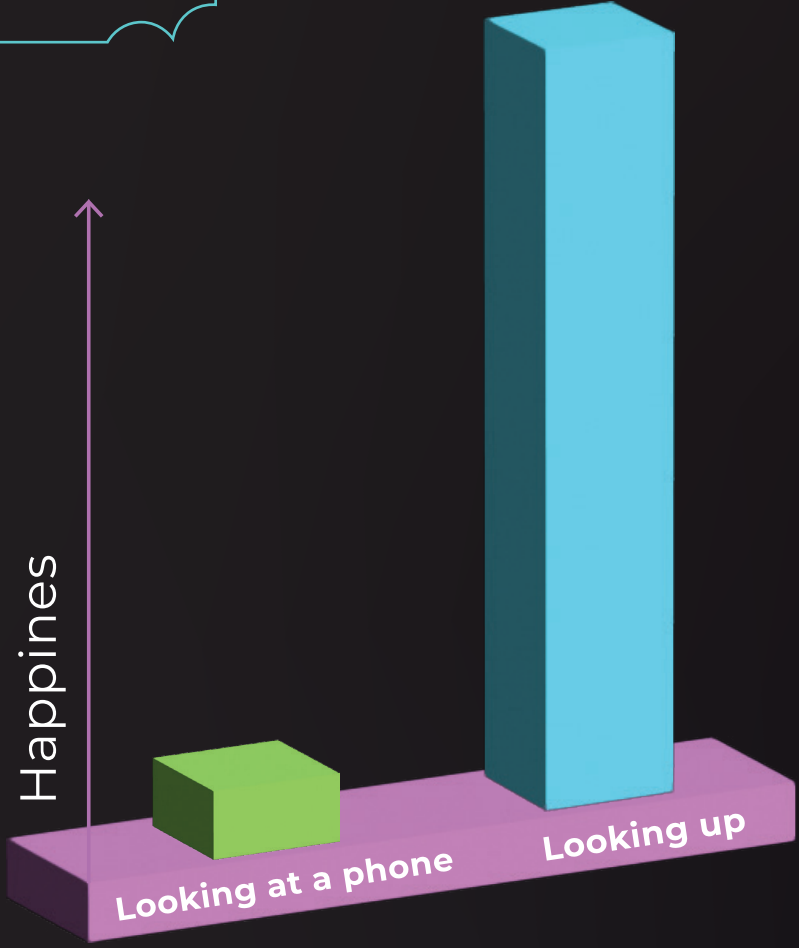


## It doesn't end with the City Guide!

After a day of exploring Brno with Look Up City Guide, users are encouraged to continue their journey through the city's wonders on Instagram. The project extends its presence on social media to provide a dynamic and ever-expanding collection of noteworthy places. By following Look Up Brno on Instagram, users can discover even more hidden corners, intriguing spaces, and unique experiences that make Brno an exceptional destination. This interactive platform allows individuals to share their own discoveries and connect with a community that celebrates the beauty and allure of Brno, fostering a sense of exploration and appreciation for the city's distinct character.



