

BB CENTRUM



01
2015

review

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Czechs like
to compete.
Even on cross-
country skis

Shall we
dance?
How to be
a lady and
gentleman
at a ball

Radim
Passer:

Hard work, continuous
learning and a willingness
to face risk is necessary
for success





BB CENTRUM

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Dear Readers,

at the end of last year a number of representatives from among the tenants participated in a small survey that was conducted at BB Centrum. We asked you how content you are with BB Centrum and with our magazine. The results were very positive and we gained useful insight on how to improve our services.

We are happy that you noticed the constantly improving quality of the BB Centrum complex and the increasing number of new shops and services. This trend will not end even in the future, as proven by Mr. Radim Passer in our exclusive interview covered later in this issue. You see this magazine as a valuable source of information about what is going on, with information about the services provided and the people who work here. Starting with this issue, we are including a map of this 'small city within a city' providing easier orientation within our complex.

And because we have again come to the beginning of a new year, I have prepared a new challenge for you. Let's all go 'get balanced' in the Balance Club Brumlovka. Allow me to remind you that in our premium wellness and fitness club all tenants of BB Centrum have special terms for membership. Take advantage of this unique opportunity to find out the details and become a member. Please feel free to send me your photos and stories to vendula.malochova@passerinvest.cz, so that I can share your 'balancing' experience. I look forward to your success!

Vendula Malochová

Editor in Chief

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Radim Passer: Hard work, continuous learning and a willingness to face risk is necessary for success

Radim Passer is one of the most successful Czech developers. He created and still to this day runs the company PASSERINVEST GROUP, and you can run into him every day at BB Centrum. When answering the question ‘what is your recipe for success’, he answered without hesitation: hard work, learning and willingness to take risk. And then of course a good business partner. He himself is said to have the best – God.

How did a multifunctional project like BB Centrum come to be?

At the beginning, it was actually all coincidence – my father discovered the land, and at the same time, Prague 4 in co-operation with the ‘Department of City Development’ was preparing an architectural and urban design competition for this area. In the end we used the land, which we bought from my father, to create BB Centrum with consideration towards the entire area of today’s BB Centrum.

In other words – of course we had an original idea, but the whole project came over time. We bought the individual land parcels little by little from more than one hundred owners! The way we managed to finish each individual stage is how we shaped the whole concept. The second step resulted from the first. The crucial period was around 2000 when plans were created for the next 15 years. I believe that last year we had already managed to complete the final urban concept for BB Centrum.

How will BB Centrum look in the future? Will there be changes?

There should be seven more building stages at BB Centrum – God willing we will be building three more office buildings, three residence projects and we are also planning a hotel with a conference center.

What can we look forward to? What will make our lives here even more enjoyable?

We are planning a beautiful 2.5 hectare park behind Brumlovka. It should include a children’s playground, a children’s playroom, and more – for instance a lake with a peninsula on which would be a smaller model of the Temple of Solomon. This Old Testament sanctuary should help explain the principles of the biblical gospel in a simple and understandable manner. Of course we will also work a lot with greenery. We are considering adding footpaths, and there will probably be another pedestrian footbridge over Vyskočilova Street.

Is it possible to run into you at BB Centrum?

Yes, definitely. I enjoy my work, it is my hobby, so I go to the office every day. It is possible to meet me where ever – in FILADELFIE Building, Brumlovka Building, or perhaps in Community center where I sometimes give lectures...

Yes, your lectures have a common denominator: God. It’s no secret that a few years ago you became a deep believer and a member of the Seventh Day Adventist Church. How big of a change came to your life by adopting a belief in God?

The change was total, absolute, and from the base. I’m speaking of course about true faith, a personal relationship with Jesus Christ. To make it an understandable metaphor: you go down the path that ends in death (I do not mean physical death, in which each person dies, but the ultimate definitive death and God’s final judgment), and suddenly you turn around 180 degrees on the road of life. God gives this amazing option to everyone without any exception, through repentance and faith in Jesus Christ. Unfortunately, the vast majority of people that get this offer do not accept God’s grace.

