

Application of Prague to the UNESCO Creative Cities Network

PRAGUE
CITY OF
LITERATURE

**Application of Prague to the UNESCO
Creative Cities Network
(UNESCO City of Literature)**



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Cari Amici,

ho saputo che la città di Praga chiede di essere riconosciuta come Città Unesco. Mi pare un'idea molto bella e merita di essere celebrata come luogo di grandi memorie letterarie. Avete tutto il mio appoggio morale in questa campagna per ottenere questo giusto riconoscimento.

Cordiali saluti

Umberto Eco

Dear friends,

It has come to my attention that the city of Prague wants to be recognised as a Unesco City. It seems to me that this is a very nice idea that deserves celebrating the city as a place of great literary memory. You have all my moral support in this campaign for obtaining this well-deserved recognition.

Yours faithfully,

Umberto Eco

Introduction

Prague plays an extraordinary role in the Czech Republic in many areas, including the field of culture. It houses the majority of cultural and educational institutions of national importance, and it also has an extremely dense network of cultural facilities, even compared to the world average. Within the EU, Prague ranks among the culturally important and advanced regions. This position results from long-term historical development, which is also supported by the nearly ideal geographical location of the city. After the Velvet Revolution of 1989, the field of book production became the first completely privatised area in the cultural sector. The only exceptions were the publishing of books for the blind and the publishing of promotional materials for the purposes of state aid in the area of tourism.

The city therefore has many qualities needed to become a full-fledged member of the UNESCO Creative Cities Network, since:

- its literary past and present are very rich and diverse, and it keeps inspiring literary authors from both the Czech Republic and abroad
- it is a hub and a place of activity of many book authors of various professions, as well as of the professional organisations associating them
- it is characterised by a tradition of high-level book culture from the perspective of graphics, typography and illustration
- it is the hub of book culture in the Czech Republic both from the point of view of production and from the point of view of book sales
- it is the hub of education, science and research, with a significant number of institutions related to oral lore, book culture and design of book culture
- there is a very dense, utilised and functioning network of public libraries, as well as of libraries of other types, in the city
- it is the venue of the biggest book events in the Czech Republic
- it is a place where literary areas of different languages intertwine and influence each other
- an advanced system of copyright protection applies there
- reading and building local libraries belong among the most preferred areas of cultural life, both in Prague and in Europe.

You can hardly find a city in the world the history and present of which are as filled with literature as is the case with Prague. Prague has been the hub of book culture for centuries. At every turn, literature intertwines with theatre, film, music and visual arts. There are many authors, both from Prague and abroad, who became famous because of Prague and who helped Prague become famous – from the German romantics through Guillaume

Apollinaire to Umberto Eco, from Jaroslav Seifert to Bohumil Hrabal. And there have been more of them, from the enthusiastic young Americans who settled in Prague after the Velvet Revolution at the beginning of the 1990s to the strong Prague generation of Jáchym Topol, Miloš Urban, Tomáš Zmeškal and Petra Hůlová, which has been successful both in the Czech Republic and abroad in the last ten years.

The Czech capital has given birth to many exceptional visual artists, architects and musicians, who, not being handicapped in terms of language skills, had greater opportunities to become recognised at the global level, but the greatest fame was gained by the Prague authors. For Prague, a typical feature of literature is as a branch of art where the creators are, compared to their counterparts abroad, most limited and restricted, but they still have reached a high artistic level and international recognition. Whether those were people like Franz Kafka, who wrote in German and had to cope with the peripheral position of their city as compared to the centres of German literary culture, or authors who used the complicated Czech language, which is spoken by a mere twelve million people, mostly concentrated in the Czech Republic. In spite of that, these authors did receive international recognition, as was the case with Jaroslav Seifert, Karel Čapek or Jaroslav Hašek, Milan Kundera, Václav Havel, Radka Denemarková, Pavel Kohout or Bohumil Hrabal and others.

At least since 1918, when the independent Czechoslovak Republic was formed after the end of World War I (later divided as of 1 January 1993), Prague has also been a key literary centre of Central and Eastern Europe, a crossroads of Slavic and various national and minority literatures. The diversity and breadth of the literature that is published there, both original and translated, are comparable to countries with a larger population and more frequently spoken languages. Similarly, the traditional interest of the Czech population in books, which has its roots in history, places the Czech Republic amongst those European countries where reading is one of the strongest cultural activities. About 45 million books make their way to Czech bookstores every year, and the turnover of the Czech book market reaches nearly 11 billion korunas (approx. USD 580 million). Prague has a significantly higher share in those figures than what would correspond to its population (nearly 1.3 million, which is about 12% of the population of the Czech Republic). It is estimated that the share of Prague in those numerical indicators is as high as 60%¹.

¹ TRÁVNÍČEK, Jiří. Čtete? Brno: Host 2008.

For the purposes of simplification, we have here and hereinafter used the CZK/USD exchange rate of 19 : 1.

1.1 Executive Summary

1.1.1 Application Goals and Objectives

The main goals and objectives of Prague's application to the UNESCO Creative Cities Network result from the wording of the Memorandum of August 2010, which contains a summary of the fundamental arguments and objectives specifying the reason why the city is going to submit its application. They particularly include the following goals:

- increasing the awareness of Prague as a city with rich intellectual potential, and overcoming the current understanding of Prague only as an architectural pearl of Central Europe
- supporting the pride of the people living in Prague and increasing the quality of their lives – literature and reading as the foundation of a knowledge-based society and economy
- mobilising partners from the literary sector with a view to increasing the efforts at performing joint projects, including those carried out on the premises of historical buildings
- promoting contemporary literature and book production, supporting literary translations
- ensuring that Prague becomes a place of literary meetings
- forming partnerships with other cities that are equally profiled in terms of literature and that have similar aspiration.

The activities aiming at Prague's application to the UNESCO Creative Cities Network and at collaboration within the Network at an international level and at contributing with its experience to mutual enrichment are clearly backed by the effort of the management of the city to make use of the existing experience from work in the field of book culture, but also to support the development of literary life in Prague with the help of experience from abroad.

Many impulses from the city's literary life and the results of surveys concerning the relationship of the inhabitants of Prague to culture, literature, reading and books are also constructive incentives for further activities in this area. For example, it results from the survey of reading and use of libraries of 2010 that almost a third of “non-readers” stopped reading even though they had read books before (27%), while a fifth of them found reading

“too laboursome” (18%). And this is exactly the group of Prague's inhabitants that is a challenge and one of the target groups for the activities of Prague as a UNESCO Creative City of Literature. A number of events being prepared, as well as activities of existing institutions (see part 3.1, p. 66) should increase their interest in reading and turn their attention back to books, be it, for example, in relation to the current trend of distributing books in their electronic form.

1.1.2 Organising Committee

By 25 January 2012, 27 partner organisations from Prague, active in various areas of book culture or related to it and operating on various economic bases either in the public sector or in the private sector, joined to support Prague's application to the UNESCO Network of Creative Cities of Literature. Their representatives form the Organising Committee, the cornerstone of the management and organisational structure of the UNESCO Creative City of Literature in Prague. Those are the following institutions ²:

Albatros Media a.s. (currently one of the largest book publishing companies in the Czech Republic – see the fact-documenting annex, part 4)

BookFan (a social network for readers and book fans – see the fact-documenting annex, part 18)

Czech Tourism (the Czech hub of tourism – an organisation co-funded from the State budget aiming to promote the Czech Republic as a tourist destination both abroad and in the Czech Republic)

Czech Centres (an organisation of the Ministry of Foreign Affairs of the Czech Republic aiming to promote the Czech Republic abroad – see the fact-documenting annex, part 1)

IBBY Czech Republic (Czech representation in the International Board on Books for Young People – see the fact-documenting annex, part 2)

Czech Centre of the International PEN Club (Czech part of the PEN international literature associations – see the fact-documenting annex, part 2)

Prague Writers' Festival (an international festival of literature with a tradition of more than 20 years – see the fact-documenting annex, part 15)

Havran (a publisher of quality literature – see the fact-documenting annex, part 4)

Arts and Theatre Institute (an organisation of the Ministry of Culture of the Czech Republic providing information services in the field of arts, including literature – see the fact-documenting annex, part 1)

Prague Writers' Club (a professional organisation of writers, literary scientists and reviewers and related professions that are active in Prague – see the fact-documenting annex, part 2)

Literary Academy (a private college focusing on creative writing, journalism and communication in the media – see the fact-documenting annex, part 17)

Meander (a publisher of original art books for children and young people and an organiser of a festival of literature for children – see the fact-documenting annex, parts 4 and 15)

Municipal Library of Prague (the biggest library both in Prague and in the Czech Republic with a tradition of more than 120 years – see part 2.2.1 and the fact-documenting annex, part 11.3)

Ministry of Culture of the Czech Republic (the central government institution for the area of culture in the Czech Republic with a specialised Unit of Literature and Libraries – see the fact-documenting annex, part 1)

National Library of the Czech Republic (the biggest scientific and study-related library in the Czech Republic – see the fact-documenting annex, part 11.1)

Czech Literary Translators' Guild (a professional organisation associating translators of fiction, a member of the Council of Literary Translators' Associations – see the fact-documenting annex, part 2)

Litera Association (the organiser of the Magnesia Litera annual book awards – see the fact-documenting annex, part 2)

Poetry Society (the organiser of the national festival Days of Poetry – see the fact-documenting annex, part 2)

Museum of Czech Literature (a museum of Czech literature and a co-organiser of the Most Beautiful Czech Book of the Year contest – see the fact-documenting annex, part 12)

Prague Literary Centre of German-Writing Authors (and institution for the restoration of the tradition of German literature from Bohemia, Moravia and Silesia – see the fact-documenting annex, part 2)

ProCulture (a research, informational and educational centre for arts and culture)

The Franz Kafka Society (a non-governmental non-profit organisation associating people from all over the world who are interested in Franz Kafka and literature – see the fact-documenting annex, part 2)

Association of Czech Booksellers and Publishers (a professional organisation of booksellers and publishers, a member of the Federation of European Publishers and of the European Booksellers Federation – see the fact-documenting annex, part 2)

Association of Library and Information Professionals of the Czech Republic (a professional and guild organisation of librarians and information professionals, an organiser of many events for promotion and popularisation of books, reading and libraries – see the fact-documenting annex, part 2)

Book World (the organiser of an international book fair trade and literary festival of the same name held in Prague and an organiser of collective exhibitions of Czech publishers at book trades abroad – see the fact-documenting annex, part 2)

Triton (a publisher of specialised literature and textbooks – see the fact-documenting annex, part 4)

Institute of Czech Literature of the Academy of Sciences of the Czech Republic (a department of the Academy of Sciences of the Czech Republic focusing on fundamental research in the area of literary science – see the fact-documenting annex, part 4).

² The parenthesis following the name of each institution contains brief characteristics of its specialisation and field of operation, and a reference to the fact-documenting annex, which contains detailed information on the institution.

Other organisations that are interested in active participation in the activities relating to Prague's membership of the UNESCO Network of Network of Creative Cities of Literature but have not signed the Memorandum of Partner Cooperation, include the publishing companies of Euromedia Group, Mladá fronta and Labyrint (an organiser of the KomiksFest! festival), as well as the Czech Tourist Club.

From June 2009 to summer 2011, 12 coordinating meetings of representatives of individual participating organisations took place, resulting in the preparation of the wording of the application and in the organisation of an international conference on the topic in question. The meetings were regularly attended both by representatives of the Prague City Hall and by representatives of the Ministry of Culture of the Czech Republic.

Representatives of participating partner organisations from Prague recommended that the then-existent Department of Culture, Heritage Protection and Tourism of the Prague City Hall (now named the Department of Culture, International Relations and Tourism) suggest the Municipal Library of Prague as the project coordinator to the Prague City Council. Not only is the Municipal Library an organisation founded and funded by the City, but it also is a recognised cultural institution and guarantor, which will thoroughly

and impartially ensure the performance of required tasks and projects. Also for that reason, the participating institutions were willing to submit the results of their work to the project through the Municipal Library of Prague, since it also is a non-profit and non-business entity focusing primarily on cultural services, cultural enlightenment and education ³.

³ At the end of September 2011, a balancing conference was held in respect of the progress of the preparations of materials for the submission of the application of Prague to the UNESCO Network of Creative Cities of Literature. In his letter of 26 September 2011, which was sent through the Managing Director of the Municipal Library of Prague also to the participants, B. Svoboda, the Mayor of Prague, expressed his maximum support for the goals and objectives followed by the management team in relation to the preparation of the application. He also identified the City's literary life as one of the priorities of its cultural development.

The Organising Committee, which, according to the decision of UNESCO on Prague's accession to the Creative Cities Network, will also assume the routine activities related to Prague's accession to the UNESCO Network of Creative Cities of Literature, then operated in two forms. The “small workgroup” (usually of about 5 people) took care of the operational issues of the Prague – City of Literature campaign, as well as of the preparation of the application to the UNESCO Creative Cities Network. The “big workgroup” (usually of up to 25 people) dealt in particular with ideological issues, as well as with matters of strategy, tactics and Prague's potential membership of the Creative Cities Network. It also evaluated the previous work of the “small workgroup”. In the Municipal Library of Prague, an organisational unit was created with a view to coordinating activities related to the Prague – City of Literature campaign ⁴ and with a view to collaborating and cooperating with the Organising Committee, including the preparation of the application to the UNESCO Network of Creative Cities of Literature.

⁴ A certain test of the capabilities of that unit in respect of the future involvement of Prague in the UNESCO Network of Creative Cities of Literature is also its participation in Prague's involvement in the City2cities festival, which, on an annual basis, connects the city of Utrecht with the literary life of two other cities. Prague was chosen to be one of them in 2012. The festival is organised by Ne-Be, the Association for Dutch and Flemish Culture, and on the Czech, or the Prague, side, it was the House of Reading of the Municipal Library of Prague and the Prague – City of Literature unit.

At this preparatory stage, there were also competitive biddings for contracts concerning both the creation of the graphic appearance of the Prague – City of Literature campaign and the medialisation of those activities ⁵.

⁵ In the first case, the winning bidder was the Dynamo Design graphics studio, which was nominated for one of the 2011 Czech Grand Design awards for the graphic appearance of the campaign. In the second case, the entity chosen for the presentation and promotion of the activities was the Loosers creative agency.

1.1.3 Mission and Visions towards Membership

Prague decided to submit an application to the UNESCO Network of Creative Cities of Literature after having realistically assessed its literary and book traditions according to its previous practical experience from its literary life and its breadth. The testing activity preceding the submission of the application and the potential accession of Prague to the UNESCO Network of Creative Cities of Literature was a campaign for promotion of literature and literary life in the city, called Prague – City of Literature. Even though its main objectives are primarily promotional, aiming at ensuring that Prague draws attention to its intention to apply to the UNESCO Network of Creative Cities of Literature, the campaign made it possible to test certain envisaged procedures in practice and to acquire experience in communicating and cooperating with partners both in the Czech Republic and abroad.

In accordance with the strategical intentions of the city development (“The unique character of Prague consists in the surviving dialogue between the historical heritage, cultural traditions and new development activities. The international importance of the city is often associated with the role which Prague played in the past as a crossroads of cultures and which Prague wants to play again... After November 1989, the city was given an opportunity to use its historical and cultural potential to influence, in an inspiring way, economic and social processes, and thereby also its development.” ⁶) and also with the concept of its cultural policy, according to which literature, in addition to “performing arts, cultural heritage and visual arts, is regarded as one of the four fundamental areas of culture, as identified by the current classification used in the member states of the EU”, Prague also fully funded the preparation of the submission of the application to the UNESCO Network

of Creative Cities of Literature and it intends to continue doing this even if the city is part of the UNESCO Network of Creative Cities of Literature. For the future, it is desirable that entrepreneurs, private entities and benefactors be involved as well.

⁶ Quote from the Programme of Implementation of Prague's 2009–2015 Strategic Concept (see www.urm.cz).

As a UNESCO Creative City of Literature, Prague wants to achieve more efficient fulfilment of the following objectives, the prerequisites for which have already been created:

- strengthening its role as the hub of book culture with multi-cultural roots
- continuing as a place of literary inspiration and enriching partners with its tradition of literary creativity, book culture and related activities
- strengthening its function as a seat of many cultural and educational institutions, producers and booksellers
- continuing as the venue of a number of events related to the area of book culture and librarianship both at the national and at the international level, and increasing the variety of such events
- encourage the development of reading and building a positive relationship to books and reading, in particular in children and young people
- systemising current events supporting and promoting book culture and emphasising their promotion
- strengthening literary education of the city's inhabitants
- helping further development of the book culture sector
- intensifying cooperation in the area of book culture.

1.2 Overview of the City – General Information

1.2.1 Geographical Area

Prague, the capital of the Czech Republic, can be found at the heart of Europe. It is located almost in the ideal centre of the European continent: 365 km from the Baltic Sea, 495 km from the North Sea and 490 km from the Adriatic Sea (air distance). From both the geographical and economic perspective, it forms a natural entrance point to the area of Central and Eastern Europe. Thanks to its geographical location at the crossroads of the routes from the south of Europe to the north and from the east to the west of Europe, Prague was a bowl in which different cultural streams blended for many centuries, to eventually form the specific creative atmosphere of this place, as well as its specific appearance and culture.

The historical centre of Prague, which was added to the list of UNESCO World Heritage Sites in 1992⁷, is situated on the banks of the Vltava River. The centre of the city, Clementinum, which is also the seat of the National Library of the Czech Republic, is located at 14° 25' 9" longitude and 50° 5' 27" latitude.

⁷ The area of 863 ha houses 1,322 heritage sites. In Prague, there also are 89 Particularly Protected Areas (8 of which are National Natural Monuments), representing 4.3% of the city's area, as well as 15 Nature Reserves and 66 Natural Monuments. Not many cities in the world can match that.

1.2.2 City Layout

The development of the city of Prague began as early as the second half of the 9th century. Since the transfer of the seat of the rulers from Vyšehrad to Prague Castle in the 10th century, this seat is currently the oldest and permanently occupied and functional seat of the head of state in the world. By merging four towns (Old Town, Lesser Town, New Town and the Castle District), which had gradually formed in the vicinity of the Castle, the first large expansion of Prague took place at the end of the 18th century. During the 19th and 20th centuries, more towns and villages became part of the city. In particular at the end of the 19th century and in the first third of the 20th century, the historical centre was surrounded with a compact zone of residential and industrial districts, usually with

central cultural facilities in the second half of the last century; and recently with single-family homes in particular in the peripheral and suburban parts of the city. However, the city has not experienced any territorial expansion since 1974. The total area of Prague is now 496 km².

Both in the city centre and at the peripheries, a number of historical buildings with impressive interiors, which have been undergone costly renovations, are used for cultural purposes (theatre, libraries, club, galleries, etc.), and these may also be used for the purposes of Prague's involvement in the UNESCO Network of Creative Cities of Literature. In general, the newest City Development Plan anticipates the construction of cultural facilities, but it does not strictly require or order them. These decisions are primarily subject to decisions of the owners of the respective property, including individual City Districts, and they are based on scientific research studies performed by the Development Unit. The rather favourable climate of the city makes it possible for various events to be organised for most of the year (from the beginning of April to the beginning of October), including those organised on outside premises.

The capital of the Czech Republic is also the seat of central governmental and administration authorities, many of which possess important powers in the field of culture, including book culture (such as the Ministry of Culture of the Czech Republic, Arts and Theatre Institute, National ISBN Agency, Museum of Czech Literature, National Library of the Czech Republic, etc.), education (Department of Czech Literature and Literary Theory and Institute of Information Studies and Librarianship of the Faculty of Arts of Charles University), research (Institute of Czech Literature of the Academy of Sciences of the Czech Republic), bookselling and tourism business. Detailed information on all the institutions mentioned above is available in the fact-documenting annex.

1.2.3 Infrastructure

Prague is not only the cultural centre of the country, but also the national hub of education and schools. In addition to 260 elementary schools, where the Czech language and literature and the basics of languages are taught⁸, Prague also houses a significant number of secondary and higher schools. An absolutely extraordinary situation exists at the level of university education⁹. For book culture, this means not only an increased need for the production of textbooks and publications in foreign languages, but in particular the

existence of a variety of people potentially interested in literature and books and in the use of cultural institutions and their services, in particular libraries. Public universities are funded primarily from the state budget. Private universities receive contributions from the State, the amount of which is determined, among other things, by the number of students.

⁸ All elementary schools in Prague also have school libraries, whose books are generally profiled primarily according to the needs of the tuition.

⁹ More information is available in chapter 2.8 dedicated to education.

Literature is a part of compulsory study programmes of the Czech language. Even in the case in question, the study of fiction and specialised literature is a prerequisite for successful graduation from the school.

The technical infrastructure of Prague is at a level that is comparable to other large cities in Western Europe. As a result of the drastic experience caused by the huge disastrous floods in 2002 (called “thousand-year water”) that damaged and destroyed a number of book collections and archived documents, Prague's management decided to take thorough anti-flood measures, in particular in the city's historical centre.

Information and communication technologies have, in particular in the last decade, played an increasingly important role from the perspective of dissemination of information, as well as from the perspective of the functioning of the network of libraries and other cultural institutions.

Prague ranks above the overall average of the Czech Republic in the area of availability of computers and connection to the Internet. In 2010, almost 70% of households had a computer (the exact figure is 67.6%) and more than 60% of them had a connection to the Internet (62.2%). In Prague's citizens above the age of 16, these indicators were even higher: 72.9% of them used a personal computer and 69.4% of them had a connection to the Internet. In the case of governmental and municipal authorities, the availability of the Internet is at 100%, including the operation of their own websites. The amount of means of transport, restaurants and other social premises with a possibility of wi-fi connection keeps increasing.

These technologies play an equally important role in the work of libraries. In the same year, there were 557 publicly available computer points in Prague's public libraries, of which 337 were connected to the Internet. The network of the Municipal Library of Prague itself,

which comprises 42 branches, has 217 stations, of which 27 are located in the Central Library and 5 are available in mobile libraries. The interest of users – both registered and non-registered – in the use of the services provided by the Municipal Library of Prague is increasing as well. In 2011, there was a 3% increase as compared to the previous year; specifically there were 203,970 entries recorded; 74% of them were made by registered readers of MLP. This was also a result of the expanding offer of information, databases and e-books.

As at 31 December 2010, there were 119 publicly available computer points, of which 106 were connected to the Internet, in the network of public libraries, i.e. libraries managed by individual City Districts. Libraries with professional librarians had 92 computer stations, of which 80 were connected to the Internet; municipal public libraries with volunteering librarians had their computers connected to the Internet in 26 of 27 cases.

The Internet is a prerequisite for the development of the libraries' work: availability of catalogues, single information portal and sharing of information files, cooperation related to the entrance to the information superhighway, offer of e-books, etc. Via the National Library of the Czech Republic, Prague is also the centre of the international inter-library loan service.

As a result of its location, importance and position, a variety of transport connections were formed in Prague: roads, railways, airlines, as well as suburban and city's mass transit. Prague is traditionally the hub of national and international transport in both the west-east and the north-south direction. Within the Czech Republic, as well as within Europe, Prague is not only an important final destination but also a crossroads of important transit routes. In order to alleviate the transport burden on the city, two car circuits are being gradually constructed – the city circuit and the outer circuit. The railways will also be integrated into Prague's transportation system. Both passenger and cargo air transport has experienced a significant increase, in particular approximately in the last ten years. The airport in Praha-Ruzyně ¹⁰ is gaining the position of one of the most important European airports (almost 12 million passengers were checked in there in 2011). In January 2006, a new terminal named North 2 was opened for the purposes of flights to the Schengen Area.

¹⁰ Named Václav Havel Airport Prague since 5 October 2012.

Public transport in Prague is a relatively very well functioning sector. Its backbone is currently formed by 3 metro lines with 57 stations of nearly 60 km, the network and length of which is being extended and expanded, as well as the dense network of tram lines of

142 km. The Prague Integrated Transit system is now transporting passengers as far as 35 km from the city borders. Every year, the public transport service in Prague transports more than 1 billion people on routes of the total length of 1,650 million kilometres. The infrastructure is being continuously improved for tourism, including “cultural tourism” and services. Long-distance, suburban and city transport therefore represent a prerequisite for the availability of cultural institutions and events to visitors from the close or more distant vicinity. Also, opportunities for reading and studying are being created there.

An important role in the city's infrastructure is also played by the high level of health care in Prague. After all, this is also documented by the number of medical facilities, the number of beds and the number of doctors (as of 31 December 2010). In Prague, there are 12,792 beds for inpatients, of which more than 10,000 beds (10,018) are in 27 hospitals with 206 departments. There are 7,442 doctors working there. Hence, there are about 10 hospital beds per one thousand people and 169 people per one doctor on average.

1.2.4 Multicultural Profile of the City

In the last centuries, Prague was distinguished by multiculturalism, which was directly reflected in the structure and management of the city and in the functioning of the institutions operating there. The strong German minority had an influence on the management of the city, and the Italian minority even built its own district, similarly to the Jewish minority¹¹, and Charles University transformed from a Czech and later a dual Czech-German institution in particular during the 19th century into an international university, which was fundamental especially for South Slavic peoples, but also for the Sorbs (Lusatian Serbs)¹² etc. All this was imprinted in the literature and had an impact on the production and import of books. The traditional multiculturalism, which was symptomatic for Prague for many centuries, and which disappeared only in the periods of the Nazi and Communist eras, was quickly restored after 1989.

¹¹ The present-day Jewish Community of Prague operates a library and an information centre, and the Department of Education and Culture of the Jewish Museum organises a number of educational events and issues the periodical *Roš chodeš*. The Federation of Jewish Communities in the Czech Republic, seated in Prague, also operates a publishing company named *Sefer*, which specialises in books on Judaism.

¹² The *Hórnik* Sorbian Library, established in Prague as early as 1907, is currently the largest collection of books on Sorbian topics (“sorbs”) outside the territory of Lusatia (see the fact-documenting annex, part 11.2).

Multiculturalism and multilateralism are basically inherent to all types of art, as well as to many cultural events performed in Prague: for example the Prague Spring music festival, the German Theatre Festival or the Prague Quadrennial international exhibition of theatre scenography, the Nine Gates multi-genre festival of Czech-German-Jewish culture, the Khamoro festival of Roma culture, the Febiofest international film festival, the Golden Prague television festival, exhibitions in the Rudolfinum gallery or in the National Galley, etc. In addition, plays by many foreign authors are performed in theatres both in Prague and in other Czech cities.

The fact that Prague is still attractive for foreigners is also proved by the statistics stating that about 12% of Prague's population are foreigners (mostly nationals of Ukraine, Slovakia and Russia). Prague was active in terms of migration as well, but more frequently for Czech nationals from other regions of the country. Even though Prague's migration attractiveness has somewhat reduced in the last two years – and this trend is probably also related to the economic recession, the individuals who are currently migrating to the city are predominantly foreigners. On the contrary, Czech nationals tend to leave Prague, most frequently moving outside the borders of Prague to the suburban regions. As opposed to Czech nationals, the population of foreigners is characterised by a significantly “younger” age structure in the productive age. At the present time, more than a third of all foreigners staying in the Czech Republic are living in Prague. As at 31 December 2011, the Alien Police Service Directorate registered almost 140,000 foreigners (35,000 of whom were from the member states of the EU); about 80,000 of them had temporary residence in Prague and 60,000 of them lived in Prague on a permanent basis.

