

Where can you find more information?

muchatrail.eu

- 1-3. muchafoundation.org
4. rmm.cz/czech/akce.html#mucha
5. ivance.colosseum.eu
6. hrusovany.cz
7. mucha-epopej.cz

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ALFONS MUCHA

Take a Tour in the Footsteps of the Great Art Nouveau Artist

EN

1 WHO WAS ALFONS MUCHA?



In the USA, Mucha found a wealthy patron, Charles Crane, to help him realize his dream: a series of large-format paintings depicting the history of the Slavic people. In 1910, he therefore returned permanently to Bohemia and rented a part of the **Zbiroh castle**, where he worked on the Slav Epic over 18 years. He **studied historical sources and resources**, consulted historians about the content of the paintings, and traveled for information.

The first canvases were exhibited by Klementinum in Prague in 1919. **Chicago** and **New York** saw 11 canvases the year after. The interest of the visitors was huge. In 1928,

Mucha donated the entire cycle to Prague and the Czech nation.

The paintings spent the Second World War in the castle in Slatiňany, and in the 1950s they were transferred to the chateau in **Moravský Krumlov**, where they were exhibited until 2011. In 2017 people got the opportunity to see Mucha's Epic in faraway **Tokyo**. It was a real success! Over 3 months, the exhibition drew 650,000 visitors.

And where will you see the breathtaking Slav Epic today? Again at the chateau in Moravský Krumlov, where massive renovations brought the exhibition rooms to the highest standard.





This **native of Ivančice** was unusual in every way. He was told that painting was not for him, yet he became a painter known to all the world.

He was born in 1860. He did not finish high school in Brno. He was active in patriotic associations and worked as a court clerk. He was fired when he drew the defendants instead of writing their names. In Vienna he painted theater sets, then portraits of the locals in Mikulov ... and there Count Khuen-Belasi discovered him, became his patron and sent him to study in Munich and Paris.

His theater posters for Sarah Bernhardt made him a star. He became the darling of Paris:

Gauguin stayed at his place, Rodin let him sculpt in his studio. In New York he lectured at the Institute of Art and dined with Emmy Destinn. When he found a patron that would allow him to realize his Slav Epic, he returned to Bohemia.

After World War I, he **designed Czechoslovakian banknotes**, postage stamps, national coat of arms and police uniforms. After the Nazis invaded the country, Mucha was among the first to be arrested. He died of pneumonia, and although a state funeral was forbidden to him, his last journey through Prague drew more than 100,000 mourners. His work lives on forever.