Created by: Šárka Portešová & Viktorie Švihelová

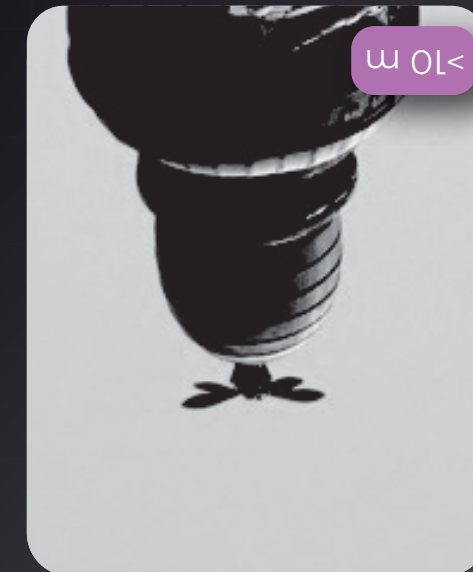


Looking up makes you **happy!**

„Dont look at me“



- 1. Clock with a statue of Adam Čekáč**  
Man waiting for his girlfriend. He realizes how important love is in our lives and how we waste it and many times cowardly reject it. But bronze Adam knows what he wants in love up to his bronze ears, he waits for his eye, who hasn't been going for a while...
- 2. Naughty little man**  
Peter's in revenge for his expulsion. parting shot – a little man mooning St. James. Agreeing reluctantly, he added the master stonemason to leave St. With their influence, Petrovites forced before Petrov, irking the Petrovites, that St. James would finish long skilled builder. Mockery circulated funds, while Petrov boasted a more skilled labor. St. James had more ons due to financial disparities and tensions arose between the two fact- of St. James and Petrov churches. During the simultaneous construction
- 3. The skyscraper that doesn't exist**  
The original plan called for a 28-story skyscraper, but due to the unstable terrain in the number of floors was reduced to 25 and later to only 8. The construction of the department store for Bata took place in 1930-1931, the store was moved here from the nearby Morava Palace. After World War II, it was replaced by the Centrum department store, for whose needs the building was insensitively modified in 1966, losing its characteristic alternation of horizontal bands of clear and white glass.



**4. Bee Palace**

The name Vcellin was given to the building after the metal bee, which still floats 25 m above the ground and terminates the massive corner dome in the form of a beehive. The building at the corner of Kobližná and Roosevelt Streets was formerly used as a tenement house for the pension treasury of the Society of Industrial Clerks. The bee on the roof expresses human hustle and bustle that is inherent to the city centre.



**5. Sundial**

On the south-facing wall is a sundial showing the time from 8am to 4pm. They are accompanied by two Latin inscriptions, translated as 'Supported by Heaven, leaning on the earth.' persevere' and 'Here awaits the Moravian Estates happy hour.'



**6. Ants**

After renovating the house, the owner discovered that there was still room for a house sign. In the end, he decided on a design with ants swarming all over the house. According to the artist, the ants fit in with the natural decor of the Art Nouveau facade of the house and, as social insects, they are also a symbol of the human hustle and bustle that is inherent to the city centre.



**7. Mozart statue**

Over two meters high statue with a child's body and an adult face. It stands at the bottom of the square in front of the Reduta Theatre, where Wolfgang Amadeus Mozart gave concerts as an eleven-year-old child prodigy. Mozart's statue resembles a charming artist balancing on a stylized clavichord that forms the head of a pillar. His nakedness symbolizes the desire for freedom, and the movement of the figure is a comic, cocoon-like allegory of joy, freedom and flight. Mozart has only one angel's wing on his back, referring to his tragic end.



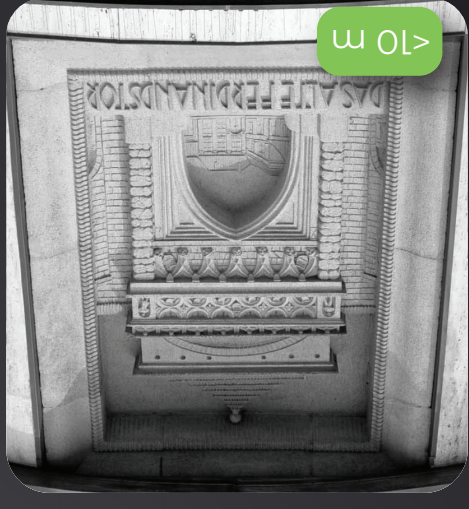
**8. Samurai and Goose**

The artistic director, Vladimír Morávek, placed the statue on the theater roof, explaining, "It guards the light well. At the samurai's feet is a goose, symbolizing the fragility of life. The samurai, taking a walk, realizes the importance of paying attention to fragility, tenderness, and the poet's words."