Twelve nationalities now have a status of a minority group in the Czech Republic and in Prague¹³, which also, for example, means according to international instruments that cultural projects of organisations associating members of such minorities, including the publishing of magazines in their native language or other publishing activities, support of the activities of organisations associating members of such nations, etc., are entitled to state aid (provided under state grant procedures). Among other things, the Czech Republic, including Prague, contributes to multicultural exchange in the area of book culture also by providing grants of the Ministry of Culture of the Czech Republic to translations of Czech literature abroad and to translations of foreign literature into Czech, and by being involved in residential stays of literary creators (for the time being, in particular the Prague Literature Centre of German-Writing Authors or the Arts and Theatre Institute, see below).

¹³ Bulgarian, Croatian, Hungarian, German, Polish, Roma, Russian, Rusyn, Greek, Slovak, Serbian and Ukrainian minorities.

With a view to integrating foreigners into the Czech environment, but also to maintaining their national cultures, an institution that is unique even at the European level was created in 2007 in Prague: the House of National Minorities. Its activities, subsidised by the city, are in accordance with the latest effective strategic concept for Prague's development for the period of 2009–2015. The concept envisages integration of foreigners with long-term residence in the Czech Republic and asylum-seekers by, for example, integrating their children into educational facilities, supporting programmes focusing on the teaching of the Czech language, and providing requalification courses for foreigners and helping them find appropriate jobs. The programme also includes support of the development of multicultural education and provision of grants for the activities of their organisations. In this respect, Prague acts in accordance with the effective version of the Minority Group Rights Act (Act No. 273/2001 Coll.).

One of the predominant objectives of the activities of the House of National Minorities is the focus on children and young people, and it therefore is logical for it also to cooperate with Prague's schools in the area of multicultural education. In this respect, it also serves as a specific cultural centre where students of Prague's schools can meet their peers from other nationalities.

Nationals of other countries who have been residing in Prague and in the Czech Republic on a long-term or permanent basis are called “integrating foreigners”. In 2008, a central online portal named Intercultural Dialogue (www.mezikulturnidialog.cz) was created for them, funded by the Ministry of Culture of the Czech Republic and administered by one of its prestigious organisations, namely the Arts and Theatre Institute, seated in Prague. The portal was formed as part of the Together Across Cultures national project within the European Year of Intercultural Dialogue, which was announced by a decision of the European Parliament and the European Council. Back then, the portal was used as the project's main communication channel.

Prague is also a place of activity of cultural institutions of certain countries, which are funded by the governments of those countries and one of the primary objectives of which is to present their culture, including literature, to the citizens of the Czech Republic and to the people living in Prague (see part 2.2.1, p. 37). They also often take part in activities in Prague relating to book culture (the Book World fair trade and literary festival, the Prague Writers' Festival, the Literature Night, etc.). They not infrequently operate publicly available libraries (see the fact-documenting annex, part 11.2).

Among foreign cultural institutions in Prague, one of the largest and most active ones is Goethe Institute Prague, which is funded by the Foreign Office of the Federal Republic of Germany. It was founded in 1990 and opened to the public in 1993. It helps to teach in particular about contemporary German culture and literature and its authors. It has diverse cultural activities, it operates a library, and it is also used as an intermediary for the provision of grants for the publishing of translations of German literature. The Slovak Institute, funded by the Government of Slovakia, introduces new Slovak books and their authors, and organises author readings. In Prague, there is also a specialised bookstore with an offer of Slovak books and music (see the fact-documenting annex, part 8.).

The city's multicultural atmosphere is also positively co-formed by associations focusing on multicultural and intercultural activities. In the official language, they are defined as “registered associations promoting the interests of multicultural education and tuition in the Czech Republic”.

They include in particular the Multicultural Centre Prague, which was founded in 1999. This association focuses on issues related to the coexistence of people from different cultures in the Czech Republic, as well as in other parts of the world. It offers educational and information activities for children, students, teachers, librarians and the general public. It operates a library (see the fact-documenting annex, part 11.11). In 2010, it was sponsored, among other entities, by the Prague 1 and Prague 3 City Districts, the Kosmas book distributor (see the fact-documenting annex, part 7), and EU programmes.

Another association aiming to help immigrants in the process of integration into Czech society by means of social services and educational and other activities is the Centre For Integration of Foreigners (CIC). It was formed in 2003 on the initiative of experienced advisors in the non-profit sector and for the integration of foreigners. It offers employment consultancy, Czech language courses and other educational programmes. Its projects are carried out both with support from the Prague City Hall and from the Municipal Library of Prague and with support from EU programmes.

A specific institution that helps teach again about literature written in German in Prague is the Prague Literature Centre of German-Writing Authors. It was founded in 2004 on the initiative of Prague's last German-writing author, Lenka Reinerová. It is operated by the Czech Foundation Fund, and the German side finances certain selected projects. This institution endeavours to restore the tradition of German-written literature from Bohemia, Moravia and Silesia. It reminds of forgotten and discovers lost authors who had formed an integral part

of the culture of the Czech Lands; and it also draws attention to the contemporary work of German-writing authors coming from the territory of today's Czech Republic. It organises author readings, debate nights, conferences, symposia, exhibitions, and two times a year, it grants creative residential scholarships to both Czech and foreign writers and translators. It also operates its own thematic library (see the fact-documenting annex, part 11.11).

The global popularity of the “Velvet Revolution” of 1989 attracted to Prague a lot of expatriates, young intellectuals and creators from West European countries and especially from the US. An advantageous exchange rate of the Czech currency and free nightlife sometimes even bordering on anarchy suddenly awakened the optimism of the locals and their friendliness towards visitors from beyond the Iron Curtain – all these were ideal conditions for the expatriates to settle there and create using imagination incited by sexual, alcoholic and narcotic adventures. The tumultuous bohemian atmosphere of the city at the beginning of the 1990s created the myth of Prague as a Paris of the East of sorts. In particular Americans – the *New Yorker* magazine estimated their number in 1993 at as many as 30,000 people – liked to see themselves as analogous to Ernest Hemingway or Henry Miller and their stays in Paris in the 1930s.

However, only a few of those who arrived in Prague with such dreams were eventually successful. Toby Litt (born in 1968), British writer and novelist, is an example of those who did it. His first book, a collection of short stories titled *Adventures in Capitalism*, was published in 1996. Since then, he has written ten more books of different genres, and the British reviewers consider him to be one of the most interesting contemporary authors.

The journalist Alan Levy (1932–2004) was one of the initiators of this rebirth of Prague, for which he was predestined by his key experience from 1968. Back then, he monitored the reformation as a journalist, including the occupation of the city and the country by the armies of the Warsaw Treaty. Due to his critical articles and his support of the emerging post-occupation resistance, he was banished from Prague. After November 1989, he returned to Prague and eventually founded the *Prague Post* periodical and worked as its first editor in chief until his death.

In those days, Prague experienced the establishing of cafés and bookstores focusing on English-speaking clientele, most of which are still operating. The first of them was the café, bookstore and used bookstore *Globe Bookstore*, which opened in 1993. It is still operating as an information centre of English-speaking expatriates in Prague. It organises author readings, film projections and joint readings and debates of the *Globe Reading*

Group readers' club. The *Big Ben Bookshop* was established one year later – it is a partner of the *Prague Writers' Festival* and it is a venue of many signing sessions of both Czech and foreign authors.

In 1992, Howard Sidenberg founded the *Twisted Spoon Press* publishing house in Prague, which has been focusing on translations of the works of Czech authors into English. It is therefore significantly contributing to the connection of Prague's English-speaking community with the Czech environment and also to the promotion of Czech literature abroad; publications of *Twisted Spoon Press* are distributed in particular in the network of independent bookstores in the US. In addition, it has expanded its interest to include other Eastern European authors from Poland, Hungary and Romania. Even some Czech publishers (for example *Argo*) have expressed their interest in the expatriates' production.

Since 1991, there has also been a German-written weekly titled *Prager Zeitung*¹⁴ published in Prague. It is also sold in other cities all over the Czech Republic, but also in Poland, Germany and Austria.

¹⁴ The publishing of a periodical of the same title has a long tradition in Prague. It was first published as early as 1744.

Prague's contemporary literary scene offers a variety that is similar to that in which it could take pride at the time of its greatest splendour between the two World Wars.

Not all authors writing in a foreign language who live in Prague are originally from English-speaking countries. For example the Chilean Jorge Zúñiga Pavlov (born in 1965) settled in Prague as early as 1988. He first published his literary text in Czech literary magazines, and in 2005, his collection titled *Relocation and Other Movements* was published by the Czech publisher *Mladá fronta*.

Jewish literature or literature about Jewish topics is thriving again; the novel *Sidra Noach* by David Jan Novotný (born in 1947) first received an award from the *Book Club* publishing house in 2010 for the best published manuscript, and after its publishing, the book was nominated for the Czech annual book awards *Magnesia Litera* in the category of *Prose Works*. Significant popularity was also gained by the books by Lenka Reinerová (1916–2008), the last contemporary of Prague's German authors. After having been

prohibited from publishing in Czechoslovakia at the time of “Normalisation”, she wrote only in German and published her works with German publishers. Reinerová received a state decoration from President Václav Havel, honorary citizenship of Prague, and the Schiller Ring and Goethe Medal in Germany. In particular, however, she returned Prague's German literature to the forefront of readers' interest not as a historical era but as a living legacy.

During the second half of the 20th century, the first written attempts of the Roma began to appear as well; before then, their culture was predominantly oral. These include works by Elena Lacková (1921–2003), Vlado Oláh (1947–2012), Erika Oláhová (born in 1952), Gejza Horváth (born in 1948) and Andrej Giňa (born in 1936). The credit for this should be given in particular to Milena Hübschmannová (1933–2005), an ethnologist and linguist from Prague, who was not only the co-author of a Czech-Roma dictionary, but she also initiated and made it possible that the Roma language began to be taught at the State Language School in Prague in 1976. In 1991, she established Roma studies at the Faculty of Arts of Charles University, and in 1994, she founded the Roma magazine *Romano Džaniben*, the editors' office of which is also in Prague.

With support from graduates of Roma studies, younger Roma authors who managed to obtain a university degree began to appear as well – for example the prose-writer Patrik Čonka (born in 1982) or the poet Renata Berkyová (born in 1985). Roma authors come from various parts of the Czech Republic, but Prague and its open-minded and liberal environment connects and unites their creative activities. In addition to *Romano Džaniben*, Prague witnessed the establishment of other Roma magazines, such as *Romano Vod'ň* and *Romano Hangos*.

Within Prague's multicultural life, there have been more interesting authors emerging, such as Tomáš Zmeškal (born in 1966), son of a Congolese student in Prague and a Czech mother, who refers to himself as an African Czech.

Also a number of events taking place in Prague, such as the international book trade fair and literary festival *Book World*, the Prague Writers' Festival, the international festival of literature and theatre *Children, Read!*, *KomiksFest!*, *Night with Andersen*, *Literature Night* or the Congress of World Czech Literary Studies and others (see the fact-documenting annex, part 15), can be identified as multicultural events. The originally Czech projects *Literature Night* and *Night with Andersen* became an inspiration for similar activities abroad.

The Summer School of Slavonic Studies, now organised by the Faculty of Arts of Charles University in Prague, enjoys significant popularity among experts in the field of Slavonic and Bohemian studies, post-graduate and regular students of those study fields, as well as among translators and other people interested in the Czech language, literature, history and culture from all over the world. In 2012, the event was organised for the 56th time¹⁵. It includes not only language courses of Czech and specialised seminars, but also visits and trips to different parts of the Czech Republic, learning about various areas of Czech culture, and meeting people from all over the world. In recent years, about 200 people from 40 countries have arrived each year. During the course of its existence, the event has gained a strong position and international recognition even among similar schools abroad due to its professional level and its contents and topics. Summer schools of Slavonic studies are also organised by other Czech public universities – Masaryk University in Brno or Palacký University in Olomouc.

¹⁵ The tradition of organising the Summer School of Slavonic Studies began in 1948–1949, when the event was organised by the Institute of Slavic Studies of the Academy of Sciences in cooperation with today's organiser, the Faculty of Arts of Charles University. Since 1956, the event has been held regularly and it has gained increasing popularity.

In the 1990s, the Society of Czech Writers (see the fact-documenting annex, part 2) took up the seminars of Bohemian Studies previously organised by the Union of Czechoslovak Writers, and with financial support from the Ministry of Culture of the Czech Republic and in cooperation with other organisations from the area of literature and book culture (for example the Czech Centre of the International PEN Club – see the fact-documenting annex, part 2), it organises the Seminar of Bohemian Studies for foreign students, translators and teachers of the Czech language. The one-week event with a rich accompanying programme is always attended by about 30–40 people involved in Bohemian studies from all over the world.

As one of its new activities, the Arts and Theatre Institute (ATI) has also been organising residential stays of authors since 2009. They are organised as part of the Programme of Creative Residences and as part of the Halma network of European literary centres. In this respect, the Arts and Theatre Institute (www.idu.cz) also cooperates with the Prague Literature Centre of German-Writing Authors (www.literarnidum.cz)¹⁶.

¹⁶ In 2009, four residential stays of foreign authors were organised in Prague, and two Czech authors were sent abroad. The exchange had similar proportions in the following two years too. Visitors from China, Ireland, Italy, Poland, Greece and Slovenia arrived in Prague or the Czech Republic. Their professions were diverse: poets and prose-writers, translators, playwrights, an editor and a theatre director. Analogously, Czech creators of similar professions have been welcomed, for example, in Belarus, Finland, Poland or Ukraine.

In 2012, the Visegrad Programme of Residential Stays for Authors was organised in Bratislava, Cracow and Prague. In total, 16 scholarships were granted (4 to authors from each country). In cooperation with the International Visegrad Fund (IVF), partner institutions from Hungary (Petöfi Literary Museum, Budapest), Poland (Willa Decjusza, Cracow), and Slovakia (Literary Information Centre, Bratislava), also took part in the event in addition to Prague's Arts and Theatre Institute.

The aspect of multiculturalism is particularly apparent in Czech book production, where publishers from Prague play an important role. In 2011, the Czech Republic's publishers published 1,276 books in Czech with a share of foreign languages and 159 multi-language publications. 1,296 more books were published in 23 languages. It has been usual in recent years for the foreign-language book production of Czech publishing houses to be significantly dominated by English (779 books). The share of English was 4% of the overall book production in the Czech Republic. In addition, 272 non-periodical publications were published in Slovak, 93 of them in German, 43 of them in Russian, 28 of them in Polish and 18 of them in both French and Spanish. Some publishers (for example Garamond – see the fact-documenting annex, part 4) are also specialised in the publishing of two-language fiction, i.e. works where the original language version is accompanied by its translation into Czech.

As regards the publishing of translated works, the Czech Republic ranks among the world's leading countries, having a long tradition in this since the 19th century¹⁷. This results from the fact that Czech is not a worldwide spoken language and the nationals of the Czech Republic therefore have an opportunity to familiarise themselves with other language cultures as well. In 2011, the share of published translations in the

volume of Czech book production exceeded a third of the total book production, i.e. it amounted to 34.3%. In 2011, Czech publishers offered their readers translations from 44 languages.

¹⁷ Besides German and French, Czech was the third modern language into which the Bible was translated by the end of the 15th century.

The trio of languages from which most translations are made in the Czech Republic has been stable since 1990. English has a significantly dominant position with more than half of all published translations (50.3%)¹⁸, followed by German and French. Italian, Spanish, Polish, Slovak and Russian also rank among the most translated languages.

¹⁸ for more details, see the chart on p. 48, part 2.5.2

1.2.5 Lifestyle Aspects

The latest surveys performed in 2004 and 2010 prove that the relationship of Prague's population to culture is natural and above standard.

The first of these surveys was carried out in May 2004 on the basis of an assignment by the City of Prague. It focused on the behaviour of Prague's population towards culture. Therefore, it did not merely concentrate on literature and book culture, but it put emphasis in general on the relationship of Prague's people towards culture as such and on the rate of their visits to cultural facilities (theatres, concerts, exhibitions, films, etc.). Its results, however, later became one of the sources for the preparation of the new Concept of the City's Cultural Policy (see part 1.1.3, p. 12).

The inhabitants of Prague, as well as people in the whole Czech Republic and other member states of the EU in general, focus more on their work than on their free time. International surveys in this area confirm that work is the primary focus for one of three people in Western Europe and for almost half of the population of Eastern and Central Europe. Free time is the priority for about a quarter of Western Europeans and for nearly a fifth of the population of Central and Eastern Europe. In their statements, Prague's population therefore, to a great extent, mirrored the relationship between work and free time ascertained in Western European

countries. More than a third of them (35%) expend more energy on work, a quarter of them (26%) on free time and most people (39%) balance their interest and effort equally between both of these types of activity. This also gives an idea about the relationship of Prague's inhabitants to the perception of culture and its prioritisation over other forms of free-time activity.

Men's preferences are more clear-cut, whether in terms of work or fun, but in general they do not signalise more frequently than women that free time plays a more important role in their lives than work. In most cases, free time is obviously the focus of people who are not economically active, which is also reflected in age-related differences. While the middle-aged generation (30–59 years of age) prefer free-time activities to work activities in 11% of cases, roughly a third (32%) of young people have the same preferences, and more than half (53%) of elderly people. Free time is clearly at the forefront of interest of people in a lower social position. It is preferred by less than two fifths (38%) of people who live in families with a rather poor economic background, whereas people from financially stable families prefer free time in less than a fifth of cases (18%).

The way people in Prague spend their free time can be seen from the answers of respondents to the question of how much time they spend doing particular activities. Clearly the most frequent method of relaxation is watching television, which is a daily activity of nine out of ten people living in Prague¹⁹. Other popular activities include reading books, magazines and newspapers. Virtually two thirds of Prague's population (66%) read every day, 25% of them read once a week, and only 1% of them do not read at all.

¹⁹ Here it is necessary to differentiate between the offer of commercial television channels and that of the public television broadcaster Česká televize (Czech Television; ČT), which is required by law to include programmes concerning culture, including literature and book culture, in its schedule. Such specialised programmes that are available on the ČT 2 channel are, for example, *Knižní svět* (Book World) or *Revue 333*; they present discussions with authors or shows where state awards for literature and translations are awarded, the awarding of the annual Magnesia Litera book awards, reports from libraries and book fair trades, film adaptations of literary works, etc.

Two thirds of the respondents also state that they listen to the radio on a daily basis²⁰. Two fifths of them use their computers or browse the Internet. At least once a week, two fifths of the people spend their time doing their hobbies, handiwork and gardening. At least once a week, an equally large group of people do sports, invite or visit friends, or go out to a restaurant or a bar. Watching films at home or “passive sports” are equally frequent

activities. A quarter of the people play computer games every week. Every tenth inhabitant of Prague goes to a dance party, ball, theatre, concert or exhibition at least once a week, and about the same amount of Prague's population go a cinema with the same frequency. The least popular activity is the people's own performing or cultural creation²¹.

²⁰ Legislatively, the programme offer of the public broadcaster, Český rozhlas (Czech Radio; ČRo) is, in terms of culture and literature, regulated similarly as in the case of Czech Television. Literature is primarily discussed on the ČRo 3 – Vltava channel.

²¹ The National Information and Consulting Centre for Culture (NIPOS), seated in Prague, focuses on arts at the amateur level.

A factor analysis revealed three basic factors that divide the activities of Prague's population into three groups. The first of them relates to the individual and generally widespread and frequently practised activities, such as reading books, magazines and newspapers or listening to the radio. At the same time, this group also includes various types of handiwork or gardening, as well as many other hobbies. The characteristic feature of the second group is that these people watch television very rarely, but they visit concerts, exhibitions and in particular theatres. Here it is necessary to emphasise their natural relationship to the reception of literary and dramatic work, since the dramatisation of literature is an important and significant part of the programme offered by theatres. They also tend to be active in the field of culture themselves. The third group includes all the other activities, from sports, through various dance parties, meeting friends, going out to restaurants, to using computers and the Internet, including playing games and watching films at home.

The way how people in Prague spend their free time is different in different socio-demographic groups. In many cases, men significantly differ from women. This does not concern only watching television or films at home or in a cinema, listening to the radio, reading, handiwork and gardening, visiting cinemas, meeting friends or active cultural creations. The remaining activities often show substantial differences and more frequently, they are performed by men. On the contrary, women are more frequent visitors to theatres, cinemas and concerts (at least once a month).

As expected, there are significant differences between individual age groups. In principle, we can divide individual free-time activities into three groups from this point of view. The first group comprises activities that are performed by people regardless of age. They include watching television, reading and various hobbies. The second group comprises activities whose frequency of performing increases with age. These include listening to the radio and various

handiwork and gardening activities. The third largest group includes all the other specified activities, which are most frequently carried out by young people (sports, dancing, visiting clubs, visiting rock concerts, etc.). The older the people are, the more frequently they either do not do those activities at all or do them less frequently than once a month. While the differences are very dramatic in the majority of them, slower (yet statistically significant) decreases can be seen in the case of visits to theatres, concerts and exhibitions and various visits to and meetings with friends, which relates partly to movement limitations resulting from increasing age and partly to the subjective feelings of safety when returning from such events at night.

Also education has an impact on what people do and how often they do it in their free time. Visits to theatres, concerts and exhibitions, as well as gardening and DIY are more frequently preferred by people with higher education. On the contrary, a number of activities are more frequently performed by people with lower education in their free time. These include sports, both in their active and passive form, playing computer games and visiting cinemas, dance parties and restaurants. With the exception of watching television, listening to the radio, reading books, newspapers and magazines, and DIY and gardening, the other monitored activities are more frequent among people who live in families with a better financial background.

It was also interesting to discover differences between individual parts of Prague. While in the peripheral parts it is more frequent to carry out various DIY and gardening activities, people in the central part tend to spend more time visiting theatres, concerts and exhibitions. People who live neither on the peripheries of Prague nor in downtown Prague seem to use computers and browse the Internet, including playing computer games, more often than the others. The quality of the offer of cultural facilities in the peripheral parts of the city is regarded as high by only a little bit more than a half of the city's population (58%). However, only a third of Prague's inhabitants claimed that interesting cultural performances could be seen only in downtown Prague.

Other interesting findings that resulted from the survey and that can be related to the perception of culture by Prague's population and to the area of book culture and perception of literary works also include:

Two thirds of the people (66%) in Prague consider themselves to be interested in culture. However, only about a quarter are actually interested in it. This means that these people, in addition to the declared interest, are not afraid to say that they live a richer cultural life than their peers and, at the same time, that they can always find time and money to spend on culture.

Almost half Prague's population does not have any problems with buying tickets. However, more than half of them (55%) claim that they usually do not have sufficient funds to perform such activities. Even more people (61%) state that they do not have any significant problem finding funds to purchase books, video tapes, etc. The total monthly net amount spent on visits to cultural facilities, net of any other expenditures relating to such visits, was specified by the people to be approximately 800 korunas (USD 42).

A survey of reading habits and visits to libraries was carried out separately in 2010. According to the requirements of the Municipal Library of Prague, a part of the survey was focused specifically on Prague. The survey was performed on 600 respondents older than 15 years of age. It followed a similarly focused nationwide survey performed in 2007.

In the first set of questions – Prague – City of Literature – the respondents were asked about their knowledge of the city's literary life, events organised, and literary awards, as well as about their knowledge of literary institutions and organisations. It is necessary to emphasise that the respondents provided their spontaneous knowledge, since they could not use any help. It can therefore be expected that had their knowledge been “supported” by provided options, the resulting knowledge would be significantly higher and more varied.

Prague's literary events that are most popular with the city's inhabitants include the Book World international book trade fair and the Book of My Heart enquiry. About half of Prague's population knew them and nearly 10% of them even took part in them. Other events are the following (the first number in the parenthesis indicates how many people within the sample of respondents knew about the particular event and the number after the slash indicates how many of them directly participated in it)²²:

Night with Andersen (40% / about 5%)
Prague Writers' Festival (about 30% / about 5%)
Literature Night (about 30% / about 5%)
Library Week (about 30% / about 5%)
We Grow with the Book (more than 20%).

²² With the exception of the Book of My Heart enquiry, in which people voted for their favourite book on a single occasion in 2009, these are traditional and periodical events in the field of book culture. Their characteristics and contacts to the organisers are available in the fact-documenting annex, part 15.

A third of Prague's population knew at least one literary or book-related award. Those which were mentioned most frequently included (the figure in the parenthesis indicates how many people within the sample of respondents knew about the particular event):

awards for the most beautiful Czech books of the year (10%)
the Magnesia Litera annual book awards (8%)
State Award for Literature and Translation (5%).

Other frequently mentioned awards were the Karel Čapek Award, the Golden Ribbon award for children's literature, Josef Škvorecký Award, Jaroslav Seifert Prize and Franz Kafka Prize ²³.

²³ The introduction of the awards that are given to authors and book creators in the Czech Republic is the subject of a separate subchapter (see 2.6.1). Their list and detailed information about them is included in the fact-documenting annex, part 14.

As regards literary institutions and organisations, Prague's population predominantly knew libraries. The following list contains the 10 most popular institutions related to book culture (the parenthesis again indicates how many people within the sample of respondents knew about the institution):

Municipal Library of Prague (more than 90%) (see the fact-documenting annex, part 11.3)
National Library of the Czech Republic (80%) (see the fact-documenting annex, part 11.1)
Museum of Czech Literature (74%) (see the fact-documenting annex, part 12)
National Technical Library (72%) (see the fact-documenting annex, part 11.1)
Franz Kafka Centre (nearly 40%) (see the fact documenting annex, part 2)
Josef Škvorecký Literary Academy ²⁴ (nearly 40%) (see the fact documenting annex, part 17)
Goethe Institute Prague (more than 20%) (see the fact-documenting annex, part 11.2)
Arts and Theatre Institute (more than 20%) (see the fact documenting annex, part 1)
Prague Literature Centre of German-Writing Authors (more than 20%) (see the fact documenting annex, part 2)
Libri Prohibiti (nearly 20%) (see the fact documenting annex, part 20).

²⁴ The school was later renamed as the Literary Academy (Josef Škvorecký Private University).

On average, people living in Prague read 19 books a year, with the median being 10 books and the maximum 200 books. 17% of Prague's population did not read a single book in the year, and the other pole of the imaginary scale is occupied by a similar share (20%) of those who read more than 24 books, i.e. more than 2 books a month. In more detailed classification of these active readers, 13% of them are those who read 25 to 49 books, and 7% of Prague's inhabitants read 50 or more books per year. More than 50% of people living in Prague read books at least once a week. 20% of Prague's population open a book every day, and the same amount of them open a book several times a week. The figures basically correspond to the results of the older and differently focused survey, which is presented above and in which magazines and newspapers were included in the same category as books.