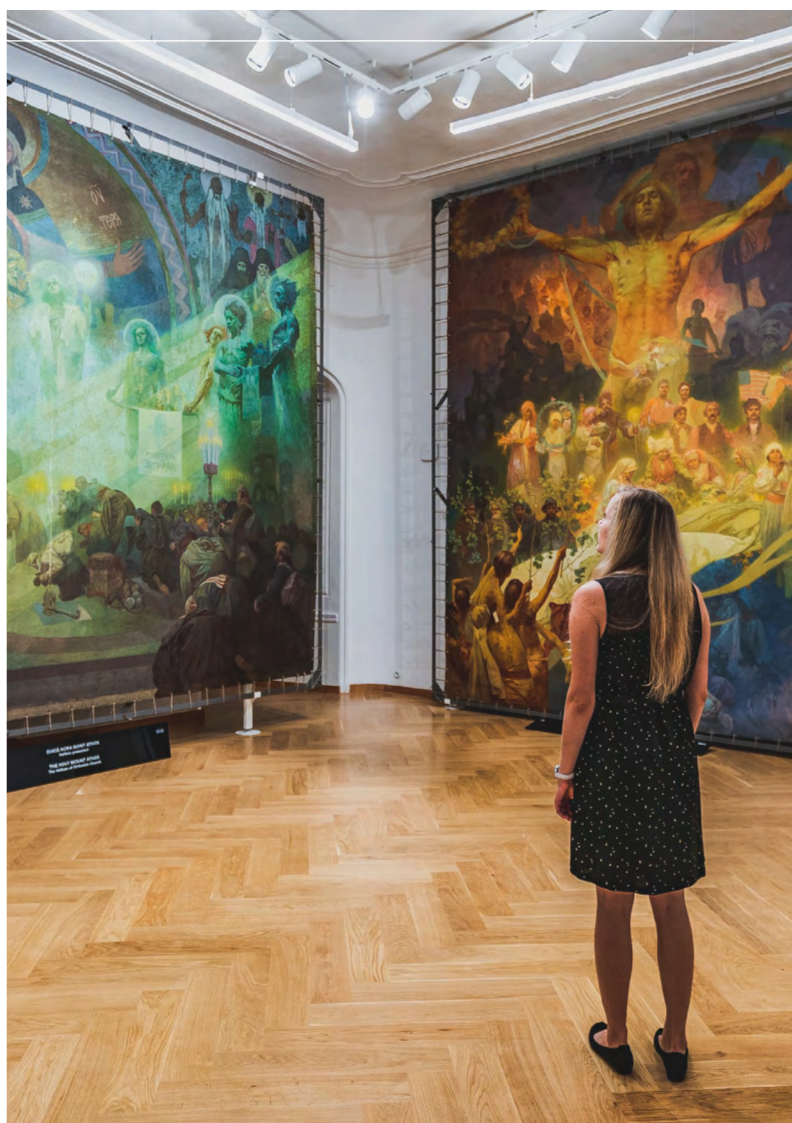


Mucha received recognition and fame at home and around the world. In Vienna, he was made a knight of the Order of Franz Joseph, and in Paris a knight of the Legion of Honor. A *New York Daily News* headline in April 1904 called Mucha "the world's best decorative artist."

Mucha set a high artistic bar even for ordinary objects – why shouldn't Nestlé chocolate packaging be beautiful? He developed aesthetic ideals and an original "**Mucha style**." His advertising posters alone are a phenomenon. He hit the ideal of beauty at the time, and set a new approach to advertising that is still used today, when products are promoted by top models.

In 1963, Mucha's London exhibition sparked huge interest among Western youth from Europe to the West Coast of the USA, from rock music and fashion to psychedelic art. Frustration from the Cold War called for an escape into the fantasy world of Mucha's style, and not only among the "Flower Children." In the Sixties, Mucha's art went from canvases and posters to the covers of music albums and comics. To this day, the creations of this Art Nouveau icon remain a source of inspiration and unite disparate worlds.

Nevertheless, the Slav Epic remains his life's work.



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MUCHA'S TRAIL – MIKULOV



We will guide you through four places in South Moravia associated with the life of this Art Nouveau genius and influencer, and here you will find a curated selection “Timeless Mucha: Merging the Worlds”. A series of thematically linked exhibitions will present Mucha and his influence on artists from the 1960s to contemporary followers. The exhibition sites connect to each other and form part of the so-called Mucha's Trail.

In Mikulov, the chateau presents replicas of Mucha's lithographs printed on antique machines, using the same process which Mucha himself used. They are complemented by original works by artists who were inspired by Mucha's style. With the ticket you will also see the exhibition “Celts in the Pálava Foothills”.

Take a walk through the chateau garden. In the center of Mikulov, in the lower part of the square you will find the **Dietrichstein tomb**. The beautiful interior is dominated by a monumental modern crucifix by Franz Bauer. Or visit the local synagogue, where the exhibition about Rabbi Löw tells an engaging story.

After seeing these cultural jewels, treat yourself to the

treasures of the local cuisine.

Pedro's Streetfood Bistro won first place among bistros in the 2021 Gourmet South Moravia rankings. It specializes in burgers, sandwiches and home fries. Delicious tapas, hearty soups or spirits are served at the nearby KUK Bistro, while a showcase of wines from the Dunajovice hills is presented by the Korek wine shop.

After feasting, a hiking trip to the nearby **Na Turoldu cave** with its emerald lake will be a pleasant experience. During the summer holidays, even nighttime tours are available.

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📍 Zámek 1/4 692 01 Mikulov

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MUCHA'S TRAIL – IVANČICE



In the building of the old town hall in Ivančice you can see the painter's clothes, preparatory studies for the Epic and this year even the bonus exhibition.

You will get to know the great artist more intimately. Download the **Dvě lásky Alfonse Muchy audio guide** (in Czech only) for free onto your phone. It guides you through 11 places that the painter liked. The tour takes about an hour and a half.

The red tourist sign will lead you to the Functionalist lookout on the Réna hill, dedicated to Mucha. But Ivančice used to be famous also for growing asparagus. The region's asparagus was more famous than Pilsner beer, and even exported to Vienna for Empress

Sissi herself! Today, its glory is commemorated by the **town's new asparagus bed** and the popular **Asparagus and Wine Festival in May**. You can enjoy dozens of asparagus specialties and taste local wines in the courtyard of the Renaissance-style town hall.