What drives a person to make this sort of turn? What was your motivation?

For me, it was illness and subsequent death of my firstborn son. It made me think about how I prioritized my life, and reassess it. In this way, the Lord has helped me.

How does faith merge with the harsh world of business?

God created us as free beings with the freedom of choice. He loves all people ▶



▷ equally, some may do business, others may be artists, doctors, etc. And if a person in business adheres to biblical principles and rules, for instance the Ten Commandments, it is not and cannot be in any way contradictory with faith.

Do you talk about God with your business partners? What are their reactions?

I feel that some business partners are not interested in this type of conversation, and so I have not spoken to them about it. But you would be surprised. Nine out of ten people are interested, and I gladly speak about it to any person who shows interest.

What does it look like at your firm? Do only believers work there?

To be honest, I would definitely not like to own a firm where there are no believing individuals. Here with us it is nevertheless similar to the whole Czech society - the majority of our employees consider themselves to be nonbelievers. When hiring, faith is irrelevant, most important for us are the professional and ethical qualities of the individual.

What is the biggest miracle of faith that you have experienced?

It may sound unusual, but the biggest miracle for me is personal conversion. In the moment that Jesus Christ changes your heart and transforms your character in his own image, you become a new person to Christ. I was allowed to experience this miracle myself, and at the regular lectures organized here at BB Centrum, I have seen the changes of dozens of human lives for the better.

Are you also raising your two sons to be believers?

Of course. Children have a huge advantage when they grow up in a religious family, because their relationship with God follows naturally. True Christianity does not mean that 'you have to' but that 'you want to'. By the time a child reaches the age at which they are able to decide for themselves, they have to face the choice to find and follow faith alone. Faith is not inherited.

How much time do you spend with family?

Each one of us has only 24 hours in a day and I'm thankful for how much of it I can spend with my family. The family is the cornerstone of the whole society. After all, how the next generation turns out depends on how they are brought up by their parents. But of course, there are times of year when I am intensely devoted to the service of God or to work.

How much time do you have left for hobbies - for instance your luxurious sports car Bugatti Veyron? What led you to buy it?

Yes, a lot of men like cars, and I admit I am no exception. Even as a child I was interested in three qualities: maximum speed, speeding up from zero to a hundred and horse power. This stayed with me to adulthood. As a believer I realized of course that I do not need to own one. Owning it is just for joy, nothing more. The fact is, with a rare car such as this it is not necessarily a waste of money. It does not lose its value over time. And because I felt a peace at heart from God, I decided to make this investment. Besides, it is only a small fraction of the price of a plane or a ship - things I would not use enough within my lifetime to make worthwhile. A person should not get things that they will not use...

You have appeared several times as an open critic of corruption in Czech society. Do you think that this situation could change? Have you ever considered entering politics?

Society does not change by itself. We would very much like to change society, but nobody wants to change themselves. We are naturally selfish and arrogant, and claim that we are of course good and that others should change. Furthermore, politicians are no different from the rest of our society, they are like us.

I do believe, that every person can influence their own micro world in which they operate. They can choose their friends, and in their own way each individual can contribute to society and change it for the better. Personally, I think that I would be far more useful in business, serving the Lord and helping people, than I would be in politics. ○○

BB CENTRUM – CHANGES IN TIME



△ THE HISTORY

1992–1996: Preparing BB Centrum

1998: Completion of the first phase, Building C

▷ THE PRESENT

The number of completed buildings: 17
(12 office buildings, two residential projects, Elementary School and Preschool Eliáš, BETHANY Community Center, Brumlovka Building)

Total area of completed buildings: 250,000 square meters

Number of parking spaces: 5200

The number of companies based at BB Centrum: 50

The working environment at BB Centrum: made for 15,000 people

The largest tenant offices: UniCredit Bank, O2 Czech Republic, Skupina ČEZ, Hewlett-Packard, GE Money Bank, Microsoft