The respondents also mentioned an increase in the average number of minutes spent daily using the Internet. This undoubtedly also proves a breakthrough in the way of perceiving literary and specialised texts. People in the Czech Republic have not stopped reading; however, the share of texts available online and e-books has been increasing, especially in the younger generation.

The non-reading respondents stated the following as the reasons why they did not read books:

“no time for reading books” (68%)
“I don't like reading books” (52%)
“I can find all I need in other media” (37%).

A third of “non-readers” stopped reading even though they had read books before (27%), and a fifth of them found reading “too laboursome” (18%). And this is exactly the group of Prague's inhabitants that is a challenge and one of the target groups for the activities of Prague as a UNESCO Creative City of Literature. A number of events being prepared, as well as activities of existing institutions, should increase their interest in reading and turn their attention back to books, perhaps, for example, in the form of e-books, which are now very popular.

On average, the people living in Prague read 14 fiction books a year (median 7, maximum 180). A quarter of Prague's population (26%) do not read any fiction books a year, about half of Prague's inhabitants (52%) read 1 or fewer books a month, and a fifth of the people living in Prague (22%) read more than 1 book a month. The criterion for the readers to choose belle-lettres books is especially the genre (as stated by 50% of the readers), followed by recommendations and the author (37% and 36% of the readers,

respectively). Book reviews are important for 9% of the readers (the readers were allowed to mention 1–2 criteria). Poetry is at least sometimes read by 29% of Prague's population, which was an excellent and somewhat surprising figure; a fifth of them had read it earlier (23%), and half of the respondents answered that they did not read poetry and they never had (48%).

According to the survey, reading books is in great competition with other media, such as watching television and browsing the Internet, as regards the free-time activities of Prague's population. Reading books (39 minutes a day on average, median 30 minutes) ranked as low as the second last position in the imaginary ranking, beating only reading newspapers and magazines (27 minutes, median 20 minutes). The respondents state that they spent most of their time watching television (108 minutes a day on average, median 100 minutes). However, it is not clear from the published results what programmes they watched the most on television. In the popularity ranking, the second position was occupied by the Internet (98 minutes, median 60 minutes), and listening to the radio was in the third position (95 minutes, median 60 minutes). Prague's inhabitants also spend more time listening to audiovisual recordings and watching video or DVD (average 62 minutes / median 60 minutes, and average 50 minutes / median 30 minutes, respectively) than reading books. The Internet is used on a daily basis by 50% of Prague's population, while about a quarter of Prague's population do not use it at all (26%).

The respondents also mentioned that the greatest factor influencing their reading of books was their “family”, but equally frequently they claimed that they “found their way to books by themselves” without any outside influence. Other reasons mentioned included the fact that “there were lots of books in the house/flat”. These were followed by “visits to a library” and the influence of their friends. A connection between reading and work was mentioned only by a smaller part (27%) of economically active respondents.

Most frequently, the readers mentioned “contemporary leisure-time fiction” as the preferred type of books, followed by “classic fiction”, “non-fiction”, and “specialised literature”. Electronic books were considered an absolutely equal or better alternative to paper books by 15% of Prague's population, but the majority of them (over 70%) still preferred regular paper books. However, the interest in the use of e-books has increased dramatically in the Czech Republic, in particular in the last two years.

Those who are interested in books most frequently acquire information from their friends and relatives. The second most important source of information is stores and the Internet. Prague's population acquires books most frequently by three methods, which

were equally mentioned by about a half of the respondents from Prague, namely by purchasing, by receiving them as a gift, and by borrowing them from a public library or from the home library.

The survey also brought the finding that the most frequent methods of acquiring books are significantly different from the quantity of how they actually acquired the books in the end. While Prague's inhabitants purchased 6 books on average (median 4) and received 4 books as a gift (median 3), in the previous year, they borrowed 21 books on average (median 10) from a public library. 34% of Prague's population acquire books from a public library. For the purposes of completeness, it should be added that 7 books on average (median 4) were obtained from a home library.

On average, book purchasers spent CZK 1,550, which is USD 86 (minimum CZK 100 / USD 5, maximum CZK 15,000 / USD 790, median CZK 1,000 / USD 53), on them during the previous year, i.e. in 2010. The place where they purchased books was most frequently identified as a bookstore (90%). Used bookstores and online stores were the purchase channels for a quarter of the respondents (equally 26%). 22% of the respondents purchase books through a readers' club²⁵ and 13% of them purchase books in a supermarket.

²⁵ A priority offer of books to subscribers, who receive various benefits, for example in the form of a lower price, discounts on other books, information on books being prepared, etc. This method of purchasing books has a long tradition in the Czech Republic. For the publishers, on the other hand, this method is a certain form of market research, as it makes it possible for them to plan the number of copies to be published and they are also guaranteed the sale of a part of those copies.

The Czech Republic, including Prague, can take pride in the tradition of building home libraries. The respondents stated that they had 262 books on average in their home libraries. However, the median has better representational power in this case, as it is not as sensitive to the influence of extreme figures. In this case, the median was 105 books (the minimum was 5 books, the maximum was 5,000 books). 5% of Prague's population have fewer than 11 volumes of books in their home libraries, whereas 10% of Prague's inhabitants have libraries with more than 500 volumes. The other inhabitants of the city can be found between these two extremes: 45% of them have a library with 11–100 volumes and 40% of people living in Prague own a library with 101–500 books.

The services of public libraries are used by 40% of adults in the Czech Republic and the majority of children and young people. Every year, they provide their users with more than 72 million loans of books and other documents. They have more than 22 million visitors per year. At least the same number of visitors use the electronic services of the libraries as well. In the last year, a public library was visited by 37% of Prague's population, another third of them used to visit a library in the past, and the remaining third of them do not visit a library and never have. The overwhelming majority of Prague's population is satisfied with the services provided by libraries (45%), 15% of them are somewhat satisfied, and 5% of them are not satisfied. The remaining 35% of Prague's population did not rate the services provided by libraries.

The main reasons why the people living in Prague stopped visiting a library included a change of their place of residence (36%) and an unsatisfactory offer of books (26%). Other reasons why former users of a library stopped visiting it and why those who have never visited a library have never visited one most frequently included: no time to visit a library (72%), "I have no reason to visit a library", "I borrow books from my friends", and "I don't want to borrow books, I don't like the administrative aspect, and I want to have my books at home all the time". About a third of the readers mentioned "out-of-date books", "nobody I know visits a library", "I prefer purchasing books", "I would not know what to do in a library", "the opening hours do not suit me", and "there is no library close to where I live". Many of these arguments are a challenge for the organisational and implementing team of a UNESCO Creative City of Literature, since one of its objectives is to win new readers and change their negative or neutral approach to libraries into a positive approach, to make them partners, and to understand their cultural and informational services.

A quarter of library "non-users" (24%), 15% of all the respondents from Prague, did not know about the existence of a library in the vicinity of their places of residence. 16% of the "non-users", representing about a tenth of Prague's population, perceive a library as an institution for socially poor people. An interesting finding is also the fact that 13% of those respondents – representing 8% of Prague's population – do not visit libraries, but they borrow books indirectly via other members of their households. A third of those who currently do not visit libraries admitted the possibility that they may begin visiting a library (representing 19% of Prague's population). Also these findings are instructive from the perspective of accentuating the promotion of a library as an institution and its activities.

The greatest potential enticement for new library visitors is "attractive" and "needed" books (approximately 90% of the respondents), "long loan period" and "long opening hours" (about 70%). Other interesting incentives include for example "easier loaning" (for 60% of potential library users) and "courier delivery of loaned books" (for 57% of potential library users). The loaning of "electronic books online" is attractive for 46% of these potential new visitors to libraries.

It results from the results of the survey that books, reading and using the services of libraries are part of the normal lifestyle of people living in Prague. A number of these survey results are good suggestions for the direction of the city's activities within the UNESCO Network of Creative Cities of Literature. At the same time, they are a challenge for opening the door to the non-readers or to those who do not read much and have not built any relationship towards books, and for concentrating on work with children and young people in cooperation with families, schools and relevant cultural institutions, in particular libraries.

The surveys of the behaviour of Prague's population towards culture, as well as the surveys concerning reading and the use of services provided by libraries have proven that there is a beneficial interaction between the supply and the demand in this area. This is documented in detail by the statistical indicators shown in part 2.2, p. 37 concerning the cultural infrastructure.

Prague once again flourishes with café life, once so popular and important to the literary scene²⁶. Prague's bars and pubs continue to be places where intellectual elites mingle with the lowest social classes and whose anti-exclusive and plebeian influence on social communication has actually never been interrupted in the Czech environment since the 19th century. Authors do not have to overcome obstacles placed by a totalitarian regime and censorship anymore, but they now face other problems and challenges: the influx of electronic media and the different conditions for their production, publishing and sales, as compared to the printed ones. On the other hand, electronic media provide different opportunities for the distribution and presentation of literature and its creators.

²⁶ A list of Prague's contemporary literary cafés and tea houses is available in the fact-documenting annex, part 19.

1.2.6 Municipal/Governmental Structure

Since 1990 the public administration in the Czech Republic has experienced significant transformational changes resulting in particular from the political and economic changes that took place after the Velvet Revolution of November 1989. Prague endeavours to increase the performance of the city administration, to involve the public in the solution of problems, to strengthen the solidarity of the population with the place of their homes, and to increase their participation in cultural activities; it adopts new functions that result for it from the limitations of the territory of the capital city as a region. These goals can be achieved in particular by permanent collaboration and cooperation among the city, the city districts, professional associations and other involved parties. An important role is also played by national and in particular international cooperation. These goals and ambitions are defined in the Programme of Implementation of Prague's 2009-2015 Strategic Concept (see www.urm.cz).

The city is managed independently by the Prague City Assembly. Other bodies of the city are the Prague City Council, the head of which is the Mayor, and the Prague City Hall, the head of which is the Secretary. One of the members of the Council is vested with powers in the field of culture.

The current position of Prague and of its City Districts in the administration system of the Czech Republic is defined in the effective version of Act No. 131/2000 Coll. on the capital city of Prague. According to that law (specifically Section 1(2)), Prague is a “public corporation which has its own assets, which has its own income specified in this Act or in a special law, and which carries out economic activities under the conditions defined in this Act or in a special law and in accordance with its own budget”. In addition, Prague was vested with powers in certain areas of the public administration, such as cultural heritage management.

For the purposes of conducting public administration, the city has been divided since 2001 into 22 administrative districts, and from the perspective of local government, it comprises 57 autonomous municipal districts with their own elected bodies. However, these municipal districts are very different; they cannot be referred to as homogeneous. Some municipal districts have the nature of a city centre, others are predominantly industrial in particular as a result of the industrialisation era, others are mostly residential (whether with high-rise buildings or single-family homes), and others still keep the character of rural communities.

The Prague City Hall is formed by 39 organisational units. The cultural issues are the responsibility of the Department of Culture, International Relations and Tourism. In the matters of delegated powers, it is superior to the authorities of the municipal districts exercising the public administration in the field of culture and it is inferior to the Ministry of Culture of the Czech Republic.

The Department of Culture, International Relations and Tourism comprises 6 units, one of which is the Culture Unit, focusing completely on the cultural operations of the city. Its activities are currently carried out by 16 employees. The responsibilities of this organisational unit are as follows:

- within the legislative initiatives of the City of Prague, it takes part in the initiation of the creation and amendment of laws and internal rules of the City of Prague, it provides observations in comment procedures concerning draft laws and internal rules of the City of Prague related to the activities of the Unit
- it prepares analyses and conceptions of the solution of problems related to the activities of the City of Prague in the field of culture
- it prepares observations, statements and proposals for the solution of issues in the field of culture
- within its jurisdiction, it takes part in the preparation of the draft budget in the field of culture, it suggests modifications of the budget and monitors the use, purposefulness and utilisation of funds in accordance with pre-defined objectives
- it prepares proposals to the Prague City Council in cases where the Prague City Council is in the position of the promoter of organisations co-funded from the city budget under the Capital City of Prague Act and regulates the specialised aspects of the activities of the 19 organisations of the City of Prague, including the preparation of materials for the meetings of the Prague City Council and of the Prague City Assembly; these organisations include theatres, a symphony orchestra, a gallery, a museum, a municipal library, an observatory and planetarium, a botanical garden and a zoo
- it completely operates the grant system of the City of Prague in the field of culture and arts, including the monitoring of the implementation of grant projects, the monitoring of the use and invoicing of grants, and complete analytical activities in this area; the grants awarded include the support of book publishing or events in the field of book culture (for example the Book World international book trade fair or the Prague Writers' Festival)

it prepares draft contracts in accordance with the rules for the execution of contracts under the conditions applicable to the City of Prague, it keeps records of such contracts, and it monitors the performance of the contractual relationships within its jurisdiction

it ensures the awarding of public contracts within its jurisdiction and keeps records of such contracts

within its jurisdiction, it performs preliminary and interim management control in accordance with Act No. 320/2001 Coll. on financial control in public administration and on the amendment to certain other Acts (Financial Control Act), as amended, and performs control under the Financial Control Act in organisations established by and co-funded from the budget of the City of Prague, as well as in applicants or recipients of financial state aid, including the control under Act No. 215/2004 Coll. on the regulation of certain relationships in the area of state aid

within its jurisdiction, it takes part in the handling of complaints, notifications, suggestions and petitions submitted by citizens, and it handles applications for information submitted under Act No. 106/1999 Coll. on free access to information, as amended

it cooperates with the Public Service Unit of the Department of the Office of the Prague City Hall Manager, to which it provides information about specialised agendas, including methodological instructions or procedures for dealing with relevant problems, as part of the development of the services provided by the Prague City Hall within its jurisdiction, it consults activities in the areas of presentation and promotion of the City of Prague.

1.2.7 Urban Planning Policy and Strategy

The city's urban planning and strategic concept is contained in the Programme of Implementation of Prague's 2009–2015 Strategic Concept, which was approved by the Prague City Assembly on 11 December 2008 (Resolution No. 22/44). The strategic objectives related to the field of culture and education, as defined in that document, include:

strengthening the traditional position of Prague as a centre of education and humanity

A high level of education and qualification of the population is one of the most significant strengths of Prague. The city wants to foster and develop this strategic advantage by transforming the school system to a qualitatively higher level, including the support of lifetime learning and both ethnic and cultural integration. The concentration of scientific institutions and universities forms an environment that makes it possible to adopt, spread and use the latest knowledge and experience ²⁷.

²⁷ A number of existing universities specialise in various areas of culture and its management. A list of educational institutions in the field of literature and book culture is available in the fact-documenting annex in part 17, and a description of educational programmes is available in chapter 2.8, p. 58.

cultivating the city's environment and supporting the diversity of activities performed by the city's inhabitants and visitors

The unique character of Prague consists in the surviving dialogue between its historical heritage, cultural traditions and new development activities. The city's reputation abroad is often associated with the role which Prague played in the past as a crossroads of cultures. Whenever Prague played this role, the cultural importance also had an impact on its economic attractiveness. However, the picture of the city's culture is now formed not only by its tradition and significant contemporary cultural events, but also by the level of cultivation of the city's environment, as well as by the diversity and variety of its activities. A friendly city of the 21st century must offer enough opportunities also in the area of free time, sports and relaxation. The distribution of these activities over the territory of Prague is still not even; in particular the peripheral parts are not equipped sufficiently in this respect. Prague will therefore endeavour to improve and develop both aspects of its culture: culture as a product, as well as culture as a spiritual climate of the city. The approved strategy of culture and free time is based on the finding that the cultural environment stimulates the development of economy, that culture works as a mixed economy, and that cultural development goes beyond the limits of subsidised art.

transforming Prague's theatres (organisations co-funded from Prague's budget) into independent economic entities

The transformation of the majority of Prague's cultural organisations operating in the area of live art (theatres), which are co-funded from Prague's budget, is considered to be an instrument that is required for the formation and setting of a new, open, and permeable system of support of arts and culture in the City of Prague. In combination with a clearly defined system of multiple-level grant financing by the City of Prague, the transformation of those entities should lead to:

the creation of an environment in which cultural and artistic entities may naturally appear, exist, and disappear within a broad genre and aesthetic span, the improvement and expansion of the offer of cultural services, the opening of artistic competition under rules that will be clear, equal and motivating, and will not discriminate against any entities or fields of arts, and more efficient and flexible use of funds, efforts and talents invested by the artists involved.

developing the city while respecting the historical and cultural heritage

One of the most serious problems of Prague is the conflict between the attribute of modern era and the physical and spiritual legacy of the past, which is associated with the risk of erroneous and often irreversible interferences with the long-lasting urban and architectural appearance of the city. Prague sometimes witnesses an insensitive approach, where the cultural and historical heritage is understood rather as an obstacle than as a pivotal part of the city's development potential, since the historical centre of Prague was not designed for the intensity of use that is associated with modern times. The care of physical and spiritual values of the past should be understood as an important investment in the future. In this respect, the inclusion in the prestigious UNESCO World Heritage Site List is not only a good marketing advantage, but primarily a commitment. Prague must endeavour to create a harmonious balance between the protection of historical heritage and reasonable development of the city.

1.3 Facts and Figures

1.3.1 Population

This part contains the latest information on the development of the population from the perspective of demographic, social and economic development of Prague, in particular with regard to the trends of the last 5 years, i.e. during the 2005–2010 period.

As of December 31, 2010, there were 1,257,158 people living in Prague²⁸, with the number of women being slightly higher than the number of men (645,086 women, as compared to 612,072 men). Even though the area of Prague is only approximately 0.6% of the area of the Czech Republic, more than 12% of the population of the Czech Republic live in Prague. The average population density of Prague is 2,541 people per km². However, from the point of view of this indicator, Prague's population density is very diverse. While in the centre of the city in the Prague 2 City District the population density is nearly 12,000 people per km², that of the peripheral parts is way below the average (for example 63 people per km² in Prague-Královice). From the perspective of population, Prague is the tenth biggest capital city of the 27 member states of the EU.

²⁸ The official data as of 31 December 2010, published on 31 December 2011. According to interim data, Prague had 1,260,469 inhabitants as of 30 June 2011.

The population of Prague had been permanently increasing virtually from the 17th century until 1992, when it reached its peak, and then it began to decrease. Prague exceeded the milestone of one million inhabitants in 1961. In recent years, however, the population has again increased by a small margin, in particular thanks to migration. Most of the new inhabitants of the city are foreign nationals. This obviously has a gradual impact on the supply of and demand for culture. For example, it is apparent in the publishing of books and magazines. Prague's multicultural profile is the subject of chapter 1.2.4, p. 15.

On average, the life expectancy of women is 81 years and that of men is 76 years. The average age of Prague's population has been gradually increasing, slightly faster in men. The main reason for this is partly a high level of health care and better availability of

emergency medical services and partly beneficial tendencies in the way of living and also more active approach of elderly people to life. These tendencies obviously have a significant impact also on the preferences of elderly people and on the cultural amenities available to such people.

In other respects, Prague has been experiencing the same trends as other capitals in Europe and in advanced economies in general: migration, ageing population and increasing average age, decreasing number of weddings, increasing number of children born outside marriage, high divorce rate and increasing age of women giving birth for the first time.

The age structure of the city's population has been changing as well. The share of children in the overall population of Prague has been decreasing despite the increasing birth rate in the last few years, and the share of elderly people has been increasing. With 19% share in the overall population, people aged between 15 and 29 years have been showing a slightly decreasing tendency. On the contrary, the share of people aged between 30 and 44 slightly increased, in particular thanks to the greatly increased birth rate in the 1970s and partly also due to the migration of foreigners of productive age. People in late productive age, i.e. people aged between 45 and 59, now have about a 20% share in the city's population. In principle, this indicator is equal to that at the beginning of the 1990s, but now the share of these people in the population has been slightly decreasing. On the contrary, the number of people of retirement age, i.e. of people aged between 60 to 74, has been slightly increasing. The percentage of people from the oldest age category (75 or more years of age) has also been increasing. The share of people in non-productive age has therefore been increasing to the detriment of the share of the youngest generation, the future workforce, the share of which has been decreasing significantly and on a long-term basis.

From the perspective of education, health care, social care and culture, information about the age structure of the city's population is very important. This is confirmed by the surveys of the behaviour of Prague's population towards culture, reading and use of cultural institutions and of the ways of spending their free time according to the structure of education (for more details, see part 1.2.5, p. 19). Also the high employment rate of women in Prague and in the Czech Republic has a negative impact on their perception of literature and reading where the responsibilities for care of the household are not distributed equally in their families; on the other hand, the emancipation of women and their increased focus on career require lifetime

education, and this also has an impact on their willingness to read. According to preliminary results of the 2011 census, the majority of Prague's population are aged between 15 and 64 (898,486 people), followed by people aged 65 or over (211,942); the number of children and young people aged between 0 and 14 living in Prague as of 26 March 2011 was 162,262.

Compulsory education was established in the Czech lands as early as 1774. In 1921, there were only 4% of illiterate people in the Czech lands. In the European context, the Czech Republic has a relatively small, but rapidly growing, percentage of population with university education, but it has the lowest percentage of those who reached only elementary education (only a fifth of the population in 2006). Most people reached secondary education, with the number of secondary-school graduates being the highest in all the member states of the EU on a long-term basis. With its average of population with university education (23%), Prague exceeds the average of the Czech Republic more than twofold.

The educational structure of Prague's population aged 15 or over was as follows according to the preliminary results of the census as of 26 March 2011:

114,071	people with no or elementary education; 2,850 people without any completed education
227,404	people with secondary education without school-leaving exam, including those with vocational education
381,867	people with secondary education with school-leaving exam
249,714	people with university education.

The Czech Republic is now also distinguished by almost 100% literacy; surveys have proven that about 99% of the population know how to read and write. These are obviously favourable conditions for the perception of literature and printed texts as such, as well as for the development of the willingness to read (for more details see chapter 1.2.5, p. 19, surveys of reading and reading habits). According to the 2010 survey, there are only 21% non-readers in the Czech Republic (17% in Prague), i.e. people who did not read a single book in a year, whereas the EU average is 42% non-readers. The extraordinary percentage of readers in the Czech Republic is also evident in other criteria: the number of books read and purchased per year, the time spent reading, the number of loans from libraries, and the size of home libraries. Readers in Prague show even better results than the national average of the Czech Republic.

Education has always been highly valued in the Czech environment. Scholars and people involved in the area of culture have always been the Czech elite with a decisive influence on the country. This was also accentuated by the founders of the newly established Czechoslovakia in 1918, in particular by T. G. Masaryk. He considered the spreading of education and dissemination of knowledge to be the pivotal responsibility of the Czech nation. This was reflected during the twenty years between 1918 and 1938 in particular in the building of a network of elementary and secondary schools, as well as in the obligation to establish local libraries in all municipalities (for more details, see part 2.2.5, p. 40).

1.3.2 Economy

From the perspective of economy, the City of Prague has a key position within the Czech Republic. It is the economic hub of the country and a centre for the sifting of influences of supranational economic relationships on the whole territory of the country. In addition all the major public administration authorities, Prague is the seat of the majority of financial institutions and foreign companies. All these aspects have a significant impact on the economy of Prague, the economic performance of which continuously forms 25% of the country's gross domestic product (GDP).

The fundamental economic restructuring that took place after November 1989 resulted also in changes in the industrial structure of Prague's economy. A characteristic feature of Prague's economic base is in particular the strengthening of the field of services and decrease in the percentage of manufacturing industries. The tertiary sector (services) now represents more than 80% of the added value in Prague. Also the employment rate in this sector in Prague significantly exceeds the figures of all the other regions of the Czech Republic. In 2001, 77% of all employed people worked in the tertiary sector, and the amount increased to 80% in 2009. The proportion of employed people in the sector of services has not changed for quite some time.

An important area of Prague's economy is tourism, which is also related to the area of culture or congress tourism. The overwhelming majority of visitors to Prague who stayed in a lodging facility were tourists from abroad. They represent more than 90% of all visitors staying in lodging facilities; the most frequent visitors are from Germany and the UK, and the number of tourists from Russia, Japan and South Korea has been increasing. As a result, Prague has adapted its cultural offer (theatrical and musical performances,

offer of books, tours of historical monuments, etc.) to this, and we can therefore speak about natural multiculturalism of the city, since tourists from various countries often prefer different ways and types of culture and require different approaches. This is a sign of a creative city of culture as well. Prague is also the most frequent destination of domestic business trips.

On the contrary, the proportion of manufacturing industries in the creation of added value and in the employment rate in Prague is significantly lower than the national average. The industrial sector does not have as important a position in Prague as in other regions of the Czech Republic.

According to macroeconomic indicators, Prague's gross domestic product amounted in 2010 to CZK 972,551 million, i.e. to USD 51,187 million; that means CZK 776,968, i.e. USD 40,893 per one inhabitant of Prague. Prague's eminent position also results from the interest of investors in this area. The economy of the region, expressed in GDP in current prices, has been experiencing a continuous increase.

GDP in Prague per 1 inhabitant considerably exceeds the figure applicable to the Czech Republic, as well as the average of the EU. In 2010, this indicator represented more than 216.5% of the average of the Czech Republic. This is influenced by a number of factors: higher salaries, localisation and registration of the offices of economic entities in the city, localisation of foreign branches of supranational companies, concentration of central bodies of both the public and the private sector. It is also related to agglomeration effects, which cause that the costs of companies are reduced due to the concentration of various economic and supporting activities.

The performance of the economy is also directly related to the situation in the labour market. Prague is the largest regional labour market in the Czech Republic. The characteristic features of the previous development are the high attractiveness of Prague's labour market on one part, and its high rate of absorption and Prague's capability of covering increased demand for jobs on the other part. This results both from the significant professional mobility of internal resources and from rapidly growing resources of workers from other regions of the Czech Republic and from abroad. Thanks to the offered variety of required professions, Prague's labour market has managed to absorb almost the entire workforce released during the process of economic transformation, as well as new job-seekers, including fresh school graduates.

Prague also influences the remainder of the Czech Republic, in particular the geographically adjacent Central Bohemian Region, which is naturally integrated to the capital city, among other things, by its locals commuting to Prague for work. At the same time, Prague therefore reduces its unemployment rate. Jobs in Prague, however, are not only opportunities for the inhabitants of the capital city and the Central Bohemian Region, but also for people from the more distant vicinity and generally for the entire population of the Czech Republic. According to the latest official results of the 2011 census, the number of occupied jobs in Prague represented more than a fifth of all the jobs in the Czech Republic. In 2007, the number of jobs was 770,400 and the amount of Prague's active population was about 125,000 lower than that. The importance of commuting is therefore extraordinary for Prague. As mentioned above (see part 1.2.3, p. 13), the city's public transport also significantly facilitates and influences the rate of visiting cultural institutions and events, including the availability of public libraries to people from outside Prague.

As of 31 December 2010, 506,273 economic entities operated in Prague (300,894 of them were individuals and 205,379 of them were legal entities), 13,599 of which were non-profit organisations.