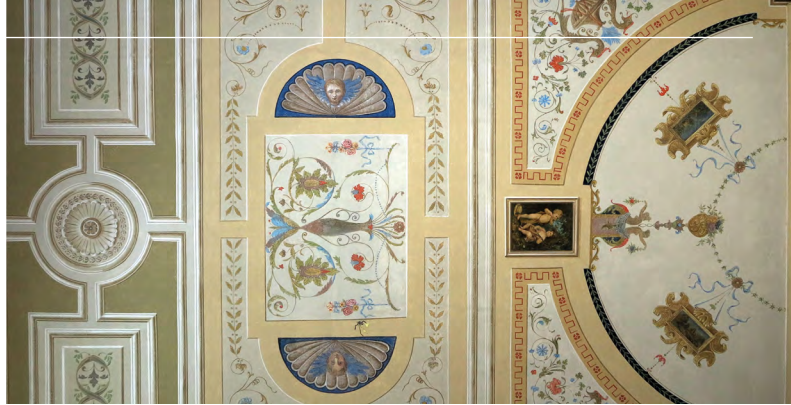
For great food go to RAF House. It has a beer garden, although the interiors, too, are beautiful. The café bistro Ve Mlýně also has a beautiful outdoor seating area and serves select coffees, homemade desserts, local wines and delicacies from local farmers and beers from microbreweries.

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📍 Cultural and information center, Palackého nám. 4/9, Ivančice

6 MUCHA'S TRAIL – HRUŠOVANY NAD JEVIŠOVKOU



Here you will find the exhibition “Timeless Mucha: Merging the Worlds” at the **town hall**. Art Nouveau ornaments cover part of the walls from the entrance to the mayor’s office. As part of the exhibition, you will see **five restored ceilings, Mucha’s first works**. In the boardroom, Mucha is presented as a source of inspiration for the creators of anime and manga comics, Marvel movies and LP covers. The collection of works was also lent by the Mucha Foundation. In Hrušovany don’t forget to book a tour on the town’s website.

We won’t leave you hungry in Hrušovany either. **Náš Bar** with a cozy beer garden prepares hearty soups, puffy profiteroles and, of course, great drinks.

Or drive a few kilometers to Drnholec, a small wine town with a picturesque center, Renaissance and Baroque monuments and cellar alleys. **Cutters bistro** will feed you. Have a crispy bun with pulled beef!

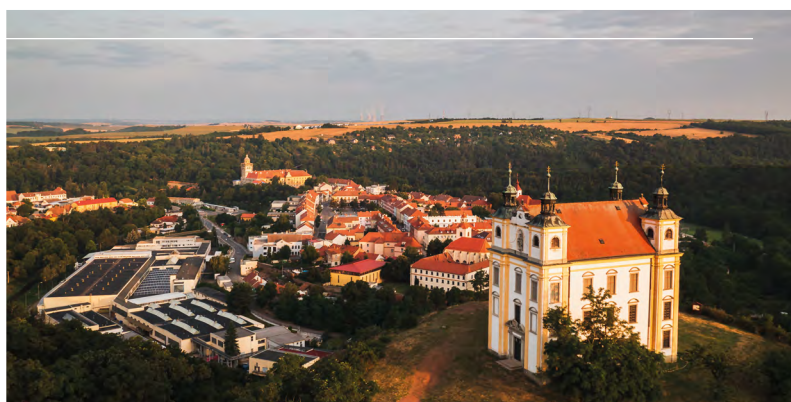
Or leave Hrušovany from the opposite end and visit **Živá Farma in Šanov**. Here, Eva and Libor teach people to establish a relationship with the food that lands on our table. Experience with your own senses exemplary organic farming, where chefs come from as far as Prague for the finest delicacies.

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📍 **Náměstí Míru 22,
Hrušovany nad Jevišovkou**

7 MUCHA'S TRAIL – MORAVSKÝ KRUMLOV



At the Krumlov chateau, you will see a special exhibition as part of the Slav Epic tour in a separate room. The tour of the large-format canvases will be enriched by Mucha’s smaller works and, right next to them, the work of artists that Mucha inspired. We recommend reserving your visit in advance.

You will find rare conifers in the English-style chateau park. It is the perfect place for a picnic, and you can try **disc golf**, a game for the whole family and a big hit in recent years.

At the edge of the chateau park, you will come across a large Jewish cemetery. Take a walk to the pilgrimage **chapel of St. Florian**. It is a charming building that overlooks the entire

town from the hill, but most importantly, it offers wonderful views. And if you get hungry, the Krum brewery and the Rokiten restaurant and hotel will take care of you.

The **Krumlov-Rokytná Conglomerates educational trail** also starts from the chateau. It leads through a protected area around a waterfall that reaches a height of up to 11 meters. You will pass by a rope bridge and a wildlife reserve full of deer and mouflons. Ivančice, the hometown of Alfons Mucha, awaits you at the finish line.

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📍 **Zámecká 1, Moravský Krumlov**