Number of shops and services: 63



Visualisation of planned Brumlovka park, mentioned by Radim Passer on page 5



△ THE FUTURE

The number of planned additional buildings: 3 office buildings, 3 residential projects, and a hotel

The total area after the completion of the remaining stages: 360,000 square meters



Building G wins 2nd place in prestigious Best of Realty Competition

Like every year, at the start of November 2014 'Best of Realty' awards were presented to the best Czech real estate projects from the past year. The award panel judged a total of 37 projects falling into 6 basic categories. Building G was successful in this competition. During an assessment of the site selection, urban and architectural design, quality of completion and success in the real estate market, Building G won a wonderful 2nd place in the New Administrative Center category! Here, the competition 'Best of Realty' is considered the most prestigious in its field. oo





In motion with Balance Club Brumlovka

Special events organized for members and even non-members of Balance Club Brumlovka have been very successful. Traditionally, like every year, we offer a very popular evening swim as well as a romantic candlelight swim which can be attended on Fridays, taking place since last October. Do not miss the next romantic swim on **February 13th**. Our 'Day filled with motion' also experienced great success, starting in the second half of September and kicking off the autumn fitness lessons. All participants were able to try new activities and exercise during their favorite workout hours. Rewards were distributed based on the number of lessons participated in, and there were tempting tastings and beauty tips. More, equally interesting events are waiting for you! In the spring you can look forward to the sports program 'Brumlovka celebrates movement'. Every month is dedicated to a particular sport - in December you may have visited Yoga Saturday afternoon, January belonged to indoor triathlon, and February is full of functional exercises (Pump It, TRX, NTC and Functional training). oo



You like BB Centrum Review Magazine

We are pleased to be able to say that you have a very positive opinion of our magazine! Through the magazine you gather information about shops, events and available services, look for tips on what to do in BB Centrum, and enjoy reading about the noteworthy people who work here.

How do we know this? At the end of November we found out, through discussions and interview questions, how you rate our magazine BB Centrum Review. We would like to thank representatives from companies UniCredit Bank, ČEZ, Microsoft, Alstom, O2 Czech Republic and Balance Club Brumlovka for taking the time and going over the content and graphical presentation of the magazine with us. We gained a lot of valuable information!

What you like most about the magazine BB Centrum Review:

- It is your most important source of information for the happenings at BB Centrum.

- You are most interested in what new things you can experience here, and you enjoy reading our interviews with fascinating people who work here.
- The magazine catches your attention at first glance, and you see its cover page as modern and luxurious.

We very much respect and appreciate your opinions and we will continue to strive to bring you new information from our BB Centrum. We will gladly meet with you for more conversations and interviews, and we will do everything possible to ensure that the content of BB Centrum Review coincides with your needs and interests.

Do not hesitate to write to us to share your suggestions for articles or recommend interesting individuals from within your midst - the magazine BB Centrum Review is about all of us who spend a part of our lives here at BB Centrum. oo





SII – an expert in the field of outsourcing specialists

Since April 2014 you can find the company SII at BB Centrum. They are located in Building G.

Who is SII

SII s. r. o. is a consulting company. It offers its clients the outsourcing of specialists in the fields of information and communication technology and engineering and provides related services, such as consulting in the field of new technologies, project management and production processes, software development and management of tele infrastructure.

The firm was founded more than 30 years ago (in 1979) in France. Its foreign expansion started in 2005, and it has been open in the Czech Re-

public since 2007. Its clients include well-known names such as GE, O2 Czech Republic, Alstom, Česká spořitelna and IBM.

They currently employ over 4500 specialists in 13 countries, and they have 41 branches worldwide.

What they pride themselves on

SII is a medium-sized company on the Czech market, whose credo is to treat its employees with a family approach and equal treatment. Its development and good reputation are also built on the fact that it provides its clients with the very best consultants. The selection of individuals is specially monitored by the company and they are given special attention. Due to its rapid development, the company can afford to constantly recruit graduates from reputable universities worldwide.