Another characteristic feature of Prague's labour market is a below-average unemployment rate. At the time of the current economic recession, the characteristics of the labour market have slightly deteriorated, but they are still at the best level as compared to the other regions of the Czech Republic. For example the registered unemployment rate amounted to exactly 4.08% as at 31 August 2011, which is slightly higher than that for the same period two years before that (as at 31 August 2010, the figure was 4.06%; as at 31 December 2010 – 4.07%). However, the total number of job-seekers registered by job centres increased by approximately a fifth as compared to the previous years; as at 31 December 2010, their number amounted to 33,433 people. Job-seekers are also important users of public libraries, since they often take part in requalification courses.

Application of Prague to the UNESCO
Creative Cities Network
(UNESCO City of Literature)

2/

Direct Resources Related to the Applied Field (Literature)

2 Direct Resources Related to the Applied Field (Literature)

2.1 History

Since its early history, Prague has been a crossroads of several cultures and a place where cultures and nations have been meeting and influencing each other. It was predestined for that role by its central position within the territory of the Czech lands, as well as the fact that it has been a crossroads of trade routes since the early Middle Ages, the seat of Czech rulers and also of two emperors of the Holy Roman Empire. Prague's medieval and modern political and intellectual elites have always lived in contact with representatives of the cultures of both Western and Eastern Europe. During its history, Prague has been a place where the Czech and German elements have been meeting, and which were joined by various cultural streams flowing from the Jewish community after the abolishment of ghettos in 1848. Even the first big batch of books printed in the 16th century offered publications in several languages: predominantly in Latin, but also in Czech and German. In 1512, probably the first Central European (with Germany included in Central Europe) Hebrew printing house was established in Prague. Over the centuries, the Italian artistic influence was particularly apparent in Prague in architecture, visual arts and music. Prague's artistic and literary environment is traditionally open to the outside world and multicultural.

The history of today's National Library of the Czech Republic dates as far back as the 14th century, when the Emperor Charles IV donated a set of books to the Prague university. The administration of the university was then handed over to the Jesuits, who relocated the libraries of individual colleges to the building of the Clementinum in the Old Town. When the Jesuits left the Clementinum, the Empress Maria Theresa ordered in 1777 that the library collections be transformed into the public University Library. The position and importance of the Library was strengthened by acquiring a legal deposit from printers from both Prague (1781) and all the other Czech printers (1807).

The literary tradition in the Czech lands began in the 9th century with the arrival of the Byzantine missionaries Cyril and Methodius to Great Moravia. Their arrival marked the beginning of a period of literature created in the Old Church Slavonic language. However, the use of Latin gradually became more widespread than the use of Old Church Slavonic, with, for example, the Czech Chronicle being written in Latin by Cosmas, prebendary educated in Liège and later dean of the chapter of the St. Vitus Cathedral at Prague Castle. It was written at the beginning of the 12th century (specifically between 1119 and 1125).

The King Ottokar II of Bohemia (1233–1278), who had ambitions to claim the crown of the Roman Emperor, tried to build a court in Prague that would correspond to the then-significant position of the Bohemian kingdom within the Central European area. His chancellor was Henrico de Isernia: an Italian and a man who proved to be a wordsmith and an author of many poetry collections and political announcements and documents. In particular after 1230, when the court in Vienna was in decline, German Minnesingers were frequent visitors to Prague. Prague's Jewish community began to flourish as well, and some Jewish scholars became famous even at the European level (for example Yitzhak Moshe, also known as Isaac of Vienna or Abraham ben Azriel).

The Roman crown was eventually won by Ottokar's successor Charles IV. (1316–1378). He also tried to elevate the splendour of his court with authors from Italy (Francesco Petrarca), France (Guillaume de Machaut) and Germany (Heinrich von Mügelin). The 14th century witnessed the spontaneous creation of the comical Czech compositions *The Ointment Seller* and *The Groom and the Scholar*, which inventively combined Czech, German and Latin in a form called “Macaronic Poetry”. Charles IV himself was the author of a Latin-written legend about the patron of the Czech lands, Wenceslas I, Duke of Bohemia, as well as of his autobiography *Vita Caroli*.

Also the rule of Rudolph II (1552–1612) is associated with a huge cultural, artistic and scientific expansion of Prague. Prague housed the Danish astronomer Tycho Brahe (1546–1601) and his assistant and colleague Johannes Kepler (1571–1630), who also published his key work *Astronomia Nova* (1609) about the heliocentric model of the universe in Prague, the Jewish astronomer and historian David Gans (1541–1613), the German poet Paulus Melissus (1539–1602), one of the first female writers, the English woman Elizabeth Jane Weston (1581–1612), and many others. Prague also became famous for the presence and activity of the Jewish thinker Judah Loew ben Bezalel, also known as the Maharal (about 1525–1609), who settled there in 1573 and who is often erroneously believed to have created a golem²⁹.

²⁹ In Jewish folklore, a golem is a sculpture brought to life by a human. It did not have its own thoughts or will, and it usually only followed the orders of its master who brought the sculpture to life. According to Kabbalah, a golem could be brought to life using a “shem”, which was a paper with mantra placed in a golem's mouth. The Golem of Prague is one of the world's most famous golems. The purpose of his creation was the protection of the Jewish ghetto against the Christians, who attacked the ghetto on a regular basis. The legend of the Golem of Prague was the subject of a novel by Gustav Meyrink (see p. 34), which made the legend world-famous. In addition, a number of other Jewish legends originated in Prague.

At the end of the 18th century and in particular in the 19th century, at the time of the Czech National Revival, the Czech and German literatures were both in conflict and in creative symbiosis in Prague. The official language and the language used by the elite (both political and intellectual) was German, but Czech became increasingly widespread (not only) as the language of the majority of the regular population.

A phenomenon of the Czech National Revival, both in terms of language and culture, was the establishment of Czech Expedition, a purely Czech publisher, bookseller, book distributor and used bookstore. The company had its office in Prague. At that time, this was an extraordinary thing in the history of publishing and bookselling, even at the world level. It was founded in 1790 by the author, journalist and publisher Václav Matěj Kramerius (1753–1808). The undertaking significantly contributed to the spreading of the Czech language and Czech books. After 1789, Kramerius also published Czech newspapers – *Prážské poštovské* (Prague Post), and later *Krameriusovy c.k. vlastenecké noviny* (Kramerius' Imperial and Royal Patriotic Newspaper). In 1879, Prague witnessed the establishment of a Czech professional organisation of booksellers and publishers, the name of which is now the Association of Czech Booksellers and Publishers (see the fact-documenting annex, part 2).

At the end of the 19th century and in the first half of the 20th century, the national motifs in art works began to fade and Prague's Czech and German literary scenes started to come together. Prague suffered from the fact that especially in the eyes of German-writing authors, it is regarded as a provincial city against the competition of Vienna, Berlin and Munich. This was, for example, the case of the writer and influential pacifist Bertha von Suttner (1843–1914) or the poet Rainer Maria Rilke (1875–1926). An important role in the convergence of Czech and German literatures was played by Jewish authors, who turned away from religious and ethnic traditions at the time of the emancipation of European Jews. The journalist and prose-writer Leopold Kompert (1822–1886) was the first to write about the Jewish contemporaneity and promoted the idea of symbiosis of the three nations: Czech, German and Jewish.

Thanks to the fame of Charles University (more details are available in part 2.8.2.1, p. 59), Prague became a centre of education also for a number of people from other Slavic nations: Bulgarians, Croats, Sorbs, Slovaks and Slovenians. A significant number of Slovaks arrived in Prague with a view to studying there as early as the 18th century. Bulgarian students established their national societies there. Croats first sought in particular asylum from the Turkish raids in the Czech lands and in Prague in the 15th century, and from the 19th century onwards, a number of future Croatian politicians, artists and scientists studied

in Prague. They included the 1975 Nobel Prize in Chemistry candidate Vladimir Prelog. In 1912, probably the most-known Croatian, who later became President of Yugoslavia, Josip Broz-Tito, stayed in Prague as well.

At the turn of the 19th and the 20th centuries, there were 415,000 Czechs and 42,000 Germans, 25,000 of whom were German-speaking Jews, living in Prague. Other Jews spoke Czech. At that time, the leading representative of the German Jewish literature in Prague was Max Brod (1884–1968). He was the initiator of many events, became the leading voice of many debates, and encouraged his friends, for whom he was a model, to write as well. Brod is now remembered as the person who saved the works of Franz Kafka. The old legend of the Golem of Prague was originally adapted by the banker Gustav Meyer (1868–1932), who moved to Prague in 1883 and published under the pseudonym Gustav Meyrink. He used his interest in mysticism and occultism in his other works as well.

However, the real literary stars of Prague were two Jewish authors from the beginning of the 20th century: Franz Werfel (1890–1945) and Franz Kafka (1883–1924). Werfel was the first German-writing author to be nominated for the Czechoslovak State Award in 1927. He fled from Prague before the arrival of the Nazis. Inspired by an experience from his adventurous travel through France to Portugal and then to the United States, he wrote the novel *The Song of Bernadette* (1941), which was his most successful work that was very popular with American readers and was soon made into a film of the same name (1944), which received four Oscars.

Today, the most famous Prague author is, beyond any doubt, Franz Kafka, even though he hesitated to publish his works and published only a few of his stories during his life. The main interest in his works began after Kafka's death thanks to his friend Max Brod, who, in spite of Kafka's wish, saved the majority of his works and prepared them for publication. Unlike some of his colleagues and friends, Kafka had a very close relationship with the Czech environment. According to contemporary witnesses, he read and spoke Czech and never left the city with the exception of short trips and health-related journeys. Interpretations of his works are still the subject matter of many studies, the amount of which has already exceeded the number of Kafka's texts many times. However, his understanding and reception as one of the most notable authors of the 20th century was slow and gradual. Kafka's legacy is now taken care of especially by the Franz Kafka Centre in Prague, established by the Franz Kafka Society (see the fact-documenting annex, part 2), which was founded in 1990 and which initiated the first full publishing of Kafka's work in Czech.

The era of Prague's German Jewish literature basically ended with the arrival of the Nazis, the occupation of Czechoslovakia and the emigration of the Jews from the country or by their deportation to concentration camps. However, Jewish literature in Prague did not vanish for good; it was only written in Czech, barring a few exceptions, after that. Such authors were, for example František Langer (1888–1965), his younger brother Jiří (1894–1943) or the poet Richard Weiner (1887–1937). For Czech children and adult readers, the most popular Czech Jewish author was, as early as the period between the two World Wars, Karel Poláček (1892–1945).

Similar mass popularity, but also recognition, was achieved by the work of the most famous Prague journalist, the German-writing Jewish author Egon Erwin Kisch (1885–1948). For his dourness and effort to always be at the scene of the action, he became famous under his nickname “raging reporter”. Later he moved from Prague to Berlin, but as time went by, he became a cosmopolitan citizen of the world with no real home. After all, Kisch regarded himself as cosmopolitan, too. He returned to Prague on several occasions – for the last time shortly before his death, when he arrived after the liberation of Czechoslovakia from his Mexican exile. He worked for various Czech and German newspapers and his influence on world journalism was considerable. Kisch is often considered to be the founder of literary reportage, even though he was not the first to use that form. However, he made it popular and spread it all over the world.

Many Czech authors of the 20th century began to be aware of their Jewishness more intensely only after the German Nazis began to persecute them. Those who survived the genocide wrote emotive and authentic books about it in the post-war years. These include in particular Jiří Weil (1900–1959), Egon Hostovský, who lived in American exile (1908–1973), or Arnošt Lustig (1926–2011). Ota Pavel (1930–1973) and Ivan Klíma (born in 1931) experienced the war as children. Pavel, who later became an exceptional sports journalist, wrote about his traumatic memories from childhood in his two collections of stories titled *Death of the Beautiful Deer* (1971) and *How I Came to Know Fish* (1974), which became extremely popular in Czechoslovakia. Klíma was one of the authors who consciously took up the legacy of the poetics of Kafka's prose in the 1960s. Klíma's pivotal work is *Judge on Trial* (1986), a generation novel with frequent autobiographical elements, including the childhood of the main character in the Theresienstadt concentration camp.

Ladislav Fuks (1923–1994), despite his non-Jewish origins, entered the world of literature with his freezing absurdity about the obsessive preparations of an inconspicuous Jewish clerk for the transport Mr. Theodore Mundstock (1963), and his peak was the horror parable

The Cremator (1967), which was made into a film in a very successful manner. In the second half of the 20th century, Karol Sidon (born in 1942) is also a continuator of Prague's Jewish literature). As he was not allowed to publish in neo-Stalinist Czechoslovakia, he left for Germany in 1983, where he converted to Judaism. After his return to Prague in 1992, he became the Chief Rabbi of Prague.

During the period of its existence (1918–1938), the First Czechoslovak Republic was, despite all of its internal national and social problems, one of the islands of democracy in Central and Central-Eastern Europe, and hence it was the destination of several waves of immigrants from countries where left-wing or right-wing dictatorships were established. The first of these waves came from Russia, caused by the Bolshevik Revolution and the civil war. Alongside Berlin and Paris, Prague became one of the main centres of Russian intellectual and literary life in emigration.

A number of Russian literary scientists and historians took part in the establishing of scientific societies and institutions (Kondakov Institution, Slavonic Library, Russian Historical Archives Abroad). At that time, Prague became the world's hub of Slavonic Studies. The Russian immigrants Roman Jakobson (1896–1982), Nikolai Trubetzkoy (1890–1938) and Sergei Kartzevskiy (1884–1955), along with their Czech colleagues Jan Mukařovský (1891–1975) and Vilém Mathesius (1882–1945), founded the Prague Linguistic Circle, one of the most influential schools of linguistic and literary thinking before World War II. It later significantly influenced world linguistics and literary science as well. It represented the most important contribution of Czech science to the world context of the humanities in the 20th century.

During the period between the two World Wars, Prague was also a centre for Ukrainian emigrants. In 1921, the Ukrainian Free University moved from Vienna to Prague and a large group of Ukrainian poets formed the Prague Poetry School. Their works, focusing on the celebration of the Ukrainian nation, was most frequently published in magazines and in small quantities, but they had significant importance for the formation of the Ukrainian national self-esteem.

In 2007, periodicals published by Russian, Ukrainian and Belorussian emigrants, which are now a part of the collection of the National Library of the Czech Republic, or its organisational sector named the Slavonic Library, were included in the prestigious UNESCO Memory of the World Register³⁰. They form a unique collection of about 5,000 periodicals published between 1918 and 1945 all over the world by members of the Russian, Ukrainian

and Belorussian emigration who had left Bolshevik Russia and spread over all the continents. Between the two World Wars, more than 400 periodicals were published within the territory of Czechoslovakia.

³⁰ The following collections from the Czech Republic are also listed in the UNESCO Memory of the World: A collection of 321 medieval and early modern manuscripts of the Czech Reformation (2007) and a collection of 526 Baroque graphic prints, called university theses, from 1637–1754 (2011). Both of these collections come from the historical collections of the National Library of the Czech Republic.

Literature has always been an important factor in the formation and recognition of the Czech national identity. Authors were important persons of the Czech National Revival, which brought Czechs under the rule of the Austro-Hungarian Habsburg monarchy at the end of the 18th century and during the 19th century to re-discovery of their language, to its promotion to a modern literary language, and to national pride. In the second half of the 19th century, authors and literature stood behind the beginnings of the fight for greater autonomy of the Czech lands and later also for the restoration of independence of the Czech state of the Austro-Hungarian monarchy. The realistic criticism of Czech fiction also gave rise to the beginnings of the first social reforms and, to a certain extent, substituted emerging fields of science, such as ethnography, for which the works from that period are now still valuable sources. It was also the time of creation of the voluminous Otto's Encyclopedia (the basic series has 28 volumes), which is comparable to contemporary English, French and German encyclopedias, and also the time of separation of the professional organisation of publishers and booksellers on the national and territorial principle.

Then again, literature and education were important factors in the building of democratic Czechoslovakia between 1918 and 1938. The resistant Czech literature was resorted to by the Czech nation at the difficult time of Nazi occupation, as well as during the toughest periods of the Communist era following the Soviet pattern. Authors stood in the forefront of efforts for a reform of Socialism in 1968, they led the resistance against the subsequent neo-Stalinist regime, and prepared conditions for the “Velvet Revolution” of 1989, the centre of which was Prague.

Without its literature with Czech, German, Jewish and other roots and traditions, Prague would not be one of the world's most sought-after destinations for cultural tourism. It is sufficient only to mention the four most important authors, i.e. Franz Kafka,

Jaroslav Hašek, Karel Čapek and Jaroslav Seifert, who and whose works are closely associated with Prague, even though each of them in a different, individual but also internationally understandable and inspiring way.

In its history, including the 19th and 20th centuries, Czech culture had to pass several tough tests. The last ones came first during the Nazi period and then during the Communist dictatorship, ended by the “Velvet Revolution” in November 1989. At the time of the German occupation during World War II, a number of authors were not allowed to publish because of their origins or political beliefs, and the censorship radically restricted and thematically reduced the book production. Many authors and publishers therefore intentionally returned to their national roots, to history, and to the publishing of classic works. During the decades of Communist dictatorship, Czech literature and its authors were split into three streams: official, dissident and emigrant. The problem of this period after 1948 was also the ideological indoctrination of a number of talented authors who, after the tragic experience of the Great Depression in the 1930s and from what the country had been through during World War II, absolutely sincerely wrote strongly-angled texts even without any outside influence of censorship or political distress. Many of them later reconsidered their approaches and were sanctioned for that, among other things, by being prohibited from publishing (for example Milan Kundera) or submitted, at the expense of self-censorship, to the requirements of the ruling ideology (for example Bohumil Hrabal).

Even under these conditions, the publishing of high-quality translated literature played an exceptional role in the lives of the Czech people. The translating and editing work was carried out by a number of sanctioned authors. The period also witnessed the “roofer specific”, meaning that the translations were published under the names of those who could publish and who loaned their names to their banned colleagues. Yet, the permission for publishing the translation of every foreign literary work from countries “west of the Iron Curtain” was subject to complicated approval procedures and assessment of their “progressivism” and criticism towards capitalism. Books that made it through this were then often published in plentiful quantities, but there was still sometimes a shortage of them. As the day of placing new books on the market was set and unified to be every Thursday, long queues of readers used to form in front of bookstores, which is a sight unseen nowadays. Because of state subsidies, the prices of books, even of hardback ones with high-quality graphics and typography, were relatively very low.

After the “Velvet Revolution”, the Czech book market quickly differentiated as a result of the radical change in social and economic conditions and restored itself with remarkable vitality and open-mindedness on completely new foundations and at a quantitatively significantly higher level (for example, the number of books now published in the Czech Republic exceeds the number of books published in Czechoslovakia before 17 November 1989 more than three times). However, the tradition of interest in books, reading and creation of home libraries survived.

Literary Prague is also an important symbol of the fight for freedom and democracy. In this respect, an important role was played in particular by the International PEN Club. On the initiative of the writer Karel Čapek, the Czechoslovak PEN Club was established in February 1925 in Prague, which was one of the first foreign centres of this organisation. For many years, Karel Čapek was the head of the centre (1925–1933). In 1938, a world congress of PEN Clubs was held in Prague, expressing solidarity and support to democratic Czechoslovakia facing the increasing threat of fascist danger to the Czechoslovak state and to peace in Europe. During the period of occupation, the Czechoslovak PEN Club operated in exile, whereas during the Communist era, it was, with the exception of a short period in 1968, a sleeping centre whose activities were restored as late as the summer of 1989.

After the Velvet Revolution and the division of the centre into Czech and Slovak parts, a world congress of the PEN Club was again held in Prague with exceptional support from the Czech President and member of the Czech Centre of the PEN Club Václav Havel (1936–2011) and from governmental institutions, and with the participation of notable literary celebrities from abroad (such as Arthur Miller, Tom Stoppard and others). The writer Jirí Gruša (1938–2011) held the position of President of the International PEN Club from 2003 to 2009. Today's Czech Centre of the International PEN Club is actively involved in helping imprisoned or otherwise persecuted writers in countries ruled by non-democratic and totalitarian regimes.

2.2 Cultural Infrastructure

This part contains information on Prague's cultural infrastructure that, for work reasons and for the purposes of this document, include areas of visual art, museums and galleries, theatre, audiovisual areas, music, libraries, cultural centres and other related institutions (literary cafés and tea houses). The public sector and the business sector intertwine in the area. If we narrow this point of view only on Prague's literary scene, we will see how dramatic changes have occurred in this field. Activities interrupted by the breaking historical milestones of 1968, 1948 or even 1939 are being restored. A number of associations, institutions, foundations and non-profit organisations have been established as entities that are completely new and non-tributary to the old models.

2.2.1 Visual Arts, Galleries and Museums

According to the available statistical data of the National Information and Consulting Centre for Culture (NIPOS), there were 477 museums, museums of visual arts and memorials operating in the Czech Republic as of 31 December 2010³¹. Prague managed and administered 5 museums of visual arts (1 of which was a private church-owned museum) and 30 museums and memorials, including 60 branches and 167 exhibitions. In addition, Prague housed 101 private galleries with 123 exhibition halls, in which nearly a thousand (889) exhibitions, visited by nearly 900,000 people, were organised.

³¹ Their promoters are various entities: the State (32 of them), regions including Prague (96), municipalities and communities (253), private individuals and legal entities, unincorporated associations and beneficiary societies (96 in total).

From the above institutions, the City of Prague is the promoter of the Gallery of the City of Prague and the City of Prague Museum, to name the most important ones. The management and administration of the Gallery of the City of Prague was assumed by the House of Photography in 2010.

Certain Aggregate Indicators Concerning the Area of Museums and Galleries in Prague between 2007 and 2011

	2007	2008	2009	2010	2011 ³²
museums, museums of visual arts and memorials					
number of exhibitions	316	321	373	372	397
number of visitors (in thousands)	3,219	2,914	2,972	3,079	3,510
galleries and exhibition halls³³					
number of exhibitions	1,171	1,325	1,140	1,230	1,299
number of visitors (in thousands)	1,473	1,688	2,196	1,362	1,221

source: National Information and Consulting Centre for Culture (NIPOS)

³² incomplete data

³³ both managed by the City and private

Exhibition events are focused in particular on the introduction of notable people and on the presentation of their works, international and multicultural events, locations of the capital city and culture³⁴. The City of Prague Museum managed to create more space in its building for work with children and young people – the Archeological Game Room. In general, the number of young visitors (schoolchildren and families with children) has been significantly increasing – which is in agreement with the conceptual objective of the Museum to be oriented on this target group.

³⁴ In recent years, for example exhibitions dedicated to the architect Adolf Loos, a thousand years of existence of the city of Hanoi, Prague's travelling restaurants or the Libeň City District, the popular children's comic book Čtyřlístek, etc.

The City of Prague Museum also includes the Müller Villa by Adolf Loos, the creator of Raumplan and enemy of ornamentation. The building still attracts many visitors both from abroad and from the Czech Republic (over 100,000 visitors visit it each year). In 2010, it received the prestigious international award the ELCA TREND AWARD (award of the European Landscape Contractors Association) for the design, construction and maintenance of the garden adjacent to the Villa. It also received the Europa Nostra Award for exemplary restoration. In addition, there is a documentation and study centre in the Villa.

Notable museum institutions purposefully focus on children visitors. In Prague, there also is the Museum of Czech Literature, whose archival collections document the evolution of Czech literature from the 18th century until the present day (for more information, see the fact-documenting annex, part 12).

2.2.2 Theatre, Dancing and Non-Verbal Arts

According to the available statistical data of the National Information and Consulting Centre for Culture (NIPOS), there are 151 theatres in Prague. The City of Prague is the promoter of 10 of them. In the area of professional theatre, dancing and ballet, however, the City of Prague also supports other theatre scenes residing and operating within the territory of Prague and being within the jurisdiction of individual City Districts or operating as private scenes on a business basis. The support of their activities usually depends on the value of the dramaturgical intention and takes the form of either one-year grants (for a specific theatre performance or event organised in the particular theatre season; about a hundred of them were awarded in the last five years) or multiple-year grants (in the interest of ensuring the continuity of the operation of the theatre or of its art-related plans; almost twenty theatres were supported in this way). The theatre sector is one of the most subsidised fields of Prague's culture and it is obviously strongly connected to the sphere of literature, both Czech and foreign.

Prague houses the most prestigious Czech theatre stage, the National Theatre, which fosters original Czech dramatic works.

Certain Aggregate Indicators Concerning the Area of Theatre in Prague between 2007 and 2011

	2007	2008	2009	2010	2011 ³⁵
number of performances	2,593	2,586	2,705	2,707	2,756
number of visitors (in thousands)	746	750	778	825	776

source: National Information and Consulting Centre for Culture (NIPOS)

³⁵ incomplete data

The City of Prague also supports theatre events taking the form of time-limited or periodically repeated festivals and exhibitions. Many of them prove the multiculturalism of Prague and the diverse theatre infrastructure of the city. One of the most notable multicultural

events is the Prague Quadrennial, which is a famous international exhibition of scenography that is regularly attended by more than 60 countries from all over the world. The event has also been supported by UNESCO for a number of years. Other events like this include, for example, the Summer Letná international festival of new circus and theatre, Zlomvaz international festival of art colleges, Prague Theatre Festival of the German Language, the Creative Africa festival, the Half Moon Above Prague festival of oriental culture, the Zero Point international festival of street theatre, and others.

2.2.3 Audiovisual

The City of Prague also supports the area of film and audiovisual activities. Especially in the recent years, the city has begun to be increasingly active in the support of the field of film documentaries focusing on topics related to Prague, notable artists, writers and illustrators living there, the creation of literary works or Prague's architectural or urban development (for example Arnošt Lustig – Nine Lives, Adolf Born 80, Tales of the Lesser Quarter 130 Years Later, RAFANI: Documentary about Prague's Art Scene, Incomplete Prague, etc.).

At the present time, there are 20 permanent single-screen cinemas and 9 multiplexes (of the 26 operating in the Czech Republic) in Prague. The City of Prague uses grants to support the activities of the dramaturgically profiled art cinemas Aero, Bio Oko and Světozor, which systematically introduce and map out contemporary high-quality foreign films in the form of various exhibitions.

Certain Aggregate Indicators Concerning the Activities of Cinemas in the Czech Republic between 2007 and 2011

(the percentage of multiplexes is indicated below the figures)

	2007	2008	2009	2010	2011
number of performance	353,801	386,319	403,198	399,099	408,760 ³⁶
(multiplexes – share in %)	69.3	71.5	74.5	74.3	75.4
audience size (in millions)	12.8	12.9	12.5	13.5	10.8 ³⁶
(multiplexes – share in %)	63.8	66.4	69.5	70.0	66.7

source: Union of Film Distributors

³⁶ There were 16,635 performances and 0.531 million people in Prague's single-screen cinemas in 2011.