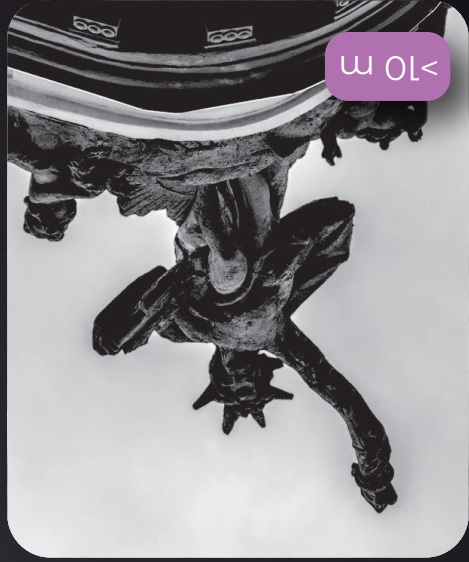
**9. The House of the Three Taps**

The statue was placed on the roof of the theatre by the then artistic director Vladimír Morávek, who described the reason for the statue's placement in these words: "We put it there because it can guard the light very nicely. At the feet of the samurai very nice!; At the feet of the samurai took a man, in this case a samurai, for a walk. And he walks - and he sees the world - and he sees Brno - and he marvels - and he is certain: the only thing that makes sense in our lives is to pay attention to fragility, to tenderness, and to the word of the poet."



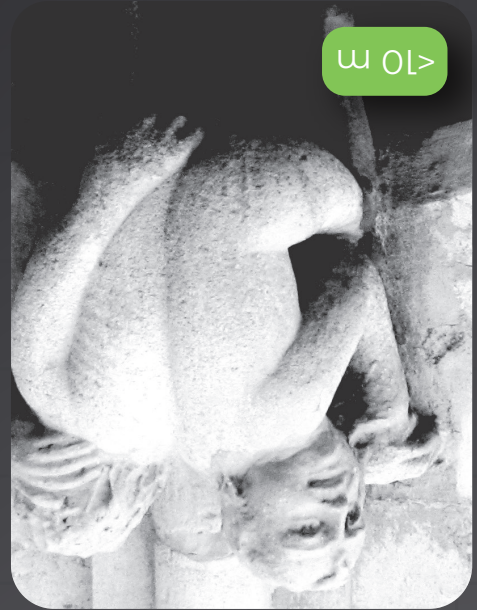
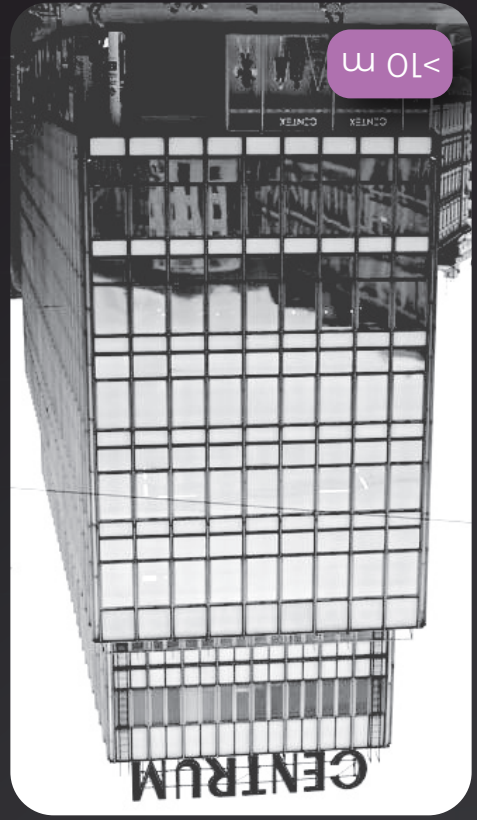
**10. Jewish Gate**

One of Brno's oldest gates was located on this spot. It was the only gate that could be used by Jews to enter the city, from whom the so-called Jewish toll was collected. In 1835, the Jewish Gate, although an architectural gem, was demolished by the Brno citizens. Today, the Jewish Gate is commemorated by a stone plaque on the corner house between Masaryk and Nádražní Streets, which is located above the entrance to today's KFC.



**11. Statue of Liberty**

In Brno we also have the Statue of Liberty. In reality, however, it is a symbol of the light-bearer, called in Latin Iudaeus, who was a symbol of enlightenment, education, printing light.



# This is Brno

Look up especially at the following places:

1. Clock with a statue of Adam Čekač
2. Naughty little man
3. The skyscraper that doesn't exist
4. Bee Palace
5. Sundial
6. Ants

Raise your head here, too:

7. Mozart statue
8. Samurai and Goose
9. The House of the Three Taps
10. Jewish Gate
11. Statue of Liberty