SII and BB Centrum

The main deciding factor for SII's move to BB Centrum was the fact that it is home to the majority of its Prague clients. Employees appreciate the garden courtyard of Building G that makes office routine more enjoyable during the summer months. They also appreciate the wide range of dining options at BB Centrum, ideal on the days when there is no time for a proper lunch, and the very good selection of restaurants to which they can invite their clients. ∞



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Maranatha helps people to learn and grow

The Christian-oriented Maranatha association, which you can also find in BB Centrum, was founded in 2002 in response to the specific needs of individuals, churches and groups outside of church circles. The word “Maranatha” means “the Lord is coming” and therefore the Maranatha objective is to deliver God’s revelation in a current form in order to benefit contemporary society.



BETHANY
Community Centre

Sharing Christian principles

Activities sponsored by Maranatha are numerous. Their common denominator is the living reality of God’s presence and unconditional love for all of creation. Thanks to a partnership between PASSERINVEST GROUP a. s. and Maranatha o. s., BETHANY Community Centre was built in BB Centrum, offering the opportunity to share a community of friends, communicate, and share knowledge and experience. The new complex also includes a chapel and the Christian preschool ELIJÁŠ.

Cognition and leisure

Among other things, Maranatha Company sponsors relaxing discovery of the cognitive zone in the ‘Drama of Ages’ located in a park, which is used not only for active physical rest, but mainly for directing visitors to observe the values that transcend them. The park, which is located near the town of Sedlčany in the village Štětkovice, is designed as the twelve stops in

a project providing the opportunity to reflect on the development, course, and the culmination of a great drama of the ages. Maranatha is also a partner of the traveling exhibition of the Bible yesterday, today and tomorrow, which presents the ‘Book of books’ and its messages in selected cities and municipalities of the Czech and Slovak Republics. This new traveling exhibition concerning the natural science of Creation opens to nearly three dozen panels with numerous demonstrations of archaeological excavations in the context of origin questions and the meaning of nature and life in the light of the latest scientific knowledge and ancient sacred texts.

Necessary Personal Care

Man is a complex creature, and therefore Maranatha applies its goals to not only the mental and spiritual world, but also to the physical. At BB Centrum it is possible to buy healthy foods and enjoy a quality meal in a vegetarian



restaurant. It is possible to care for your health with the project Maranatha Lifestyle, which focuses on the prevention of lifestyle diseases, through educational lectures and consulting in the field of preventive medicine. ∞