The support of film festivals, both those organised on a regular basis and those which are single events, is a traditional area of support provided by the City of Prague in the field of film. In most cases, they have an international impact and are frequently attended by foreigners living in Prague. The regularly organised events include, for example the International Film Festival Prague – the One World international human rights documentary film festival, Days of European Film (organised for the 18th time in 2011), MEZIPATRA Queer Film Festival (organised for the 12th time in 2011), the FAMUFEST festival of the Film and TV School of Academy of Performing Arts in Prague, the Golden Prague international television festival (focusing in music and dancing programmes), the International Festival of Outdoor Films focusing on sports and free-time activities (organised for the 9th time in 2011), etc. Film exhibitions recently organised as single events include the Deaf Film Festival for the deaf, the Bollywood Film Festival and other exhibitions of national cinematographies.

Prague also houses a specialised and unique institution of the Ministry of Culture of the Czech Republic, the National Film Archive. It is one of the world's 10 oldest film archives and is currently the second largest in Europe. It collects, examines and promotes Czech audiovisual works both in the Czech Republic and abroad, it operates its own cinema Ponrepo³⁷, as well as its own library (see the fact-documenting annex, part 11.1) where written materials related to such works are kept, including Czech and foreign monographs and periodicals. The fields of literature and film inspire each other; at least half of the film productions are based on book versions.

³⁷ Named after Viktor Ponrepo (1858–1926), pioneer of Czech cinematography and owner of the first permanent cinema in Prague.

Prague is also the centre and seat of nationwide radio and television channels, with public television being one of the most significant producers and co-producers of films in the Czech Republic.

2.2.4 Music

According to the available statistical data of the National Information and Consulting Centre for Culture (NIPOS), Prague is the home of 20 musical ensembles playing classical music, which have different promoters. State-owned musical ensembles all over the Czech Republic (30 ensembles) employ nearly 1,100 people (1,077).

One of the three most notable musical ensembles playing classical music in the Czech Republic is the Prague Symphony Orchestra, which is also active in educating the youngest generation of listeners and performers.

In Prague, there are almost 50 concert halls, where serious music is performed by Czech and foreign musical ensembles and performers³⁸. The musical event that is most famous at the international level is the Prague Spring festival, which has been held since 1946 and which is always a showcase of top artists from all over the world. The immovable cultural heritage sites of the city (cathedrals, palaces or historical gardens), which amplify the musical experiences, have also been successfully used as the venues of various musical events and concerts in Prague.

³⁸ In addition, there are about 30 halls with occasional operation in theatres and multi-purpose stages, as well as 30 jazz and rock clubs.

Certain Aggregate Indicators Concerning the Activities of Professional Musical Ensembles in Prague between 2007 and 2011

	2007	2008	2009	2010	2011
number of musical ensembles	12	13	12	12	20
number of concerts	676	744	717	717	1,155
number of visitors	172,981	173,751	170,323	183,690	172,671

source: National Information and Consulting Centre for Culture (NIPOS)

As is the case with other areas of arts, the City of Prague uses the form of grants (both one-year and multiple-year ones) to financially support the artistic activities of musical ensembles playing classical and contemporary music (for example Prague Philharmonia, Children's Opera Prague, BERG Orchestra or Talich Philharmonia Prague), as well as music festivals of various genres (from the previously mentioned international music festival Prague Spring through the Strings of Autumn international music festival and the Summer Festivities of Early Music to the Agharta Prague Jazz Festival, Dvořák Prague, the Bohemia Jazz Fest – Prague international open-air music festival, the CONTEMPULS festival of contemporary classical music or the EuroArt Prague international festival of chamber music).

It is obvious that there are a number of other musical events that take place in Prague as well (as well as in other cultural regions), which are based on the business basis and organised without support from the public sector. This applies in particular to alternative music and music of minority genres. However, several rock clubs and music festivals have appeared in Prague that now form part of the regular offer of the city's musical life, and they are popular with and frequently visited by enthusiasts of such music from all the regions of the Czech Republic and also from abroad. The capital city therefore makes financial contributions to ensure that these undertakings and events do not disappear from Prague's cultural offer.

Multiple-year grants are used to support, for example, the activities of the Roxy/NoD club, focusing on art experiments and elimination of prejudices, but with emphasis on quality and originality. Roxy provides space for Czech and foreign performers of independent and alternative music, as well as of non-traditional musical. The three dramaturgical sections of NoD, on the other hand, pursue artistic feats in the areas of visual arts, theatre and multimedia presentation.

This area also includes the support of Klub Kaštan, which is a multimedia club with a unijazz scene. Besides concerts, however, it also offers film nights, lectures and theatre performances. Among other things, the City of Prague supports the activities of the cult club Rock Café, which was established shortly after the Velvet Revolution in 1989. Its objectives were to associate and support young beginning bands and performers and to provide them with the necessary services – from the organisation of concerts and provision of technical equipment to the copyright protection of their works. Now the club is also a multimedia space that houses, in addition to concerts, also theatre and film performances, as well as exhibitions of visual arts. Rock Café is now also active in the field of publishing (they publish music recordings, video recordings, a magazine, advertising materials, etc.).

In the area of alternative music, several international music exhibitions have become popular in Prague as well, such as the Alternativa international music festival, the RESPECT festival of world music, the United Islands of Prague festival, the KHAMORO world Roma festival or Prague International Bluenights, etc. In addition, other musical events that are not directly related to Prague's openness to other cultural areas have become an integral part of the cultural life in Prague as well (The Gathering of Drummers, International Weekend of Women, Etnofest, Talents and Maestros or projects of the Rybanaruby club – Small-Stage

Musical Breakthroughs and the Rhythms of Africa festival, and others). Interesting educational programmes also include the Beat Burger beatboxing lessons organised in schools. The variety of what Prague has to offer is indeed broad in this respect.

The City of Prague also became a partner for the publishing of several CDs in the field of jazz production, which were prepared by the Animal Music music publishing company.

Prague also houses the PopMuzeum, which is a unique institution in the Czech Republic, having a permanent exhibition, as well as music archives and an information centre on the history of Czech and Slovak popular music, and being active in creating collections on an individual basis. At the moment, it is an initiative of individuals that is supported by the City of Prague, but it wants to initiate and support the establishment of a state institution and archives of the Czech Republic. Also thanks to grants, PopMuseum opened to the public in 2000, when Prague was a European Capital of Culture. The services of PopMuseum are used in particular by students, Czech and foreign journalists, researchers, as well as curators of prepared exhibitions related to popular music.

2.2.5 Libraries

Libraries are traditionally perceived as institutions that guarantee equal access to cultural heritage and information recorded on written, printed audiovisual and nowadays also digital media. They form the natural infrastructure of the educational system in the broadest sense. They are points of access to knowledge and information and they provide information sources for research, development and innovations also in the area of creative industry. Libraries form a system that allows mutual sharing of services and efficient use of information sources in the provision of services to their users. They also play the important role of memory institutions by long-term archiving and providing access to a significant part of cultural heritage in different forms.

The Czech Republic, as mentioned above (see part 1.3.1, p. 27), now ranks among countries with the densest network of public libraries in the world. Among other things, this is a result of historical development. After the foundation of associational and municipal libraries in the 19th century, a then-progressive act on public municipal libraries was adopted after the establishment of independent Czechoslovakia (specifically in 1919), which imposed an obligation to found local libraries in all municipalities. In

In addition, there also were specialised and school libraries. In the Czech Republic, there are 5,415 libraries of various types, registering nearly 1.5 million readers and having collections of nearly 64 million library units. In 2010, libraries employed 5,131 people, 4,579 of which were specialised workers.

Czechs are some of the most avid readers in the world. According to the 1998 survey, the Czech Republic ranked second behind New Zealand in the percentage of the population who read at least one book per month. According to the 2010 survey, there are only 21% of non-readers in the Czech Republic, i.e. of people who did not read a single book in a year. The extraordinary percentage of readers in the Czech Republic is also evident according to other criteria: the number of books read and purchased per year, the time spent reading, the number of loans from libraries, and the size of home libraries. Readers in Prague display even better statistics.

The network of libraries operating within the territory of the City of Prague is very dense and differentiated (for more information, see the fact-documenting annex, part 11, including the characteristics with information on the libraries' collections and activities, or automation). It corresponds to the situation of the library network in the whole Czech Republic. They also have different promoters. Prague houses libraries of various types, and according to the Association of Library and Information Professionals of the Czech Republic, these types are:

- state libraries and libraries of governmental institutions (i.e. ministries, central authorities, K. E. Macan Library and Printing House for the Blind, etc.)
- libraries of cultural representations, libraries on other nations
- public libraries of the City of Prague and its City Districts
- the network of libraries of the Academy of Sciences of the Czech Republic
- university libraries
- school libraries (in secondary and elementary schools)
- medical libraries
- museum libraries
- church libraries
- military libraries
- other libraries (libraries of foundations, Václav Havel Library, Libri Prohibiti, Franz Kafka Library managed by the Franz Kafka Society, Gender Studies Library, Library of the Multicultural Centre or Library of the Fine Art Archive).

The most important public library in Prague is the Municipal Library of Prague. It is the biggest municipal public library in the Czech Republic. It now comprises the Central Library, 42 branches and 2 mobile libraries (“bibliobuses”). It has a collection of 2.35 million volumes and makes more than 7 million loans a year.

The Municipal Library of Prague has a budget amounting approximately to CZK 250 million, i.e. about to USD 13.2 million (the budget and the number of employees in the last five years are indicated in the chart below)³⁹.

³⁹ The costs of the Library's operation in 2011 were covered by the contribution from the Prague City Hall, which amounted to more than 88%, state aid (0.2%), EU aid (0.7%), own resources – revenues for services (10.3%) and non-investment contributions of some City Districts (0.4%). Certain City Districts contribute to the operation of the relevant branches of the Municipal Library of Prague located within their territories; in 2011, these contributions amounted in total to CZK 1.1 million (USD 58,000); for 2012, the amount of CZK 2.375 million (USD 125,000) has been allocated for these purposes.

Aggregate Costs of Operation and the Number of Employees of the Municipal Library of Prague between 2007 and 2011

	2007	2008	2009	2010	2011
costs (in thousands of CZK)	240,830	233,092	252,842	256,490	255,666
number of employees ⁴⁰	523	496	522	504	505

source: Municipal Library of Prague

⁴⁰ 251 (185 women and 66 men) of whom worked in the central building at Mariánské Square, which is the registered office of the Central Library and the Directorate, and 254 (211 women and 43 men) of whom worked at the branches (in the Prague 1 to Prague 16 City District Libraries).

In return for its significant contribution to the funding of the activities of the Municipal Library of Prague, the city receives plenty of cultural services for its people⁴¹. This can be proven by a few indicators (as of 31 December 2011) that also confirm the fact that the use of the Municipal Library of Prague and of its branches is one of the most frequently used cultural services:

in 2011, its direct services were used by 189,453 registered users (readers)⁴²; the average age of the registered users is 34.4 years, and 10.7 years in children
the aggregate number of user visits (both physical and virtual) amounted to 12.56 million; out of the 2.40 million physical visitors, 2.06 million of them were directly related to loaning services and study-room services, 204,000 users used computers located directly in the libraries and connected to the Internet; educational and cultural events were visited by 137,000 people
the number of users of online services (virtual visits) reached 9.42 million; however, these are in particular online accesses to the loan protocol (booking, loan extensions, etc.) and database uses
the Library's website (www.mlp.cz) recorded 2.91 million visits
in total, readers availed of 7.04 million book loans (most since 2007); 6.28 million of them were borrowed by adult readers and 734,000 (10.4%) by children under 15 years of age.
the readers downloaded more than 495,000 digital documents from the e-library
cultural and educational activities (offer of programmes and events of the People's University, of the Central Library, as well as of the majority of the branches): in total, 4,695 events for 137,430 attendants
the Library continued in its activities focusing on the support of people with health impairments, seniors and people endangered by social exclusion (cooperation with associations and with the Social Services Centre, support of the purchase of audio documents, cooperation with Spektra and with Czech Blind United in the We Help You Read project focused on the use of compensation aids)
the Library was involved in the development of cooperation with cultural and educational entities that present the cultures of other nations and nationalities and provide information about them with emphasis on the support of integration and multiethnic cohabitation.

⁴¹ As part of its research activities, the Library is the first cultural facility in the Czech Republic to deal with the responsibility of enumerating "cost benefits". It results from preliminary results that the Library provides Prague's population with services in the value of CZK 4 at the expense of costs amounting to CZK 1.

⁴² 37,308 of whom were children under 15 years of age.

The international cooperation of the Municipal Library of Prague was related in particular to its membership of international organisations and their activities⁴³, as well as to direct collaboration with individual foreign libraries. There have also been reciprocal exchange stays focusing in particular on European metropolitan and city libraries (Austria, Slovakia, Russia), as well on specialised conferences and events (USA, Slovakia, Finland, Ireland, Denmark, Germany).

⁴³ IFLA (International Federation of Library Associations and Institutions), IAML (Association of Music Libraries, Archives and Documentation Centres) and SIBMAS (The International Association of Libraries and Museums of the Performing Arts).

Each year, approximately 5,000 programmes and events take place in the Municipal Library of Prague, i.e. in the Central Library, in the City District Libraries or in their branches. They focus on different age and social groups with a view to supporting literature, reading, attachment to books and culture in general, and they literally form a system covering and exceeding the area of book culture, mapping out its traditional areas, and responding to modern trends in the communication and dissemination of information. The programmes are diversified according to age groups, taking account of the special group of people with impairments and schools.

A specialised unit – Study Room for Prague-Related Materials⁴⁴ – was established in the Library. People who are interested in these can find there information sources about Prague's past and present, Prague's art and industry, social life, information on individual Prague's buildings, sculptures and gardens, demographic statistics, address books, as well as fiction books related to Prague. All the materials are available not only to the Library's readers but also to any other people interested in them. However, it is possible to read the materials only in the library; it is, nevertheless, possible to make copies of them. The collection of these Prague-related materials contains more than 8,000 items.

⁴⁴ Prague-related materials include various documents that contain information about Prague or that depict Prague. The Study Room for Prague-Related Materials was established in 1962, when books dealing with the city were first separated from the collection of the Municipal Library. Since then, the Library has managed to collect a number of unique historical and contemporary publications mapping out different aspects of the existence of the capital of the Czech Republic.

The system of public libraries in Prague also includes independent public libraries operated by individual municipal districts. There are currently 39 of them in operation. They are located both in downtown Prague and in the peripheral parts of the city. Their activities are very diverse (they organise exhibitions, author readings and reader clubs, they house chamber music concerts and theatre performance, etc.), and they often form the foundation of the cultural life of their communities, especially in the peripheral parts of Prague. In addition, they significantly contribute to the loyalty of the population to the relevant locality. Prague City Hall subsidises their activities according to the number of registered readers, specifically with the amount of CZK 50, i.e. almost USD 3, per every registered reader a year. In 2011, CZK 899,600, i.e. about USD 47,350 was paid for these purposes.

2.2.6 Cultural Centres

According to the statistical data of the National Information and Consulting Centre for Culture (NIPOS), there were 454 cultural facilities in the Czech Republic as at 31 December 2010, and public administration authorities were the promoters of 389 of them. They hosted almost 100 thousand events (93,520) which were attended by more than 8.3 million visitors. They employed 5,500 thousand employees and 819 volunteers.

The majority of Prague's municipal districts are also promoters of cultural facilities or centres; at the present time, there are 14 of them in Prague (with their own premises). Their activities are diverse and they focus on different age categories. They are the venues of concerts of various genres, language and art courses, exhibitions, dance parties and dance courses, hobby groups for children and young people, specialised lectures and lecture cycles, as well as collectors' markets. They ensure the creation of conditions for the activities of local theatre and folklore ensembles, musical bands and dance groups, as well as of film and photography groups. They also offer programmes in the area of book culture (debates with authors and other popular celebrities, commemorative anniversaries of notable authors, literary approaches or literary works, etc.).

Important cultural activities (lectures, exhibitions, operation of a library, film projections, meeting with cultural creators, etc.) in Prague are also organised by the cultural centres of several foreign countries. Those are the following institutions:

Belgium Wallonia-Brussels: Representation of Wallonia-Brussels / Bureau Wallonie-Bruxelles á Prague
Bulgaria: Bulgarian Cultural Institute Prague / Българският културен институт – Прага
France: French Institute / Institut Francais de Prague
Italy: Italian Cultural Institute / Istituto Italiano di Cultura Praga
Hungary: Hungarian Cultural Centre / Prágai Magyar Kulturális Központ
Germany: Goethe Institute Prague / Goethe-Institut Prag
Poland: Polish Institute / Institut Polski Praga
Portugal: Portuguese Centre / Instituto Camoes Portugal
Austria: Austrian Cultural Forum / Oesterreichisches Kulturforum
Romania: Romanian Cultural Institute / Institut Cultural Roman
Russia: Russian Centre of Science and Culture / Российский центр науки и культуры в Праге
Slovakia: Slovak Institute / Slovenský inštitút
Spain: Cervantes Institute / Instituto Cervantes de Praga
USA: American Center
United Kingdom: British Council.

2.2.7 Others

The existence of literary cafés and tea houses is a traditional part of Prague's culture. There are now around twenty of them in Prague (see the fact-documenting annex, part 19). They are usually multicultural facilities offering, besides the presentation and sale of books, author readings and programme blocks focusing on book culture, also musical and theatre performances, exhibitions and various other events of a club nature.

Information about Prague is provided to the city's population and to its visitors both from the Czech Republic and from abroad also by the independent non-profit organisation Prague Information Service (www.pis.cz), which was established specifically for these purposes by the City of Prague. It was founded in 1958 and in addition to information services (it operates the tourism portal praguewelcome.com), it also provides services of guides who can take them to Prague's sights, it publishes guidebooks and it manages and administers 8 historical monuments. There are now 5 centres of the Prague Information Service operating in Prague.

Prague's cultural infrastructure also includes a planetarium, observatories, a zoo and two botanical gardens.

2.3 Finances

In 2011, the total expenditures of the City of Prague in the area of culture amounted to CZK 2,281,324,040, i.e. to 3.87% of the city's overall expenditures (approx. USD 12,007,000)⁴⁵. With the exception of 2009, which was, however, based on the favourable economic situation of 2008, more funds could be allocated to the support of culture, and this amount has been slightly increasing (for example by more than CZK 157 million, i.e. by more than USD 8 million, compared to 2005). The expenditures of the City of Prague in the area of culture, sports and tourism between 2007 and 2011 are indicated in the chart below.

⁴⁵ This budget chapter falls under the area of sports and tourism. For comparison: The budget of the Ministry of Culture of the Czech Republic amounts to approximately 0.4% of the State Budget. In 2011, the total expenditure of the City of Prague amounted to CZK 65.723 billion (USD 3.46 billion).

Total Funding of the Area of Culture, Sports and Tourism by the City of Prague between 2007 and 2011

	approved budget	modified budget	actual figure
2007	2,471,528,900	2,617,087,000	2,462,043,450
2008	2,392,407,900	2,692,870,400	2,417,847,450
2009	2,531,058,000	2,922,749,000	2,851,253,140
2010	2,414,823,600	3,059,427,100	2,885,051,010
2011	2,302,012,500	2,387,997,900	2,281,324,040

source: Prague City Hall

In the last year of 2011, the share of the area of literature and libraries in the total yearly expenditures of the city on culture amounted to almost a fifth (it was 17.7% in the previous year of 2010). Non-investment expenditures on the support of this cultural sector are used by the city in particular for:

- the activities of the Municipal Library of Prague
- the activities of the public libraries operated by individual municipal districts
- partnership in the organisation of activities in the field of culture and free time

- the awarding of grants for projects in the field of book culture
- other activities falling neither under partnership nor under grants (contributions in the form of donations).

The subsidising of culture in Prague is regulated by the applicable legislation of the Czech Republic, which is in compliance with EU law. It is governed by Act No. 203/2006 Coll. on certain types of support of culture.

However, the book culture in Prague is funded also from other sources, in particular from the State Budget via the Ministry of Culture of the Czech Republic⁴⁶, the Ministry of Education, Youth and Sports of the Czech Republic⁴⁷, the Czech Literary Fund Foundation, associations and sponsors; also, some countries use cultural institutions to publish translations of their national literature (in this respect, especially the French Institute in Prague has been working very systematically). The operation of national institutions, in particular libraries, also falls under individual departments (Agriculture, Education, Academy of Sciences of the Czech Republic, etc.)⁴⁸.

⁴⁶ In 2011, the Ministry of Culture of the Czech Republic distributed grants and subsidies for 2012, for example, for public information services of libraries (CZK 46 million / USD 2.4 million), for the support of the publishing of books including children's literature and translations into Czech (CZK 8 million / USD 421 thousand), for the publishing of literary periodicals (CZK 9.5 million / USD 0.5 million), for specialised events in the field of literature and book culture (CZK 1.7 million / USD 89.5 thousand), for the support of translations of Czech literature abroad (CZK 2.5 million / USD 132 thousand), for the purchase of chosen books for libraries – the Czech Library programme (CZK 6 million / USD 316 thousand) or for the support of culturally educational activities of libraries in the field of literature and minority groups – the Library of the 21st Century programme (CZK 1.7 million / USD 89.5 thousand).

⁴⁷ Within its subsidy programme, the Ministry of Education, Youth and Sports of the Czech Republic contributes to the publishing of special textbooks, educational texts and materials for students with sight, hearing and mental impairments and with learning disorders; in recent years, this subsidy amounted in total to CZK 5.6 million (nearly USD 300 thousand).

⁴⁸ This is also the case of recent construction and big investment projects in the field of culture, for example the National Technical Library (under the auspices of the Ministry of Education, Youth and Sport of the Czech Republic) or the depository of the National Library of the Czech Republic (under the auspices of the Ministry of Culture of the Czech Republic).

2.3.1 Projected Budget

The suggestion that Prague apply for inclusion in the UNESCO Network of Creative Cities of Literature was discussed by the Prague City Assembly, specifically by the Department of Culture and Free Time on 4 November 2009 and by the Department of Foreign Affairs on 4 February 2010. The Prague City Council then approved the proposal on 16 March 2010, agreeing to an increase in the non-investment contribution to the Municipal Library of Prague by CZK 400,000 (USD 21,053) to cover necessary expenditures associated with the preparation of an application, including the performance of a survey on reading and readers in Prague. The Council then recommended that other major budget items be transferred, including the organisation and administration of the project, preparation of the Prague City of Literature testing campaign, surveys and data collection, the publishing of a representative publication about literature in Prague in Czech and in English, the organisation of an international specialised conference, online presentation, as well as costs of the preparation of materials and of the submission of the application to the Network of Creative Cities of Culture by the following year. The main work was therefore carried out in particular in 2011. The expenditures approved by the Prague City Council for that year reached the amount of CZK 4.25 million (USD 223,684).

For 2012, the responsible bodies of the city approved the amount of CZK 2.74 million (USD 144,211)⁴⁹ for the coverage of expenditures after the major activities leading to the accession of Prague to the UNESCO Network of Creative Cities of Literature have been identified.

⁴⁹ The funds should be used to finance, among other things:

- the publishing of an anthology of Prague's contemporary authors
- the organisation of a conference about the UNESCO Network of Creative Cities of Literature and the publishing of a collection of speeches given at that conference
- the preparation and publishing of a printed literary map of Prague
- the administration and management of a website
- the costs of promotion of the fact that the city is a candidate for inclusion in the UNESCO Network of Creative Cities of Literature
- the costs related to cooperation and partnership with the cities that have already been approved as Cities of Literature.

2.3.2 Major Funding Parties

In principle, the City of Prague, which will be the primary funding guarantor of the city's activities carried out as part of its inclusion in the UNESCO Network of Creative Cities of Literature before the involvement of other funding resources such as sponsors, benefactors or own business activities resulting in particular from the promotion of literature, book culture and reading, provides financial support to activities in the area of culture in three ways: in the form of partnership, grants or donations.

From the perspective of the provided funds, as indicated above, partnership of the City of Prague has been characterised in recent years by great dynamics, even though somewhat decelerated by the economic crisis. For example compared to 2005, when the amount of CZK 1,628,000 (USD 86,000) was contributed for these purposes, the support in 2011 increased 3.5 times. In 2011, the City of Prague entered into partnership in the area of literature in the case of 16 projects (included in the aggregate area of culture and free time), under which it provided subsidies in the total amount of CZK 5,660,000 (nearly USD 300,000).

In this way, the city supports for example the publishing of books that are directly related to the history, locations or people associated with Prague, the organisation of the Book World international book trade fair, the organisation of the Prague Writers' Festival, the announcement of literary awards, cultural nights with literary topics, etc.

The awarding of the grants of the City of Prague in the area of culture and arts (both one-year and multiple-year grants) is governed by the rules of the Grant System of the City of Prague in the Area of Culture and Arts for the Period 2010–2015, which was approved by the Prague City Assembly and the Prague City Council in 2009. The grants are also announced in accordance with those rules. In 2011, Prague awarded grants in the total amount of CZK 4,398,000 (USD 232,000) for 22 projects in the area of literature and book culture.

As regards one-year grants, the city mostly contributes to the publishing of books, to cycles of literary nights, to scenic readings, to cultural events commemorating literary anniversaries, to accompanying literary programmes of the Book World international book trade fair, to the publishing of specialised dictionaries or to the support of the activities of the Prague Literature Centre of German-Writing Authors. In the majority of cases, the recipients of multiple-year grants are renowned publishers with demanding and extensive

editorial activities or specialised institutions and associations with continuous activities (for example the Libri Prohibiti library of samizdat and exile literature of the Letí association and its presentation of contemporary drama.

The support of activities in the form of donations in the area of literature and book culture has been recently used by the City of Prague only exceptionally, since the current subsidy programmes have gradually become well-known and the applicants have learnt to use the existing possibilities described above (partnership and grants). The form of a financial donation was used for the last time in 2009.

The financial support of the activities carried out as part of Prague's inclusion in the UNESCO Network of Creative Cities of Literature will be performed as part of a grant sub-programme within the city's budget chapter for the area of culture.

Individual municipal districts of Prague (there are 57 of them) contribute to the city's "live" culture as well. In 2011, nearly CZK 158 million (USD 8.316 million) was paid for this purpose⁵⁰. That amount was distributed as follows:

activities of libraries CZK 23.270 million (USD 1.225 million)
activities of theatres CZK 7.757 million (USD 0.408 million)
musical activities CZK 2.658 million (USD 0.140 million)
exhibiting activities 4.839 million (USD 0.225 million)
film culture CZK 8.751 million (USD 0.461 million)
other activities (activities of museums and galleries, publishing activities, organisation of lectures, seminars, culture nights, contests, exhibitions of professional and non-professional art, or various free-time activities) CZK 110.346 million (USD 5.808 million).

⁵⁰ Nearly 34 more million Czech crowns (1.789 US dollars) was the amount of expenditures for preservation and care of the city's cultural heritage.

2.4 Cultural Promotion and Dissemination

All available media (radio, television, websites, literary and information portals, newspapers, printed materials of cooperating institutions, etc. see part 2.6.2, p. 52) will be used for cultural promotion and dissemination carried out as part of Prague's membership of the UNESCO Network of Creative Cities of Literature.

The city's cultural infrastructure will be used for this purpose as well, in particular the infrastructure of public libraries (the Central Library and its branches, as well as the libraries of individual City Districts), cultural facilities and centres, art cinemas (informational and advertising blocks before the beginning of the films), as well as literary cafés and tea houses (see part 2.2.1, p. 37).

The role of promotion and dissemination will also be played by existing, preliminary tested, as well as newly planned cultural events, in particular those which fall under the action axes of information and promotion, education, "contact", publishing and business, and public recognition (see part 3.1, p. 66).

2.5 Creative Industry

Prague is also a centre of creative industry in the area of book culture. It is the seat of more than a third of registered publishers of non-periodical publications in the Czech Republic, which have recently been holding more than a 25% share in the overall book production in the Czech Republic. More than 60% of book sales are made in Prague.

2.5.1 Professional Organizations

Prague is the seat and place of operation of central professional organisations of virtually all the major industries that can be identified as parts of the book culture sector. A detailed description of these organisations, including the responsible people in charge of them, contacts and characteristics of their activities, is included in the fact-documenting annex, part 2.

The central professional organisations which associate professionals of the creative industry with a close relation to the area of book culture and which have their registered offices in Prague include the following (they are sorted according to their specialisations, with the year of establishment being indicated in the parenthesis following the name of the respective organisation)⁵¹:

Publishers, book distributors and booksellers

Czech Association of Booksellers and Publishers (1879; re-established in 1989)
Book World (1997)

Used booksellers

Association of Antiquarian Booksellers of the Czech Republic (1992)

Printers (printing industry)

Association of Print Entrepreneurs (1991; successor of the Print Authority from the period before World War II).

⁵¹ The professional organisations of authors, translators and bibliophiles are listed in part 2.7.5 on page 57.

Prague is also the seat of the DILIA Theatrical, Literary and Audiovisual Agency (see the fact-documenting annex, part 3), which has the longest tradition in the field of copyright in the Czech Republic (it was established as early as 1949), and which represents authors and performs the collective administration of copyright and organises lectures and debates about the current issues of the Czech copyright legislation⁵².

⁵² Other literary agencies based in Prague, most of which were established after 1989, are listed in the fact-documenting annex, part 3.

2.5.2 Key Industries with Significant Impact on Social, Cultural and Economic Development

The literary sector in the Czech Republic was freed after 1989, but commercial interests started to creep into it as well. Publishers, literary magazines and literary events began to emerge as a result of the enjoyment of new opportunities for exercising free speech without the restrictions of censorship or self-censorship, of the desire to open to the public not only the gates of the world's literature, which had been strictly selected by the two totalitarian systems after 1939, but also the gates of the banned Czech literature that had long lived in exile or in a samizdat form with the exception of the short breaks in 1945–1948 and at the end of the 1960s. The new economic and social situation also became a motive for the fulfillment of the simple desire to do business and gain a profit in book culture. On the other hand, however, many of Prague's traditional publishers terminated their operation in the 1990s, while others were restored and the tradition of their activity, which had been interrupted during the period from the enactment of the prohibition of private production and sale of books in 1949 to 1989, was taken up.

The original Czech literary production now had to face the very harsh globalised competition led by the dominant English-written book production. The statistics of the publishing of books and translations, in which the Czech Republic has been at the top of the world's ranking on a long-term basis, are eloquent proof of that. About a half of published translations are translations of works from English. Since the goal of the UNESCO Network of Creative Cities of Literature is to achieve literary diversity, there is also a prerequisite for a change in the current structure of translations published in the Czech Republic.

Overview of the Number of Books and Translations Published in the Czech Republic between 2007 and 2011

	total	of which translations amounted to			
				translations from English	
		(absolute figure)	(%)	(absolute figure)	(% of translations)
2007	18,029	5,384	30	2,665	50
2008	18,520	5,546	30	2,969	54
2009	17,598	5,777	33	3,005	52
2010	17,054	6,044	35	3,071	51
2011	18,985	6,514	34	3,276	50

source: National Library of the Czech Republic

The publishing sector in the Czech Republic was completely privatised (with rare exceptions, such as the publishing of literature for the blind)⁵³. The majority of the most notable publishers, specialising in the production of books in the last twenty years, were established or re-established after November 1989.

⁵³ The publishing of books for the blind in braille and, to an increasing extent, the production of audiobooks in the Czech Republic is the domain of the state-owned K. E. Macan Library and Printing House (for more details, see the fact-documenting annex, part 4).

The City of Prague interferes with this process only by providing financial support in the form of partnership or grants (see part 2.3.2, p. 45)⁵⁴.

⁵⁴ Other forms of financial support for the publishing of books provided by the Ministry of Culture of the Czech Republic are also described in more detail in part 2.3.2, p. 45.

The conditions for the publishing of books (non-periodical publications) in the Czech Republic are regulated by Act No. 37/1995 Coll. on non-periodical publications and by Regulation of the Ministry of Culture of the Czech Republic No. 156/2003 Coll. implementing the above Act, which, among other things, defines the amount of legal deposits and their recipients, sanctions

for the failure to submit them, etc. In the Czech Republic, the amount of legal deposits of non-periodical publications is 5 copies with a few exceptions applicable to special production (for example books for the blind). One of the recipients of the legal deposits (2 copies) is the National Library of the Czech Republic, therefore ensuring, along with information from the National ISBN Agency, perfect knowledge about all publishing activities in the Czech Republic. The Municipal Library of Prague is the recipient of the “regional legal deposit”, and it therefore receives books produced by publishers based in Prague.

In 2011, the Czech book production was published by about 2,000 publishing entities that placed at least one book in the market⁵⁵. Compared to certain other member states of the EU, the publishing of books is still significantly distributed among a large number of publishing entities⁵⁶.

⁵⁵ In 2011, 840 publishers from Prague published at least one book.

⁵⁶ A list of Prague's publishers and the characteristics of the books produced by them is available in the fact-documenting annex, part 4.

The left part of the first column of the chart on page 48 indicates the number of books published in the last five years. About half of that amount can realistically get to the stage of being offered by booksellers. The other half is the “grey literature”, such as various statistics, methodological instructions, purpose-oriented publications or university textbooks, etc.

Compared to a number of other countries with an advanced book sector, in particular the significant percentage of published fiction (more than 27% in 2011) and the volume of published translations, which exceeded a third of the overall book production in the Czech Republic, are exceptional in the structure of the Czech book production! In 2011, Czech publishers offered their readers translations from 44 languages. This figure ranks the Czech Republic among the world's leading countries where translations form a large and significant share in the overall book production. By publishing translations, which is an activity with long tradition in the Czech Republic, the country opens door to other language cultures.

Approximately the last 18 months have also seen an increase in the number of publishers, including those from Prague, who, either by themselves or in cooperation with legal literary portals, publish e-books or publish them along with the printed versions. Their number

keeps increasing⁵⁷. The Wooky wholesale e-bookstore claims that it offers the production of 90 Czech and Slovak publishers, and the portal of Euromedia Group (www.ebux.cz) offers the production of 40 publishers.

⁵⁷ The contemporary Czech producers of e-books include both publishers that are well-established and well-known for their publishing of printed books and new entities specialising in the production of e-books. They include, for example, Academia, Argo, Baronet, Bookanýr, Brokilon, Domino, Druhé město, Epocha, Fragment, Freetim(e)publishing, Host, Jota, Kniha Zlín, Knižní klub, Listen, Paseka, Portál, Radioservis, Talpress, Torst, Triton and others.

The vigorous arrival of e-books, including the sales of e-book readers, tablets and smartphones also had an impact on the activities of libraries, in particular from the perspective of the building of electronic libraries and the loaning of reading devices; for the time being, their offer includes mostly classic literary works, which are no longer subject to copyright. In this respect, the Municipal Library of Prague is one of the pioneer library institutions. As of 30 September 2011, it had as many as 224 electronic books in its offer.

Since 2010, with financial support from the EU, the National Library of the Czech Republic has managed to deal with the issue of establishing the National Digital Library (www.ndk.cz), where the Czech production of electronic documents (online documents) should be concentrated. All digitalised documents, along with the relevant metadata, will be stored and protected on a long-term basis in a trustworthy and internationally certified digital repository and made available along with other digital documents of the National Library of the Czech Republic and external digital sources, including pre-paid foreign electronic sources. As a result, 52 million pages of documents will have been digitalised by 2019. The activities of Czech electronic bookstores have also been increasing⁵⁸.

⁵⁸ Their list is available in the fact-documenting annex, part 6.

In Prague, there are about 17 companies that are active in the distribution of books (see the fact-documenting annex, part 7). They differ from each other both in the offer of their books and in their territorial ranges going beyond Prague's borders, as well as in their fields of focus (technical and specialised literature, maps, road atlases and other

cartographical publications, Christian and religious literature, sci-fi, fantasy and comic books, history and other social sciences, computer literature, sheet music or fiction). Some of them distribute books produced by only one or a few publishers.

In Prague, there are currently nearly 130 bookstores (see the fact-documenting annex, part 8); other places where books are sold include supermarkets and hypermarkets and kiosks, museum shops, etc. Downtown Prague is one of the places with the highest concentration of bookstores in Europe.

In Prague, there are currently nearly 60 used bookstores⁵⁹. Used bookstores have started using the communication potential of the Internet to an increasing extent. In this manner, sales grow to the detriment of “brick-and-mortar” businesses. Fiction aficionados have also become very fond of book auctions.

⁵⁹ A list of them is available in the fact-documenting annex, part 10.

Levné knihy has been successful in selling “not-so-saleable” books published in unrealistic quantities, especially since the mid-1990s. As a result of increasing printing possibilities of reprinting smaller quantities of books that have been sold out and of determining the reasonable quantities of books being published on the part of publishers, Levné knihy decided to become a notable publisher of books as well so as to ensure that its sales network continues to be supplied with a sufficient amount of books.

In the Czech Republic, no exact statistics are kept on the amounts of funds circulating specifically in the field of bookselling. The only available figures are qualified estimates based on representative market research of the people's relationship towards books and reading⁶⁰. It results from such research that the yearly revenues vary between CZK 10 and 11 billion, which is about USD 500 to 600 million. If we also take account of the estimate that Prague has about a 60% share in this book business, we arrive at the amount of approximately CZK 5.6 billion (about USD 270–300 million) a year. The largest Prague bookseller, Neoluxor, with a network of the five biggest bookstores in the city and operating an electronic portal where books can be purchased as well, reaches a yearly turnover of approximately CZK 1 billion (about USD 54 million).

⁶⁰ Carried out by the Institute of Czech Literature of the Academy of Sciences of the Czech Republic with financial support from the Ministry of Culture of the Czech Republic. The first survey was performed in 2007 and the second in 2010.

A newer survey carried out in 2010, as compared to the previous one of 2007, confirmed a further decrease in the interest in reading; the number of purchased books, as well as the amount of money spent to purchase them decreased.

One of the biggest commercial events of the year, both in Prague and in the Czech Republic, is the traditional international book trade fair Book World, or more accurately the Book World Literary Festival and Book Trade Fair, which is regularly attended by representatives of about 40 countries and regions. The number of people visiting the trade fair varies between 35,000 and 40,000 and the number of specialised and popularising programmes taking place there is rising. Books are also sold at thematically focused events, such as KomiksFest!, Knihex, etc. Certain publishers, specialising in the publishing of dictionaries and linguistic literature, also sell their books during the Days of Jerome, which is a specialised event focusing on translators and interpreters. All these book exhibitions usually also offer an accompanying programme in the form of lectures, debates, round tables, meetings of authors and book creators with readers, etc.⁶¹.

⁶¹ A list of other book events (both commercial and non-commercial) that are held in Prague on a regular basis is available in the fact-documenting annex, part 15.

Prague is also the seat of many institutions engaged in the production of sound media, video games and films and in their distribution and creation of advertisements. This is amplified by the fact that Czech Radio and Czech Television both have their registered offices in Prague as well. Czech Television is one of the biggest producers of feature films and documentary films. The Czech Film Centre, an organisation devoted to the promotion of Czech film abroad, financed by the Ministry of Culture of the Czech Republic, and operating since 2002, currently registers 187 audiovisual production companies, 17 film distributors and 4 distribution companies specialising in video and DVD in the Czech Republic. There are 16 professional organisations in the Czech Republic engaged in the audiovisual area.

A chapter in its own right of the cultural policy of the City of Prague in the area of creative industry is the financial incentives for foreign creators who choose photogenic Prague and the existing professional background as the location for their shooting. A special state fund has been established by law with a view to supporting the incentives to the creators. The former state-owned institution Design Centre of the Czech Republic, which focused on, among other things, the development and support of design, was replaced in 2008 with Design Cabinet CZ with the same objectives and aims. However, it was created as a part of the non-governmental Architecture and Building Foundation.

2.6 Public Awareness

The following chapter contains an overview of the most notable Czech awards for authors, translators, book designers, librarians and foreign bohemists, the reflection of book culture in local media, and the most important events for professionals and for the general public that have earned a steady place on the cultural map of Prague. It is, however, necessary to add that a number of Czech creators from these professional fields, who come from a small country and use a non-world language, also received awards abroad and at an international level.

This is in particular the case of the following people (listed chronologically):

Jiří Trnka, illustrator (Hans Christian Andersen Award, 1968)
Bohumil Říha, writer (Hans Christian Andersen Award, 1980)
Milan Kundera, writer (for example American Commonwealth Award, 1981 USA; Jerusalem Prize for the Freedom of the Individual in Society, 1985 Israel; Austrian State Prize for European Literature, 1987 Austria; the Crystal Vilenica Central-European literary award, 1992 Slovenia; Herder Prize, 2000 Germany; Simone and Cino Del Duca Foundation World Prize, 2009 France; French National Library Prize, 2012 France)
Jaroslav Seifert, writer (Nobel Prize in Literature, 1984)⁶²
Eliška Horelová, writer (an award from the International Board on Books for Young People (IBBY), 1984)
Albatros publishing house (the World's Most Beautiful Books contest, 1985)
Adolf Born, illustrator (an award from the International Board on Books for Young People (IBBY), 1986)
Valja Stýblová, writer (an award from the International Board on Books for Young People (IBBY), 1986)
Václav Havel, playwright and writer (for example, Erasmus Prize, 1987 Netherlands; Peace Prize of the German Book Trade in Frankfurt am Main, 1989 Federal Republic of Germany)
Eduard Petiška, writer (an award from the International Board on Books for Young People (IBBY) in memoriam, 1988)
Bohumil Hrabal, writer (for example Knight of the Order of Arts and Letters, 1991 France)

Květa Pacovská, illustrator (Hans Christian Andersen Award, 1992)
Klára Istlerová and Vladimír Pop, graphic designers (the World's Most Beautiful Books contest – Stiftung Buchkunst Frankfurt am Main / Leipzig, 1993)
Ivan Wernisch, graphic designer (the World's Most Beautiful Books – Stiftung Buchkunst Frankfurt am Main / Leipzig, 1996)
Lenka Reinerová (Schiller Ring, 1999 Federal Republic of Germany; Goethe Medal, 2003 Federal Republic of Germany)
Arnošt Lustig, writer (Life Achievement Award of the American Academy of Arts and Sciences, 2004)⁶³
Tomáš Zmeškal, writer (European Union Prize for Literature, 2011)
Radka Denemarková, writer and translator (an award from German literary reviewers – Usedom Literary Prize, 2011 Federal Republic of Germany)
Zuzana Lednická, graphic designer, and Studio Najbrt (the World's Most Beautiful Books – Stiftung Buchkunst Frankfurt am Main / Leipzig, 2012)
Petr Sís, visual artist, illustrator and creator of author books (for example Bologna Ragazzi Award, 2004 Italy; Bologna Ragazzi Award, 2008 Italy; Hans Christian Andersen Award, 2012) and others.

⁶² Czech authors have been nominated for the Nobel Prize in Literature more than 30 times. Before winning the Prize, Jaroslav Seifert had been nominated for it six times (1953, 1968–69, 1976–79); other nominees were Jaroslav Vrchlický (1904, 1911), Alois Jirásek (1905), Josef Svatoopluk Machar (1914–15), Otokar Březina eight times (1916–18, 1921, 1925, 1928–29), Karel Čapek seven times (1932–38), Vladimír Holan (1968); after 1984, Milan Kundera and Arnošt Lustig (2008).

Berta von Suttner, pacifist born in Prague and author of prose and feuilletons with anti-war themes, was awarded the Nobel Peace Prize in 1905 as the first female Nobel Prize laureate.

⁶³ In addition to the above-mentioned nomination for the Nobel Prize in Literature, he was also nominated for the Pulitzer Prize (2008) and for the Man Booker International Prize for continued contribution to literature on the world stage (2009).

2.6.1 Award Programmes and Other Types of Recognition

In the Czech Republic, there are about 40 awards given for contribution to literature, differentiated according to different literary genres, age of the authors and popularity with the general public and with professionals, and for book design. Some of them are

not restricted only to Czech authors, but they also take account of the work of foreign bohemists and creators related to the Czech Republic. Not all the awards are obviously equal in importance and prestige. The following list contains only the most important and most prestigious awards in the relevant professional categories⁶⁴. Awards are a mirror of how literature artistically interprets the problems and development of the society and what provocative challenges for our minds it brings. Literary works are assessed in particular from the perspective of artistic quality and interpretation, form and quality of the language and the use of its expressional means, as well the style and the contribution to the culture of the nation.

⁶⁴ A full list of literary awards, awards for book design and awards for other creative works in the field of book culture, including further information about those awards (characteristics, contacts to their announcers and organisers), is available in the fact-documenting annex, part 14.

The most notable awards currently given in individual fields of book culture, including their brief characteristics:

Literature

- State Literature Prize (an award for the creation of a significant original Czech literary work)
- Jaroslav Seifert Prize (an award for an exceptional poetical or fiction work published in the last three years)
- Golden Ribbon (an award for the best Czech authors, translators and illustrators of books for children and young people)
- Franz Kafka Prize (an international literary award for an author whose work speaks to the readers regardless of their origins, nationality and culture)
- Jiří Orten Award (an award for young prose-writers or poets under the age of 30)
- Karel Čapek Award (an award given once every two years for a significant contribution to Czech literature in the field of prose, drama or essay)
- Annual Awards of the Czech Literary Fund Foundation (awards for original literary work, scientific literature, promotion of book culture, and theatre, radio, film, television and journalistic work)
- Magnesia Litera Annual Book Awards (awards in the categories of prose, poetry, children's books, non-fiction, publishing achievement, translation, book debut and the readers' award)

Translations

- State Award for Translation (an award for an exceptional translation of a literary work from a foreign language into Czech)
- Josef Jungmann Prize (an award for the best translation into Czech in the field of prose, poetry, drama or non-fiction literature in the area of the humanities that was published for the first time)
- Jiří Levý Competition (an award for young translators under the age of 35)
- Torture Rack (an anti-award for bad translations and violation of rules of ethics in the publishing of translations)

Book Design

- Most Beautiful Czech Books of the Year (an award given for books that are best from the perspective of printing and visual design)

Librarianship

- Library of the Year (an award given for the development of librarianship and library and information services)
- Czech Librarians' Award (an award given for long-term exceptional activities in the field)
- Municipal Library of the Year (an award given to the best libraries established and managed by cities and towns)
- Prague Librarian (an award given for an act or for a continuous activity in the field that is contributory for the Prague region or for the field)
- MARK (an award given to librarians under the age of 35)

Foreign Bohemists

- Gratias Agit (an award given by the Minister of Foreign Affairs for promotion of the good name of the Czech Republic abroad)
- Artis Bohemiae Amicis (an award given by the Minister of Culture for the promotion of Czech culture abroad).

2.6.2 Local Media (Newspaper, Magazines, Television)

The media play an important role in the dissemination of culture and information about it. At the present time in the Czech Republic, there is almost no periodical at the central or regional level⁶⁵ without a regular cultural section or a weekly cultural bulletin. Activities in the book sector (reviews, introduction of new books, book events, discussions,

interviews with authors, translators, etc.) usually form a significant part of their contents. Electronic media play an increasingly important role here too – including literary magazines and portals, websites of special-interest organisations, as well as websites of individuals. To a limited extent, especially when informing about events to be held or about local literary anniversaries, local bulletins help promote awareness as well.

⁶⁵ Tabloid media are not included in this, since their way of reflecting cultural life is very specific and often distorted.

The registration of periodicals in the Czech Republic is carried out by the Ministry of Culture of the Czech Republic. In its database, it currently registers 20,406 titles in total (as at 29 September 2011). The thematic sorters used are very general and they put together several thematically related fields into one group, but they can be used to figure out the location where specific periodicals are published. According to this criterion, publishers based in Prague published, as at the same date 173 periodicals of “political, philosophical, religious and cultural focus”, including those focusing on the area of literature, book culture and librarianship, and 33 “radio and film magazines”. The amount of electronic sources of information whose thematic scope covers various aspects of the book sector has been increasing as well.

The most popular printed periodicals in the field of literature and book culture (some of which already exist also in the electronic version) that are published in Prague and that reflect various areas of the literary production and that enjoy the interest of both professionals and the general public, as well as of people interested in literature, books and book culture, include (for their detailed characteristics, profiles and areas of focus, see the fact-documenting annex, part 16):

A2
Analogon
Bulletin SKIP
CREW2
Czech BookWorld News
Česká literatura (Czech Literature)
K-Revue
Knihovna knihovnická revue (Library Library Revue)
Knihy (Books)

Knížní novinky (New Books)
KomiksFest! Revue
Labyrint revue
Literární noviny (Literary Newspaper)
Plav
Psí víno
Revolver Revue
Souvislosti
Svět literatury (World of Literature)
ToP
Tvar
XB-1.

In relation to the increase in the possibilities and the capacity of electronic communication channels, the possibilities of using and offering these information sources have been extended in the Czech Republic too in the area of literature, book culture and librarianship. The diversity and variety of the offer is evident from the following enumeration of literary and information portals (detailed characteristics of these activities, their profiles and the provided information offer and areas of focus are available in the fact-documenting annex, parts 5 and 18):

BookZ.cz (www.bookz.cz)
České knihy (Czech Books) / Chystané knihy (Books Being Prepared)
(www.ceskeknihy.cz; sckn.cz/chystane/)
Čítárny (Reading Rooms) (www.citarny.cz)
Divoké víno (www.divokevino.cz)
Dobrá adresa (www.dobraadresa.cz)
Grapheion.cz (www.grapheion.cz)
Ikaros – an electronic magazine about information society (www.ikaros.cz)
iLiteratura (www.iliteratura.cz)
Knížní žebříček (Book Rankings) (www.sckn.cz)
Czech Literature Portal (www.czechlit.cz).

Even though the above list is by far not exhaustive, it can give an idea of the diverse, varied and ever-evolving and developing nature of the area of electronic information sources in Prague's book culture, which is where these projects originated.

In addition, the area of legal production and online bookselling has been evolving and developing as well. Due to the restricted market and use of a non-world language, however, the offer and the achieved turnovers are incomparable to a similar situation abroad, where literary works are traded in the main world languages. However, the base is prepared. In this area, the most ambitious portals/e-shops include eReading.cz (www.ereading.cz), wKnihy.cz, Palmknihy.cz (www.palmknihy.cz), Kosmas (www.kosmas.cz) or the Wooky e-book wholesale (www.wooky.cz), and others. Czech e-books are now sold by about 20 companies in the Czech Republic.

This information system, which helps spread information about literature and book culture, obviously also includes local radio and television channels. In the case of Prague, this role is played very well by nationwide public media, which satisfy the interest both with their national and regional news service (in particular Czech Radio – Vltava Channel and Czech Radio 2 – Prague and Czech Television – the 24 news channel and the ČT 2 channel). In Prague, there is a local television channel named Metropol TV, the involvement of which for the purposes of promotion of and informing the public about all the activities carried out as part of the Prague – City of Literature campaign or performed by Prague as a member of the UNESCO Network of Creative Cities of Literature is envisaged also by the organising team (see part 3.1, p. 66).

Prague has an undoubted comparative advantage in comparison to other cities of the Czech Republic, consisting in the fact that it is the hub and seat of national television and radio channels. Virtually all the people in the country are therefore informed about what is happening in the metropolis, including events being prepared and current cultural events. Via branches of foreign news agencies based in Prague, the broadcasting of the latest news is transmitted abroad as well.

2.6.3 Publications

In 2011, 3,680 book-culture related books were published in the Czech Republic according to the National ISBN Agency. They focused in particular on notable persons from this sector (writers, literary reviewers, translators, publishers, printers, librarians, etc.), on institutions operating in this field and on the introduction of their activities both in the past and in the present. In addition, collections of literary scientific works and literary reviews, professional textbooks, etc., belong here as well.

2.6.4 Trade Fairs, Conferences, High Profile Events

The regular cultural offer of the capital city to its population and visitors both from the Czech Republic and from abroad includes a variety of presentations of the contemporary literary production and its creators, and the readers and book and literature lovers have exceptional chances to see and meet authors all year round at book trade fairs and literary festivals (Book World, Prague Writers' Festival, or KomiksFest!), at author and literary readings, at presentations of new books, during the preparation of literary shows in clubs and literary cafés, at events organised by libraries, at exhibitions, at literary cabarets, etc.⁶⁶.

⁶⁶ A detailed list of organised literary and book events, including their characteristics and contacts to their organisers, is available in the fact-documenting annex, part 15.

The Prague Writers' Festival is one of the events in the literature area that are very highly regarded abroad. During the course of its existence, 350 authors, including Nobel Prize in Literature laureates, from 51 countries visited Prague (in 2012, the Festival was held for the 22nd time). In the last five years, the average visit rate of the four-day festival has been about 500 people a day; live coverage is watched online by about 1,000 people. Visitors from abroad and foreigners living in Prague form a significant percentage of all the visitors to the event – about a third. In the case of online broadcasting, which was launched in 1998, this percentage is even higher – as much as half the total. The financial support of this international event, which is arranged for by a foundation fund, is considerable on the part of Prague.

Since 2010, the Children, Read! international festival of literature and theatre, focusing on children and children's books, has been regularly held in Prague. It takes place on Children's Day (1 June), and it includes author readings, theatre, visual art workshops, and musical performances. It is organised by the Meander publishing house, specialising in the production of children's literature, in cooperation with the Museum of Czech Literature⁶⁷. In the case in question, it therefore involves cooperation between the private sector and the state sector.

⁶⁷ see the fact-documenting annex, part 12

2.7 Contemporary Creation

At the present time, Prague's literary life is bustling, affluent and diverse and it is reminiscent of the peak periods of literary Prague at the beginning of the 20th century and during the twenty-year era of democratic Czechoslovakia between the two World Wars, which was later naturally taken up in many of its expressions. Writers have to learn to live in the environment of a small literary market, which does not provide enough economic resources for the writers to focus only on their profession. Following an agreement with publishers, they therefore accommodate the wishes of their readers and they can be seen not only in bookstores when presenting their works, but also in theatres or on the stages of rock clubs; they take part in more book events, etc. This is in particular a result of the fact that Czech is a non-world language.