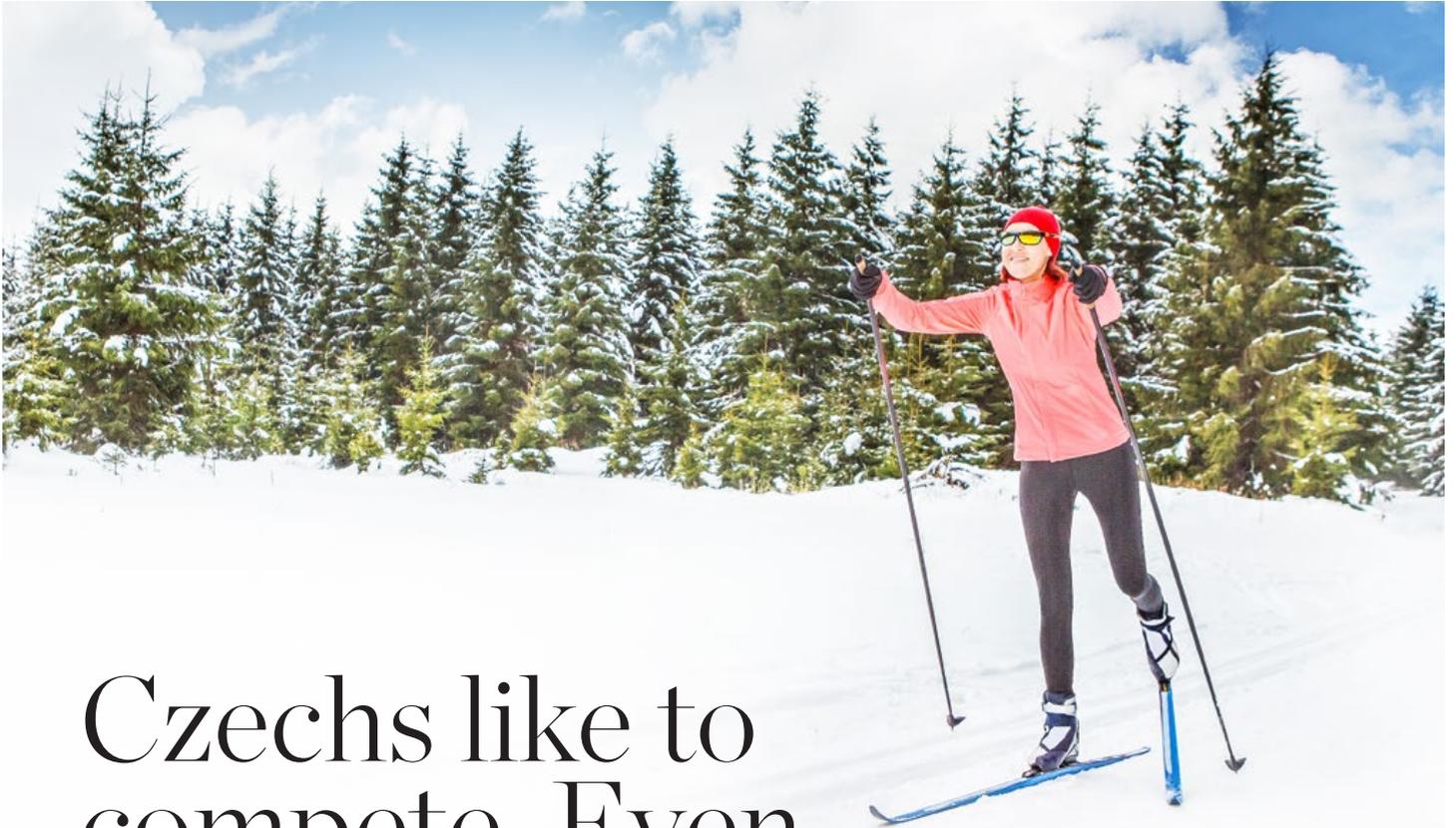
JOIN THE NATIONAL MARRIAGE WEEK

In addition to the permanent projects supported annually by Maranatha, they also support National Marriage Week, which will be held from February 9th to February 16th with the motto: ‘Happily ever after? Isn’t it just a fairy tale? How to have a relationship that lasts...’ This event takes place every year during ‘Valentine’s week,’ and it is a opportunity for all couples to focus on their relationships and work on quality and development. Throughout the Czech Republic you can visit dozens of exhibitions, debates, press conferences, lectures, partner courses, concerts, fairs and events, to contribute to the understanding of marriage as a safe place where the true promise of love lasts through good and bad. During National Marriage Week in February, BETHANY Community Center will hold three lectures and a film screening on the themes of relationships and bringing up children.

For more information about National marriage week and the schedule of lectures, visit www.spolecenskecentrum.cz



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Czechs like to compete. Even on cross-country skis

Czech's interest in cross-country skiing is growing. This is exhibited by the Jizerská 50 marathon, which in the last few years has been entirely sold out at an increasingly early date. In addition to this famous race, which is included in the world series of ski marathons, there is also 'SkiTour', the largest series of races held in the Czech Republic. Every year it is attended by nine thousand competitors. There is also 'Stopa pro život', as well as other larger and smaller undertakings across the country.

“It is possible to race on practically all the Czech mountains, people can get to know all of the Czech Republic on cross-country skis. There are so many races here that anyone who wants to can head out every weekend to compete from December to March,” says Tomáš Leixner of the team in charge of SkiTour, responsible for six marathons, one of them being Jizerská 50.