2.7.1 Names of Local Creators

There are a number of authors, book designers and illustrators who are currently living in Prague and whose importance has exceeded the borders of the Czech Republic, as well as many excellent translators from foreign languages who can congenially interpret to the Czech language the messages contained in the best works of the world's literature and whose brands are the guarantee of quality in various segments of book production. The following list contains the most notable representatives, sorted by individual professional areas and publishers (teamwork), which have proved their ability to produce differently profiled outcomes on a long-term basis.

Writers:

Radka Denemarková, Emil Hakl, Ivan Klíma, Jáchym Topol, Miloš Urban, Ludvík Vaculík and others;

graphic and book designers:

Pavel Hrách, Klára Istlerová, Aleš Najbrt, Vladimír Nárožník, Zdeněk Ziegler and others;

illustrators:

Adolf Born, Květa Pacovská, Pavel Sukdolák, Jiří Šalamoun and others;

translators:

from English – Pavel Dominik, Jarmila Emmerová, Martin Hliský, Viktor Janiš, Miroslav Jindra, Jiří Josek, Šimon Pellar, Richard Podaný, Ladislav Šenkyřík and others,

from French – Václav Jamek, Anna Kareninová, Vladimír Mikeš and others,

from Italian – Zdeněk Frýbort, Jiří Pelán, Kateřina Vinšová and others,

from German – Michaela Jacobsenová, Hanuš Karlach, Věra Koubová, Hana Linhartová, Jindřich Pokorný, Jiří Stromšík and others,

from Polish – Vlasta Dvořáčková, Irena Lexová, Helena Stachová and others,

from Portuguese – Vlasta Dufková, Šárka Grauová, Marie Havlíková, Pavla Lidmilová and others,

from Russian – Milan Dvořák, Libor Dvořák, Jana Mertinová, Alena Morávková and others,

from Spanish – Josef Forbelský, Anežka Charvátová, Blanka Stárková, Miloslav Uličný, Petr Zavadil and others.

Publishers ⁶⁸:

bibliophilia – Aulos,

original Czech fiction – Labyrint, Maťa, Mladá fronta, Šulc-Švarc and others,

literature for children and young people – Albatros, Baobab, Meander and others,

poetry – Fra, Torst and others,

specialised literature and dictionaries – Academia, Grada Publishing, Leda, Libri, Portál, Prostor and others,

non-fiction – Havran, Nakladatelství Lidové noviny, Paseka and others,

cartographic literature – Freytag & Berndt, Kartografie Praha, Žaket and others,

original pictorial publications – Gallery, Kant, Olympia, V ráji and others,

textbooks – Fortuna, Scientia, SPL – Práce and others,

translations – Argo, Garamond, Odeon, Volvox globator and others.

⁶⁸ The publishers have been chosen according to the predominant type of production. Detailed information about individual publishers is available in the fact-documenting annex, part 4.

2.7.2 Number of Creative Professionals

The total share of the cultural sector in the labour market amounts to approximately 3.3% in the Czech Republic. In Prague, this percentage is significantly higher than that of other cities, with the exception of Brno and Ostrava – 6%. It represents almost 80,000 people, nearly 10,000 of whom are external employees. Approximately 73,000 more jobs relate to the satisfaction of demand for the products and services of the culture sector (operating personnel of cultural institutions, cleaning and maintenance, vendors of new or used books, IT specialists, transport, etc.). Prague absorbs more than 45% of all employees of the cultural sector, followed by the South Moravian Region with its capital Brno (10.5%) and the Moravian-Silesian Region with its capital Ostrava (10.1%). In the remaining regions, this indicator varies between nearly 6 and 1.1%.

This quantification naturally results from the fact that Prague is the cultural hub of the Czech Republic, the centre of book production and bookselling and of the study of humanities, and the seat of editors' offices of literary and cultural magazines, radio and television channels, and from the fact that there is a high concentration not only of authors, but also of literary reviewers, editors and theoreticians, and members of the editorial staff of Czech Radio and Czech Television in Prague. In the majority of cases, authors, as well as literary reviewers and theoreticians, are employed as editors in newspapers and magazines, as publishing personnel, librarians, advertising personnel, dramaturgists, employees of research institutes, or they have regular civilian jobs as is the case elsewhere in the world. Only very few of them work as writers on a full-time basis.

Neither in the Prague City Hall nor in nationwide statistics of the Czech Republic, are employees of the cultural sector specifically identified and registered according to individual professions closely related to the field of book culture (translators, language editors, graphic designers, illustrators, booksellers, publishers, distributors, etc.). According to qualified estimates of individual professional organisations, the numbers of these professionals are very similar, i.e. ranging between several hundreds and a thousand⁶⁹. It is therefore not possible to create any comprehensive timelines of the employment rate of newly created jobs.

⁶⁹ For example the largest bookstore chain in Prague, Neoluxor, the annual turnover of which is about CZK 1 billion (nearly USD 53 million), employs approximately 270 workers. On the contrary, some small family-owned bookstores have only 1 or 2 employees.

Also, it is not possible to draw any conclusions from the number of authors, translators or publishers registered in professional organisations either. These organisations associate mostly people from the middle-aged and elderly generations; as a result of the current general tendency towards individualism, younger people are not interested in membership as intensely as was the case shortly after November 1989⁷⁰.

⁷⁰ For example the main professional organisations associating writers register the following number of members:

- Czech Centre of International PEN Club: 160
- Society of Czech Writers: 650
- Prague Writers' Club: 30
- The Union of Czech Writers: 100.

As some authors are members of several writers' organisations, the estimate is that there are about 700 organised writers.

The major organisations associating translators, some of which are also members of several organisations at the same time (the enumeration below does not include, for example, certified and conference interpreters, etc.), register the following number of members:

- Czech Literary Translators' Guild: 450
- Union of Interpreters and Translators: 600.

According to qualified estimates, there are about 1,000 translators in Prague, including those who are not organised anywhere.

The Czech Association of Booksellers and Publishers, associating publishers, book distributors, booksellers and certain libraries, has 210 members, 35 of whom are booksellers, and not all of these are based in Prague.

2.7.3 Number of Jobs Created in the Last 5 Years

During approximately the last five years, the number of employees of the creative industry in the book culture sector has been characterised by a stable and steady situation. For example, as part of the effort to reduce costs as much as possible, the basic personnel of medium-sized and large publishing houses, not including the top management, is formed by relatively small work teams within which several positions are sometimes held by the same person. Publishers hire external workers or agencies partly for routine work (proofreading, graphic design, illustration or photography) or for translations and they partly use them to complete their editorial staff according to how demanding their new editing plans are.

A similar situation occurs in the case of booksellers, the character of which has been increasingly turning into that of seasonal activity with peaks at the beginning of each school year or before Christmas and with a decline during the summer.

2.7.4 Areas/Neighbourhoods Dedicated to Creativity

Downtown Prague, i.e. Wenceslas Square and its vicinity, is characterised by one of the highest concentration of bookstores in Europe. Bělehradská Street can literally be nicknamed Antique Book Street, as it currently houses the highest number of used bookstores. There are five of them on that street. In this respect, there is a tradition of sorts in Prague; in the past, it was Dlážděná Street that was famous for this concentration of used bookstores.

The former role of concentration of publishing houses from the period of the turn of the 20th century until the period of World War II, when they were located predominantly between the Národní třída Boulevard and Jungmannova Street, is now played to a partial extent by the Žižkov District. Its advantage is mainly the relative closeness of downtown Prague and lower rent prices than in the city centre. A number of publishers, however, relocated their offices in particular to the peripheral districts of the city. The main reason was, again, the price level of the rent paid for the office premises.

Downtown Prague, demarcated roughly by Pařížská Street, Dlouhá Street, Wenceslas Square and their closest vicinity, has gradually profiled itself as a centre of fashion and fashion design (studios and boutiques).

In relation to the construction of new shopping and cultural centres or during the reconstruction and renovation of historical monuments, stores focusing on the sale of cultural goods (books, films [DVDs], music [CDs], video games, etc.) are often also taken into account.

2.7.5 Creative Clusters and Professional Associations

The liberalisation and development of civic activities in the society after November 1989 led to the establishment and restoration of a number of professional associations of authors, translators, publishers, booksellers and librarians, as well as of unions, organisations, literary societies and foundations, the activities of which are focused on the area of literature.

The activities and the number of literary societies and associations profiled according to individual literary approaches or according to specific types of literatures (surrealists, non-fiction, sci-fi, detective fiction, etc.) or according to particular Czech or foreign authors (Petr Bezruč, Agatha Christie, Jaroslav Hašek, Bohumil Hrabal, Božena Němcová, etc.), have been growing.

The following list contains professional organisations in the area of literature, translation and bibliophilia based in Prague ⁷¹ (the parenthesis contains the year of their establishment):

writers and authors

- Czech Centre of the International PEN Club (1925)
- Society of Czech Writers (1989)
- Club of Authors of Non-Fiction (1991)
- Prague Writers' Club (2010)
- Czech Literary Fund Foundation (1994; established by transformation of the Czech Literary Fund)
- IBBY Czech Republic (1993; IBBY Czechoslovakia since 1964)
- The Union of Czech Writers (1999)

translators

- Czech Literary Translators' Guild (1990)
- Union of Interpreters and Translators (1990)

bibliophilia

- Association of Czech Bibliophiles (1908; the establishing general meeting was held in 1909 in Prague)

⁷¹ Professional associations of publishers, book distributors and booksellers, used booksellers and printers are listed in part 2.5.1 on p. 47. More detailed information about these institutions, including those mentioned above, is available in the fact-documenting annex, part 2.

2.8 Education / Research / Capacity Building

The elementary education in Prague is provided by 260 elementary schools, 196 of which are administered by individual municipal districts of Prague and the remainder are church or private schools. An overview of the levels of specialised education in the school year of 2011/2012 (data as at 30 September 2011) with certain quantitative indicators is provided in the following enumeration:

secondary schools (gymnasiums, vocational schools, post-secondary schools) ⁷²

number of schools: 201

number of students: 70,583

music schools ⁷³

number of schools: 8

number of students: 1,511

vocational colleges ⁷⁴

number of schools: 42

number of students: 6,673

universities ⁷⁵:

number of schools: 32 ⁷⁶

number of students: 94,871 (more than half of whom are students of Charles University).

⁷² The promoter of the majority of them is the City of Prague; others are managed and administered by private individuals or entities, churches, the Ministry of Education, Youth and Sports of the Czech Republic, and other central authorities.

⁷³ Four of them are managed and administered by the City of Prague; three of them are managed and administered by private individuals or entities, and one by the Ministry of Education, Youth and Sports of the Czech Republic.

⁷⁴ The City of Prague is the promoter of sixteen of them; the others, with one exception, are managed and administered by private individuals or entities.

⁷⁵ A very eloquent argument related to the above-mentioned multiculturalism of Prague (see part 1.2.4, p. 15), is the fact that approximately more than 10% of the students of Prague's universities are currently nationals of countries other than the Czech Republic.

⁷⁶ 10 of which are public universities with 40 faculties. The number of their students keeps rising at a slow rate.

At the present time, it is possible to study specialised programmes in the Czech Republic that are related to book culture and librarianship in both public and private secondary schools, vocational colleges and also at the university level. In most cases, the study programmes focus on librarianship and information services. The offer of such programmes is biggest in Prague ⁷⁷. In addition, the study of Czech literature and the literature of individual language areas is the field of focus of the linguistic studies of virtually all the humanities-oriented faculties at the existing universities. This is also related to the objectives and aims of research. In seminary, diploma and dissertation theses written by students, specific themes from book culture are dealt with as well. On the other hand, specialised departments of the Academy of Sciences of the Czech Republic engage in literary scientific research in the area.

⁷⁷ Such specialised studies are also available in other cities of the Czech Republic: Brno, Luhačovice, Olomouc, Opava, Pardubice or Tábor.

2.8.1 Number of Educational Programmes Related to the Creative Sector

The educational programmes related to the creative sector (book culture) are listed in part 2.8.2, p. 59 in the list of educational institutions. At the university level, postgraduate education is regularly available as well.

In addition, a number of educational programmes are organised each year in Prague, and many of them focus on the area of literature and book culture. In the network of the Municipal Library of Prague alone, i.e. in the Central Library, in the House of Reading, at the People's University and at individual branches, about 5,000 events are held every year. Charles University and individual linguistic departments organise studies of the national literature of a number of countries. The area of literature and book culture is also the subject matter of specialised and popularising events, lectures, seminars and programmes concerning current professional issues that are organised during the year. Their organisers are a number of governmental authorities, foundations and professional institutions (see the fact-documenting annex, part 15). Foreign cultural representations in Prague also offer a number of events focusing on the book sector, thereby adding multicultural elements to this cultural mosaic.

Additional education of librarians is the area of focus of the Librarian Institute, an organisational unit of the National Library of the Czech Republic, as well as of professional organisations – the Association of Library and Information Professionals of the Czech Republic (1968; closed in 1969, re-established in 1990)⁷⁸. Non-recurring professional events are organised during the book trade fair and other literary exhibitions.

⁷⁸ At the present time, it associates approximately 1,500 institutional and individual members, 250 of whom work in Prague.

2.8.2 List of Educational Institutions in the Creative Sector

2.8.2.1 Charles University

When the Czech King and Emperor of the Holy Roman Empire Charles IV founded a university in the town of his royal seat in 1348, he predestined Prague to become the hub of Central European education. Shortly thereafter, Charles University gained international recognition. The members of its academic community included not only Czech but also foreign teachers and students, in particular from the Central European area, for whom Prague became a generally available and erudite school. The next rulers strengthened its position, but it also became more secular and provincial without any major international relations. The university was modernised only with the implementation of the reforms of 1848–1849 (which made the university similar to today's universities).

After its foundation, Charles University gradually changed into a state-owned institution educating the professional intelligentsia, including linguists, translators, as well as authors and reviewers. At the time of national political upheaval, the university was divided into two: Czech and German (1882). At the turn of the 20th century, both of them had achieved a high scientific level.

The Institute of Czech Literature and Literary Theory of the Faculty of Arts of Charles University is one of the largest institutes of the Faculty of Arts, now providing bachelor's, master's and PhD studies in the fields of Czech Language and Literature, General and Comparative Literature (Comparative Studies), History of Czech Literature, and Theory of Literature. It also performs accreditations of habilitation and professorship procedures in the fields of Czech Literature and Theory of Literature. On average, more than 20 teachers work there. The number of graduates is about 70 students each year.

The Institute of Information Studies and Librarianship of the Faculty of Arts of Charles University provides bachelor's, master's and PhD studies in the field of Librarianship, including new media. In many cases, its graduates end up as managers and executives of large libraries and cultural facilities, editors of cultural magazines, or people working in the media or research. In total, 35 internal and external teachers work there. The number of graduates is about 40 students each year.

At the Faculty of Arts of Charles University, there are also Central European, South Slavonic and Balkan Studies and Ibero-American Studies, as well as the Department of Anglophone Literatures and Cultures, Institute of Germanic Studies, Institute of Romance Studies, Institute of East-European Studies, Institute of Czech Studies, Institute of Near Eastern and African Studies, Institute of East Asian Studies, Institute of South and Central Asia, etc. Their study programmes obviously also include the literature of the relevant language areas⁷⁹.

⁷⁹ The Summer School of Slavonic Studies, organised by the Faculty of Arts of Charles University for foreigners interested in the Czech language, literature, history and culture, is described in part 1.2.4 (see p. 15).

The bachelor's and master's programmes at the Faculty of Social Sciences of Charles University include the study fields of publishing, historical and contemporary book production, sale and trade of books as part of the study and research in the fundamental areas of social studies, which relate to the governmental administration, social, political, economic and cultural life of the society and its public communication habits and institutions (Institute of Communication Studies and Journalism). The number of graduates is 6–10 students of this specialisation each year.

Charles University also has its own book publishing house named Karolinum, which is based in Prague and which focuses predominantly on the publishing of textbooks and specialised literature (for more details, see the fact-documenting annex, part 4); it also operates a bookstore (for more details, see the fact-documenting annex, part 8).

2.8.2.2 Other Universities

Besides Charles University, there are several other schools in Prague focusing on creative arts or directly on creative writing. The most notable one is the Academy of Performing Arts (AMU), where in particular the study field of screenwriting relates to literature. AMU

comprises three faculties: the Film and TV School (FAMU), Theatre Faculty (DAMU) and Music Faculty (HAMU), which were established in 1946–47. FAMU in particular gained international recognition soon after its establishment under the leadership of the Rector A. M. Brousil. A number of its graduates later became successful directors both in the Czech Republic and abroad, as well as screenwriters and playwrights (Miloš Forman, Jiří Menzel, Věra Chytilová, Jan Němec, Agnieszka Holland, Emir Kusturica and others).

In the area of book design, an important role is played in particular by the Academy of Arts, Architecture and Design in Prague. Its teachers and graduates include a number of creators who have been defining the high graphical and illustrational level of published books, many of whom have also been awarded at the international level (Stanislav Kolíbal, Zdeněk Ziegler, Klára Istlerová and others). The list of winners of the Most Beautiful Czech Book of the Year contest in recent years suggests that the young generation of book designers has been increasingly successful as well. This is also related to the high level of bibliophilic books in the Czech Republic and of bookbinding (Jan Sobota and his wife Jarmila Sobotová). The school also organises lectures for the public and operates a publishing house. In total, 75 teachers work there. The number of graduates is about 75–80 students each year.

In 2000, the first private university focusing on creative writing was established in Prague: now named the Literary Academy (Josef Škvorecký Private University). The study is based on creative workshops that are led by notable Czech writers (Michal Viewegh, Radka Denemarková, or Petr Borkovec). In 2007, the school created the second study pillar in the form of the Media Communication programme, which prepares students for the role of editors and dramaturgists. The school's graduates find jobs especially as journalists and screenwriters, and many of them have already published their own literary works (for example Jana Šrámková received the Jiří Orten Award in 2010 for her novel *Hruškadóttir*). There are about 40 teachers working there. The number of graduates is about 70–80 students each year.

The school itself publishes the best works of its students in the *Prvotiny* (First Works) edition, the graphic design of which received an award in the Most Beautiful Czech Book of the Year contest in 2005. In addition to the traditional bachelor's and master's programmes, the school also organises courses of creative writing for people from various professions and age groups.

In the school year of 2007/2008, the University of Economics (Faculty of Business Administration) introduced the study field of Arts Management for Managers in the Field of Economics and Business in Culture (for more details, see the fact-documenting annex, part 17). There are 10 teachers working there. The first 3 graduates finished their studies in 2012. For the future, it is envisaged that about 60 students will graduate from the school every year.

2.8.2.3 Academy of Sciences of the Czech Republic

With the teaching activities of its scientific workers at universities and simultaneously with the postgraduate education provided in individual institutions, the Academy of Sciences of the Czech Republic is tied to the world of university education as well. It is based in Prague and it was established by a law in 1992 as the successor of the Czechoslovak Academy of Sciences, which had taken up the tradition of Czech non-university research started as early as 1784 by the foundation of the Royal Czech Society of Sciences. The year of 1890 witnessed the foundation of the Czech Academy of Sciences and Arts with considerable support provided by the benefactor Josef Hlávka, and the Academy successfully operated until 1952, when the Communist regime terminated its activities and replaced it with the state-owned Czechoslovak Academy of Sciences, managed according to the Soviet principles and pattern.

More than half of the funding of the Academy of Sciences of the Czech Republic comes from the State Budget, but it is an independent organisation with the Academy Assembly as the supreme management body, two thirds of the members of which are representatives of all the institutes of the Academy of Sciences of the Czech Republic, and the remaining members and representatives of universities, public administration, entrepreneurs and other notable individuals. The network of 54 research units now employs approximately 7,000 people, more than half of whom are university-educated researchers. The institutes of the Academy of Sciences are divided into three areas of science, one of which focuses on the humanities and social sciences. The unit with the oldest roots, dating as far back as 1911, is the Institute of the Czech Language. The principal office of the Academy of Sciences of the Czech Republic houses an extensive library with 1,200,000 volumes.

Literature is the field of focus of the workers of the Institute of Czech Literature. The subject matter of its activities is literary lexicography and dictionary-related work, literary historical research of Czech Literature in the broadest sense and literary theoretical analyses based in particular on materials from the 20th century. At the same time,

the institute plays the role of information and consulting centre in the area of literary scientific information and carries out editing activities (the publishing of Czech literary classics). On the institute's website, people have access to a number of online databases with bibliographic information, literary texts, e-books and dictionary entries (www.ucl.cas.cz). Every year, the institute's personnel publish 5–10 book monographs and 200–300 specialised articles. The institution has 73 employees.

One of the oldest institutions of the Academy of Sciences of the Czech Republic is the Institute of Slavic Studies, which was founded as early as 1922 on the initiative of and with considerable financial contribution from the first President of Czechoslovakia T. G. Masaryk⁸⁰. It deals with the study of Slavic languages and literatures in the European cultural context. Its activities are based on the traditional comparative approach examining the Slavic languages and literatures in their relationship with each other, and uses this perspective to enrich the current trends of European Slavic studies. They also include research of the relationship between the Slavic and non-Slavic environments. The Institute of Slavic Studies therefore significantly contributes to the understanding of the part of national identity that has been confronted to a certain extent with other European cultures. Thanks to the breadth of the scope of its activities, its research can focus on cooperation with research institutions in Eastern and Western Europe and therefore be a partner to Russian, Bulgarian, Croatian, German, Austrian and French academic and university institutions. The field of literary sciences deals with the issues of current trends in contemporary Slavic literatures, in particular in confrontation with the other European cultural environments. The institute currently has 25 employees.

⁸⁰ After reorganisation in 1963, it was virtually dissolved. It was restored in 1992.

The Academy of Sciences of the Czech Republic also includes the Academia publishing house, whose yearly production regularly exceeds 100 publications of specialised literature, dictionaries, but also fiction and non-fiction, both in their original and translated versions. On a long-term basis, it is therefore one of the twenty largest book publishers in the Czech Republic (for more details, see the fact-documenting annex, part 4). The Academia publishing house operates 3 bookstores in Prague (for more details, see the fact-documenting annex, part 8).

2.8.2.4 Secondary Schools

There are several hundred elementary schools, secondary schools and gymnasiums in Prague. Literature is an integral part of their curricula, and is, in the majority of cases, combined with the study of the Czech language.

For the area of book culture and librarianship in Prague, the following three Prague secondary vocational schools or vocational colleges, where studies are finished with a leaving examination, are important:

Book Culture Secondary School (established in 1993)

It now offers secondary-school study ended with school-leaving exam in the field of “bookselling and publishing activities”. It prepares professionals in particular for work in bookstores, publishing houses, editors' offices, book distribution companies, libraries and archives. In the last five years, about 20 students graduated from this school every year.

Higher Professional School of Information Services (established in 1992)

In 1999, it terminated its activities in the area of secondary education and began to focus exclusively on the tertiary sector of education, specifically on information management in two specialisations: services provided by libraries and services provided by museums and galleries. The bachelor's programme is given in cooperation with the Institute of Technology, Sligo, Ireland, the University of Economics (business information systems), and the Institute of Information Studies and Librarianship of the Faculty of Arts of the Charles University. There are about 14 teachers working there. In the last five years, about 35 students graduated from this school every year.

Vocational College of Graphic Arts and Secondary Vocational School of Graphic Arts (established in 1992)

In addition to secondary studies, the school now provides post-secondary education. Its thematic profile was extended with the development of new technologies and media in particular in the last 10–15 years. Since its establishment, the school's curriculum has been based primarily on the combination of graphic and technological processing of printed materials. With the structure of its study fields and with the comprehensiveness of the curricula, it encompasses the entire process of creation of printed materials and electronic media. In this respect, it is a unique and exceptional school in the Czech Republic. The school has already educated dozens of outstanding experts in the world

of photography, applied graphics, preservation and conservation, as well as industrial processing of printed materials. Since 2001, it has been operating its own publishing house – Nakladatelství grafické školy (Graphic Arts School Publishing). In the last five years, about 30 students* graduated from the Vocational College of Graphic Arts every year, and about 70 students graduated from the Secondary Vocational School of Graphic Arts every year⁸¹. At the present time, there are 48 specialised teachers working there, of whom 23 are external teachers.

⁸¹ The number of graduates changes every year according to the number of opened classes.

2.8.3 Level of Qualifications

Compared to other regions of the Czech Republic, Prague's workforce has significantly higher qualifications. More than 30% of employees are people with university education and their number has been regularly increasing in recent years. These employees often work in the book sector (book production, distribution and sale), in editors' offices of newspapers, magazines, online portals and other media. The previous part 2.8.2, which contains an overview of Prague's most important educational institutions in relation to creative activities in the book sector, also includes a description of the area of focus and level of qualifications.

The factual average salaries are also significantly higher in Prague than in other regions. This is generally related to the achieved level of education. Since people with university education in the Czech Republic and in Prague still support the tradition of building private libraries, the purchasing power of these experts also has a positive impact on the book market. In the majority of cases, they are the most frequent visitors to bookstores and people interested in purchasing books.

2.8.4 Annual Number of Graduates in the Creative Sector

The number of graduates from all types of schools that educate experts in the area of book culture is based predominantly on the needs of the Czech Republic and on its capacity of absorbing these specialists, even though many of them are successful in finding a job outside

this very narrowly profiled area. In the majority of cases, there are dozens of graduates finishing schools every year. The specification of the numbers of graduates from Prague's most notable educational institutions with relation to creative activities in the book sector is available in part 2.8.2. In total, there are hundreds of them. However, not all graduates find jobs in the field they studied.

2.8.5 Awarded/Prominent Professors in the Creative Sector

The above text mentions the most notable creators and creative professionals from the Czech Republic who are active in the book sector (especially in part 2.7 and also in part 2.6, which contains the names of creators who received foreign awards). They often work as internal or external teachers in the most notable educational institutions in the creative sector (for example, Martin Hliský, translator from English, who received the State Award for Translation, also works as a professor of English literature at the Faculty of Arts of Charles University; in 2001, he became a honorary member of the Order of the British Empire as an award for the spreading of English literature in the Czech Republic). A number of writers are teachers at the Literary Academy, book designers awarded in the World's Most Beautiful Books international contest at the Department of Graphic Arts of the Academy of Arts, Architecture and Design, etc.

2.8.6 International Reputation

Besides the Summer School of Slavonic Studies (see part 1.2.4, page 15), another scientific and specialised event to have gained notable international reputation is the Congress of World Czech Literary Studies, organised by the Academy of Sciences of the Czech Republic, Charles University and Museum of Czech Literature (for more details, see the fact-documenting annex, part 15). It promotes open dialogue between foreign and Czech literary professionals. It is held once in every five years (the 5th congress will be held in 2015); the last congress was attended by representatives from 23 countries all over the world.

The holding of the 9th International Shakespeare Congress in Prague in July 2011 was a tribute to the literary scientific and philological research in the Czech Republic. This event, which is also held once every five years at different locations in the world (for more

details, see the fact-documenting annex, part 15), was attended by 800 historians from all over the world. Along with the International Shakespeare Association (ISA), Charles University and the National Theatre took part in the organisation of the congress.

Other literary events with an international context that have recently drawn great attention include:

the 3rd International Workshop on the Holocaust in Central European Literatures, Theatre and Film (November 2011)⁸²
the scientific conference Current Narratological Problems in the Context of Czech and German Humanities (2010)⁸³

⁸² Organised by the Centre for the Study of the Holocaust and Jewish Literature of the Faculty of Arts of Charles University in cooperation with the Institute of Czech Literature of the Academy of Sciences of the Czech Republic. The first workshop took place in Germany (Giessen), and the second one was held in Poland (Łódź).

⁸³ The event was organised with support from the Prague City Hall and from the Czech German Fund of the Future as a part of the celebration of the 20-year partnership between Prague and Hamburg.

Recent years have witnessed completion of the work on several important scientific acts that represent a fundamental starting point for research on the history of Czech literature:

completion of the four-volume History of Czech Literature between 1945 and 1989, which describes the history of literature within the entire breadth of its meaning, including non-fiction and literature for children and young people (2008)⁸⁴
completion of the Thesaurus of Czech Literature with its fourth volume (2008), the most extensive work on Czech literature from its beginnings until the mid-20th century containing 3,700 entries.

⁸⁴ The Thesaurus was the result of the work of specialists from the Academy of Sciences of the Czech Republic and several universities (Charles University, Palacký University in Olomouc, University of South Bohemia in České Budějovice and the Literary Academy from Prague).

As regards online publications, the most notable ones are in particular (for more detailed information see the fact-documenting annex, part 18):

online version of the Dictionary of Czech Literature after 1945
Czech Electronic Library
Retrospective Bibliography of Czech Literature between 1775 and 1945.

Even though educational systems in the Czech Republic were subject to ideological control from 1939, and then from 1948 with a short break at the end of the 1960s, and again from the beginnings of the 1970s, Czech book design, illustrations, book graphics and typography were not burdened with ideology, since these areas were usually regarded as timeless. In consequence, this brought recognition to Czech authors at the world level. We can find the beginnings of that development in particular in Czech visual-art avant-garde and modernism (Jindřich Štyrský, Karel Teige, Toyen, Josef Čapek, Adolf Hoffmeister and others) from the period before World War II, who were in frequent contact with representatives of modernism abroad, especially in France. Many renowned authors wrote books for children. This area also witnessed interconnection with the creation of animated and puppet films for children, for which Czechoslovak or Czech filmmakers received a number of foreign awards (Jiří Trnka, Hermína Týrlová, Adolf Born, Zdeněk Miler, etc.). Awards for Czech authors of children's books from the International Board on Books for Young People (IBBY), as well as successes in the World's Most Beautiful Books contest organised by the Book Art Foundation (Stiftung Buchkunst) from Frankfurt am Main / Leipzig, have continued until the present day.

Creators of artistic bookbinding, Jan Sobota and his wife Jarmila Svobodová, have also gained international recognition. After their emigration in 1982, they founded this field in the United States of America. After their return from emigration in 1997, they settled in the Western Bohemian town of Loket, where they initiated the creation of the Museum of Bookbinding in 2001. They are also the founders of the Society of Czech Bookbinders. The regularly organised Bookbinding Triennial is also attended by representatives from abroad.

After its humble beginnings in 1995, the Book World book trade fair has already made its way onto the international calendar of the most notable book trade fairs organised all over the world. Also the Prague Writers' Festival, one of the oldest events of this kind in Europe (it is even older than similar festivals organised in Edinburgh and Berlin), has already been included on the cultural map of Europe.

Czech libraries have gained an international reputation not only for the richness and amount of the historical books they keep, but in particular for their digitalisation and by making them accessible by people from all over the world who are interested in them. In 2005, the National Library of the Czech Republic received for these activities The UNESCO/Jikji Memory of the World Prize for preservation and accessibility of the world's cultural heritage.

2.8.7 Informal Educational Opportunities

There are a number of informal educational opportunities in the book sector, creative writing, as well as in all fields that are closely or distantly related to it. These forms of education already have a tradition in the Czech Republic. Some of them have already been described in the text above. The globally unique system of non-school education, which has become known as elementary schools of arts and which is a natural addition to compulsory education, has survived in book culture in the form of various courses and free-time groups focusing on recitation, graphic arts, creative writing, etc., which are usually available in elementary schools and cultural facilities. It also includes special programmes with lectures on literature.

Informal education forms part of the activities of the Municipal Library of Prague as well. As early as 1961, the Cultural and Educational Centre, also known as the People's Library, was established as an organisational unit of the Municipal Library of Prague. It provides Prague's population and other interested people with a diverse offer of cultural and educational events, as well as an opportunity of lifetime education and creative spending of free time. Each year, the premises of the Municipal Library of Prague host about 450 events for about 41,000 attendants; more than 100 more events are organised as part of their accompanying programmes. The majority of the programmes of the People's University takes place in the form of lecture cycles, courses, seminars, literary and composed shows, debated, concerts, theatre and dancing performances, film projections (Film Club of the Municipal Library of Prague), festivals and exhibitions, conferences, walking tours, and programmes for young people and seniors.

The thematic offer is based on the current demand on the part of the public and is not dogmatically restricted in any way. The up-to-date offer of events is regularly published both in monthly printed programmes and advertisements in Prague's major cultural bulletins and on the website (kultura.mlp.cz) or in electronic media.

The People's University cooperates on the preparation of the events with cultural and educational institutions, as well as with individuals, art agencies, foreign cultural centres, the media, publishers, specialised lecturers and executive artists and performers. The Library also cooperates with schools on the preparation of cultural and educational programmes for different age categories of pupils and students.

The function of informal education and learning is also played by the previously mentioned Prague Information Service PIS (see part 2.2.7, p. 43), in particular with its literary tours of Prague. The Museum of Czech Literature (see the fact-documenting annex, part 12) also carries out systematic educational activities, both as part of its own programme agenda and in cooperation with other institutions from the public sector or from the private sector.

Creative writing courses have been led, both in Prague and in other locations in the Czech Republic, since 2002 by the screenwriter and teacher Markéta Dočekalová as part of the Summer School of Creating Writing programme; creative writing courses, named Gift of the Word, are also organised by the Jirí Polák Literary Agency (see the fact-documenting annex, part 3).

The overview of informal educational opportunities offered by various institutions in the Czech Republic also includes the education of senior citizens, also known as the University of the Third Age. The activities of Prague's association Life 90, which operates the Portus House (see the fact-documenting annex, part 20), where senior citizens meet during various cultural and educational courses, also include lectures on history and literature.

Application of Prague to the UNESCO
Creative Cities Network
(UNESCO City of Literature)

3/

Creative Partnerships and Initiatives

3 Creative Partnerships and Initiatives

3.1 Programme of Activities

The following overview comprises 9 action axes including 3 types of cultural events which Prague plans to use to present itself as a member of the UNESCO Creative Cities of Literature and which are based on the objectives followed by the Organising Committee by the involvement of the city in these activities, and thereby to contribute to the development of the city's cultural life through literature and book culture:

newly proposed events that result from the assessment of the performed surveys of reading and the relationship of Prague's population towards literature and book culture events preliminarily tested in the Prague – City of Literature campaign events proven during the course of the years, whose inclusion in the programme of Prague as a UNESCO Creative City of Literature will cause a synergetic effect of their promotion and presentation to the public.

A differentiated approach will be used to ensure that all age and social categories of potential beneficiaries are involved in events related to literature, literary creation, books and reading with a view to becoming their active part.

As regards applications for the submission of grants or other forms of support, the Organising Committee defined the following primary criteria in respect of these activities, including the right to use the logo as part of the UNESCO Creative City of Literature:

innovativeness
mobility of works and their creators, i.e. to what extent the proposed activity contributes to Prague's reputation
diversity, i.e. to what extent the proposed activity contributes to the diversity of the city's cultural policy
compliance with the objectives of Prague as a UNESCO Creative City of Literature
the added value of the proposed activity for the cultural life of the city, tourism, etc.

The implementation of proposed and approved activities will be carried out in one of the following forms of support:

direct financial support under the grant subchapter ⁸⁵ for the support of projects included in the Prague UNESCO Creative City of Literature programme by an agreement with the use of the logo (associated partners with the right to use the logo)
“combined support”, i.e. financial support, as well as agreement to the right to use the logo.

⁸⁵ After the engagement of sponsors and benefactors and other supporters from the private sector, the funding will not always be provided from the city's budget.

The following overview of events under individual action axes serves for the implementation of the defined objectives (see part 1.1.3, p. 12)

Overview of Events

A	B	C	D	E	F	G
0	h	0.1 systematic incorporation of literature and book culture in all documents of the City of Prague	– highlighting the importance of literature and book culture in the city's cultural life	OC in cooperation with relevant bodies of PCH	continuously	
0	i	0.2 regular meetings of mayors on cultural issues	– highlighting Prague as a member of a network of creative cities of culture – exchange of experience – presentation of activities and results achieved by individual cities	OC in cooperation with relevant bodies of PCH	once every 3 years	

3 Creative Partnerships and Initiatives

Overview of Events (continued)

A	B	C	D	E	F	G
1	b/ c/ d/ f/	1.1 development of the website www.prahamestoliterary.cz	<ul style="list-style-type: none"> – strengthening the possibilities of modern communication channels – information about current activities (book calendar) – feedback on past events – contacts and information about the activities of Czech and foreign partner organisations (pro-links) – e-news from book culture – launching language versions (English, German, French, Russian) 	OC, partner organisations	continuously	
1	e/ g/	1.2 A minute for a book	<ul style="list-style-type: none"> – ensuring an opportunity to promote book culture in the media – encouraging interest in reading and the use of books as sources of information 	radio (ČRo-Vltava, Prague) and television channels (Metropol TV, ČT 2), online portals (iLiteratura)	daily/weekly	a regular show on book culture (authors, books, events, etc.)
1	b/ i/	1.3 other use of CLP ⁸⁶	<ul style="list-style-type: none"> – promotion of Prague as a member of the UNESCO Network of Creative Cities of Literature – advertising events being prepared 	ATI	continuously	
1	c/ e/ g/	1.4 a digital map of Prague's literary past and present	<ul style="list-style-type: none"> – information for the city's population and for visitors both from the Czech Republic and from abroad – materials for educational trips 	ICL, chosen geographical publisher, mobile network operators, PIS, CTC	continuously	multiple-level interactive information aid (criteria: time, theme – author, work, institution, event, etc.)
1	e/ g/	1.5 literary geocaching	<ul style="list-style-type: none"> – learning about the city and its locations associated with literature – approximation of literature and books to the young generation – inciting competitiveness in children and young people 	PIS	ad hoc	relation to 1.4, or 3.1
1	h/ i/	1.6 world and Czech anniversaries related to literature and book culture	<ul style="list-style-type: none"> – promotion of the area of literature and book culture – literature as part of world cultural heritage 	MLP; cooperation with the media and with the PT undertaking	continuously	anniversaries announced by UNESCO (world level) and having significant importance for Czech culture as a priority

Overview of Events (continued)

A	B	C	D	E	F	G
1	b/ h/ i/	1.7 introduction of Czech culture abroad	<ul style="list-style-type: none"> – presentation of Prague as a member of the UNESCO Network of Creative Cities of Literature – presentation of the city's activities in the area of literature and book culture 	Czech Centres, Book World, MC, partner cities of the network	continuously	
1	b/ h/ i/	1.8 support of literary incoming	<ul style="list-style-type: none"> – creation of literary tourist routes for Czech and foreign visitors to Prague 	PIS, CT, Czech Centres, CTC	continuously	
1		see also 2.1				
2	c/ h/ i/	2.1 aggregate statistics and summaries concerning the book sector	<ul style="list-style-type: none"> – creation of a comprehensive system at the level of economic data – creation of information derivatives, when necessary – materials for the city's cultural policy – exchangeable data files for comparison at the international scale 	CZSO, NIPOS, NL, ATI	continuously	
2	c/ e/ h/ i/	2.2 reading surveys	<ul style="list-style-type: none"> – overview of the development of and tendencies in Prague's book culture – monitoring changes in readers' habits and perception of literature with an impact on the education of the young generation and the city's cultural policy – international exchange of information 	ICL, Librarian Institute of NL, MLP	once every five years	relation to previously performed surveys (2004, 2010)
2	a/ h/	2.3 Prague's literary tenders	<ul style="list-style-type: none"> – filling up “white spots” from Prague's past and present, about people associated with it by their activities or residence, about buildings and events, etc. 	PCH, ICL, MCL, publishers, MLP and other libraries	every year	choice of topics after consultation with historians and other experts
2	a/ b/ c/ d/ i/	2.4 organisation of specialised events	<ul style="list-style-type: none"> – informing Czech specialists and book lovers at the level of Prague – exchange of information and experience from abroad with emphasis on the cities being members of the network 	Book World Prague, Prague Writers' Festival, scientific and research departments of universities and AS, professional organisations, NIPOS	ad hoc	

3 Creative Partnerships and Initiatives

Overview of Events (continued)

A	B	C	D	E	F	G
2		see also 1.3, 5.2				
3	f/ h/ i/	3.1 Literary map of Prague	– non-traditional promotion of Prague	ICL, chosen geographical publisher	once	Czech and English versions; relation to 1.4
3	a/ c/ d/ h/ i/	3.2 Anthology of Prague's contemporary writers	– non-traditional form of promotion of Prague (printed and e-form)	ICL, chosen publisher	once	Czech and English versions, printed version to be distributed at chosen book events (book trade fairs, literary festivals, author readings, specialised lectures, etc.)
3	e/ h/	3.3 literary trails	– promotion of literary and literary anniversaries in a non-traditional form	PCH, chosen institutions	continuously, ad hoc	tested in PCL
3	g/ i/	3.4 Literature Night	– introduction of European contemporary literature in a non-traditional manner at attractive or normally inaccessible locations in Prague in cooperation with notable celebrities of the city's cultural life	Czech Centres	every year	traditional event
3	e/ i/	3.5 Night with Andersen	– an attractive form of popularisation of literature, books and readings among children and young people – support of children's reading in cooperation with families, schools and libraries with an international element	MLP, libraries of municipal districts, schools	every year	Traditional event
3	b/ e/ h/	3.6 Open Library	– a visible activity aiming to support books and reading that is reflected in the media	MLP, PCH, municipal districts, media	occasionally	the Czech form of book-crossing (voluntary exchange of books among readers in the public area)
3	E	3.7 My Own Book	– support of creative activities of children and young people – support of the relationship of children and young people to books	book-related and literary events, interest groups, museums and galleries, schools, libraries, literary magazines	on the occasion of literary and book anniversaries	creation of book covers with people's own names as the name of the author and their own titles, which may also become a certain message to their friends, schoolmates, families, etc.

Application of Prague to the UNESCO
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Overview of Events (continued)

A	B	C	D	E	F	G
3	E	3.8 We Write for Windows	– support of amateur literary work	MLP, libraries of municipal districts, cultural facilities, interest groups, schools, literary magazines, media	on the occasion of literary, book and other anniversaries	tested as part of PCL as Verses in Streets ⁸⁷ ; the best texts, chosen by expert judges, will be located in the window displays of libraries and on other promotional boards of partner organisations for a pre-defined period of time, or printed in the pages of literary magazines in cooperation with them
3	E	3.9 Autobooks	– an attractive form of popularisation of literature, books and readings among children and young people – support of children's reading in cooperation with schools and libraries	MLP, libraries of municipal districts, involved schools	Continuously according to an agreed schedule	buses with special promotional signs driving from school to school and allowing the creation of literary cafés for children and young people with the possibility of reading books
3	a/ i/	3.10 book collections	– assistance to Czech minorities abroad (Romania, Croatia)	MLP, libraries of municipal districts, publishers	ad hoc	
3		see also 1.1, 1.2, 1.3, 1.6				
4	b/ d/ i/	4.1 residential stays (Prague Inspires/Prague Inspiration)	– promotion of Prague, Czech literature, its authors and translators – support of the promotion of Czech literature abroad – reciprocal cooperation with similar institutions abroad – support of contacts with foreign bohemists	PCH, MCL, PLC	about 4 people every year	for writers (both prose-writers and poets), playwrights, screenwriters, translators, literary reviewers and historians
4		see also 1.1, 3.3, 3.4, 3.5, 3.6, 3.10				
5	a/ g/ h/	5.1 support of the publishing of Prague-related literature	– filling up “white spots” from Prague's past and present, about people associated with it by their activities or residence, about buildings and events – support of non-commercial works that are beneficial to Prague	OC, PCH	every year	

3 Creative Partnerships and Initiatives

Overview of Events (continued)

A	B	C	D	E	F	G
5	a/ b/ g/ h/	5.2 support of the publishing of translations of Prague-related literature	– support of a non-traditional view of Prague as an inspiring place, venue of events, its multiculturalism, part of world affairs, etc.	OC, PCH	every year	
5		see also 2.3, 2.4				
6	a/ c/ h/	6.1 awarding Prague literary awards	– awards for literary works – awards for translations – awards for contribution to the city's book culture and literary scientific activities	OC, PCH, scientific and research departments of universities and AS, professional organisations	once every two years / annually	
7	a/ c/ f/ h/ i/	7.1 establishment of permanent secretariat (planned to be an institution for coordination and management of all activities)	– more efficient activities in the field of Prague's book culture – creation of a dramaturgical team – agenda of the grant procedure subprogramme – agenda for the awarding of Prague literary awards – operational contacts with the member cities of the network	OC, PCH, MC	continuously	with regard to activities of similar literary institutions abroad
8	h/ i/	8.1 preparation of annual and situational reports for bodies of the City of Prague	– materials for the preparation of the city's conception of cultural policy in the area of book culture	OC	continuously	
8	l	8.2 submission of reports to UNESCO	– provision of information about Prague's activities in the area of literature and book culture	OC	continuously	

⁸⁶ Further information about the Czech Literature Portal – see the fact-documenting annex, part 18.

⁸⁷ An invitation via the Facebook social network to write stories, narratives and poems using the principles of dissemination of information in social networks. Each day, the participants chose one text which they liked the most and which was then shown on large screens during the whole day at 6 very frequently visited locations in the city (Pankrác Congress Centre, department stores and the MY Tesco shopping centre). The editors had the last word in deciding which text would be published so as to rule out any texts with vulgar, racist, xenophobic or homophobic content. In total, 464 poems were created in this manner. The poem for which most people connected via Facebook voted received 8,340 votes. After reaching an agreement with the editors' office of the Literární noviny daily newspaper, the best poems were published on the pages of that periodical. This activity also led to a big increase in the number of the campaign's supporters.

Explanation for the chart:

- A) action axes
- 0 synergies of city policies
 - 1 information and promotion
 - 2 literary science
 - 3 education
 - 4 “contact”
 - 5 publishing-business
 - 6 public appraisal
 - 7 organisation-technical
 - 8 monitoring
- B) relation to the mission and visions associated with Prague’s membership of the UNESCO Network of Creative Cities of Literature (see part 1.1.3, page 12)
- a strengthening the role of the hub of book culture with multi-cultural roots
 - b a place of literary inspiration and enrichment of partners with its tradition of literary production, book culture and related activities
 - c strengthening the function of the seat of many cultural and educational institutions, producers and booksellers
 - d a traditional venue of events related to the area of book culture and librarianship both at the national and at the international level, and increasing the variety of such events
 - e influencing the development of reading and of the building of a positive relationship towards books and reading, in particular in children and young people
 - f systemisation of current events for the support and promotion of book culture and emphasising their promotion
 - g strengthening the literary awareness of the city's population
 - h helping further development of the book culture sector
 - i intensifying foreign cooperation in the area of book culture.
- C) name of the activity

- D) objectives followed by the Organising Committee with the relevant activity and which it wants to achieve
- E) implementer, cooperating implementer
- F) periodicity or ad-hoc activity (anniversary, event, up-to-date topic, etc.)
- G) remark

Note:

Where any activities correspond to several visions and followed objectives multiple classifiers are indicated and separated by a slash (for example a/d).

Abbreviations used:

AS	Academy of Sciences of the Czech Republic
CT	Czech Tourism, the Czech hub of tourism
CZSO	Czech Statistical Office
ATI	Arts and Theatre Institute
CTC	Czech Tourist Club
PT	public transport
PCH	Prague City Hall
MC	Ministry of Culture of the Czech Republic
MLP	Municipal Library of Prague
NIPOS	National Information and Consulting Centre for Culture
NL	National Library of the Czech Republic
OC	Organising Committee
CLP	Czech Literature Portal
PIS	Prague Information Service
PLC	Prague Literature Centre of German-Writing Authors
PCL	the Prague City of Literature campaign
MCL	Museum of Czech Literature
ICL	Institute of Czech Literature of the Academy of Sciences of the Czech Republic

3.2 Public-Private Partnerships

The fundamental functional areas of cooperation between the public sector and the private sector in the field of book culture are as follows:

- professional cooperation
- mutual promotion
- sharing contacts and references
- provision of know-how at the national and the international level
- financial participation ⁸⁸.

⁸⁸ This does not, however necessarily have to be only actual monetary performance, but also performance in rem, i.e. in the form of specific products or services from which the participating entities may both profit.

For the private sector in the Czech Republic, the area of book culture is still usually insufficiently interesting, but interesting activities have already occurred here as a result of public-private partnerships. For example, the Litera Association organises the awarding of Magnesia Litera Annual Book Awards (see the fact-documenting annex, part 14) with support from Karlovarské minerální vody, Book World (see the fact-documenting annex, part 2), and it prepares websites of Czech and Prague's publishers at book trade fairs abroad with support from the Ministry of Culture of the Czech Republic and from the City of Prague, etc.

3.3 International Cooperation

Inspiration by foreign experience from cities with advanced book culture is very welcomed and desirable ⁸⁹. From this perspective, the city has the necessary intellectual, expert and institutional potential. In return, it can offer a lot to its partners. Prague, as a member of the UNESCO Network of Creative Cities of Literature, counts on involvement in a variety of diverse activities in the field of book culture. As a member of the UNESCO Network of Creative Cities of Literature, the city wants to use the Organising Committee to take advantage of those opportunities and to accelerate the exchange of information.

⁸⁹ At the present time, Prague maintains partner relations with 35 partner cities abroad.

After 1989, Czechoslovakia, or both countries of the former federation (Czech Republic and Slovakia), witnessed an expansion of association-based professional activities, including organisations from the literary area. In particular as a result of their activities, international contacts and references to them are available to Book World (see the fact-documenting annex, part 2) and Prague Writers' Festival (see the fact-documenting annex, part 15). Also professional associations, in particular the Czech Centre of International PEN Club, IBBY Czech Republic or the Czech Literary Translators' Guild and others based in Prague, carry out activities that are closely related to international cooperation in the area of literature and book culture. Since the majority of these entities support Prague's candidature for inclusion in the UNESCO Network of Creative Cities of Literature, the contacts acquired by them will be used for the organisation of events with international dimensions.

The exchange of experience and international cooperation between libraries has evolved extraordinarily as well. By digitalising their valuable book collection, Czech and Prague libraries engaged in international digitalisation projects aiming at the preservation, keeping and dissemination of European and world cultural heritage ⁹⁰.

⁹⁰ The reception of The UNESCO/Jikji Memory of the World Prize is mentioned in part 2.8.6., p. 62.

3.4 Prospect of Intercultural Collaboration with Member Cities, Partnership and Examples of Projects

Within the partnership in the UNESCO Network of Creative Cities of Literature, Prague may offer, among other things, its know-how in the field of book culture, where it has already gained extensive experience that has been recognised abroad. This concerns, for example:

- conservation of old prints
- digitalisation of documents
- preservation of damaged book collections and other paper documents
- book graphics and typography
- organisation of international events with a high level of attendance, which results also from a high standard of exhibiting activities, etc.

In return, Prague expects from its partnership in the UNESCO Network of Creative Cities of Literature in particular:

- stimuli for improving the quality of its cultural policy
- the sharing and exchange of information from the relevant area
- cooperation on specific projects
- strengthening the population's literary awareness
- strengthening the mobility of authors and works.

Prague's intercultural cooperation with the member cities of the network will be carried out in particular through the following thematically profiled activities ⁹¹:

- organisation of meetings of mayors in respect of issues of book culture with a view to presenting the activities and achieved results of individual cities, as well as its cooperation, to each other
- development of websites of the members of the network with a view to deepening mutual informedness of professionals and citizens of the relevant cities
- coordinated commemorating/celebrating world anniversaries related to literature and book culture with a view to promoting such areas and to their permanent accentuation as part of the world cultural heritage

- mutual introduction of the book cultures of the cities involved in the network with a view to presenting own activities in the host city (host cities)
- support of literary incoming with a view to promoting cultural tourism and to extending the possibilities of spending free time in the host city in cooperation with specialised institutions
- support of the collection and processing of statistical data about the book sector with a view to finding arguments for own municipal policy in the area of book culture
- evaluation of reading surveys using comparable methodology with a view to international exchange of information and cultural comparison
- strengthening the contacts of professionals from various areas of book culture by facilitating the organisation of various specialised, promotional or popularising events in this field with a view to increased informedness of the involved members of the network
- organisation of attractive and non-traditional promotional events in the field of literature and book culture with a view to learning about each other's literary works and activities performed in the relevant cities and countries, as well as their notable creators and representatives
- support of residential stays for authors, translators and researchers with a view to strengthening cooperation, mutual understanding and cultural enrichment.

⁹¹ The proposed areas of activities (both specialised and practical) with an impact on international cooperation are based on the list of events provided in part 3.1, p. 66, where they are further specified and described in more detail as part of individual action axes. The list also contains activities that have proven to be good and that were originally only Czech, such as the Literature Night or the Night with Andersen, and which gradually became an inspiration for similar events abroad.

In all activities that will be mutually joined by entities from the cities that are members of the UNESCO Network of Creative Cities of Literature, it is envisaged that they will be preferred to representatives of non-member cities.

Regardless of their size or geographical location, all the cities currently included in the UNESCO Network of Creative Cities of Literature have two things in common: similar cultural background and interest of the city's management and population in culture and literature. Prague has these attributes as well, it has a lot to offer and it also aims to enrich the intercultural cooperation with the member cities of the UNESCO Network of Creative Cities of Literature with new incentives.

Thanks to its rich past and lively present, Prague is ready to offer many activities from all the areas of its literary life to individuals and entities from the cities that are members of the UNESCO Network of Creative Cities of Literature, but also to receive incentives from elsewhere. The city's population know from their own experience how devastating any restrictions (ideological, political, racial, etc.), which were removed only recently with the fall of the Iron Curtain and the collapse of the Communist regime, are for artistic life and for the cultural life in general. It is not possible to just tie them up! An eloquent example of this is the activities of the recently deceased playwright and President of the Czech Republic Václav Havel, who confirmed, during the course of his whole life, how strong the political power of literature is and how much power a word contains.

All the more the members of the Prague City Assembly appreciate the possibility of joining the alliance of free and democratic cities and free exchange of information and ideas. Whenever this situation occurred in the past, the city and its culture benefited from this, and this is also the reason why the city of Prague is submitting its application to the UNESCO Network of Creative Cities of Literature.