The number of cross-country skiers is increasing

The increase in skiers among domestic sport fans is evidenced not only by

Leixner, but also by the number of 'first time skiers' joining Jizerská 50 every year. It is the ultimate 'litmus test' of skiing popularity. “Among the nearly seven thousand people who participate in the program, there are always about a thousand of those who are skiing for the first time,” he recounted.

According to these figures, cross-country skiing is soaring, even though winter occasionally plays a sly game with skiers. The weather does not always allow good skiing, but when the possibility occurs it is possible to have a trackless ride and view of the city center – in recent years for instance there has been skiing at the racecourse in Velká Chuchle.

When the snow falls, skiers set off spontaneously in local parks and forests. However, there are also a number of carefully prepared trails within winter resorts as well as outside of them – for instance in Česká Kanada near Prague where over 100 km of trails are maintained.

The starting numbers are disappearing by minute

And when snow does not fall, many Czechs head out across the borders. They oftentimes try to get a spot on the starting line of some big world renowned race, for instance the Swedish Vasaloppet race or the Italian Marcialonga. However, the starting numbers needed for the Swedish race seem to be disappearing like snow in the summer – they are sold out a year in advance within a few 'tens of' minutes. ◦◦



The race in which you do not give up

What is it like to experience Jizerská 50 firsthand among thousands of skiers who are fighting the rigors of the track? It depends on the conditions. Sometimes it can be wonderful, sometimes it is agony. Maybe it is above zero and snow is falling on the track. Thirty-eight year old Pavel of ČEZ experienced this during his premiere. But Jizerská 50 is a race you do not just leave.

He started from the wave in the second half of the entire field and the torment began. Already the first climb had many athletes using trees, and others going sideways. On the track

there was virtually no trace of the passage of thousands of riders that had gone ahead of him.

“After less than 2 kilometers I had to stop and wax my skis again,” said Pavel, and along the 50km track he had to make many more similar stops. Even so the skis did not hold during the climbs. They started to slip thanks to the ice and the coming fatigue.

On the way to Smědava he fought with himself, and then he arrived at the hill at Knajpa. “Who gets above Knajpa has most of their troubles behind them,” he said, repeating the mantra. But in difficult conditions

this did not apply - and the problems continued over the hill. The skis were shooting out to the sides, people were falling to the ground over and over again. They were beaten up, but went on.

“Towards the end I just gritted my teeth and mechanically walked on. My arms ached and burned, I was going to the end,” recalled Pavel at the finish of the race. Then came the timer beeps and a delightful feeling. Regardless of time, “I felt like a winner. And I did not care how many hours I lost it by to the true winner,” he concluded. ∞

ČEDOK TIPS: WHERE TO CROSS-COUNTRY SKI IN THE CZECH REPUBLIC

For ski lovers and a winter vacation on the mountains, Čedok prepares a traditional offering of the favorite skiing locations in the Czech Republic, Slovakia and the areas within the Alpine glaciers. Here are the selected tips.

Šumava

Ideal conditions for cross-country skiing can be found on Srní, Modrava, Horská Kvilda or on Zadov. Tens of kilometers of trails can even be found at Lipno.

Jeseníky

Cross-country skiers will especially enjoy the main ridge route from Ramzová over Červenohorské sedlo and Praděd to Skřítek. Going cross-country skiing can also be done from the upper station in Kouty, Branné has a 13 kilometer track within its complex, and cross-country skiing trails also lead from Karlov.

Krkonose

They offer 350 kilometers of fixed and well-marked trails, a very famous one is the ‘Czech-Polish friendship trail’ across the border at Sněžka. From Harachov it is possible to embark on more than 300 kilometer of trails on the Czech and Polish sides of the mountain, more kilometers are possible to experience on the Krkonosská magistrála from Pec pod Sněžkou, in Benecko, Janské Lázně etc.



OUTDOOR CLOTHING - LIKE BIRDS AND FEATHERS

Are you heading out into the mountains with the kids? Choose the Danish clothing line Color Kids with Bionic-Fish Eco technology. It is an ecological line of outdoor clothing made in perfect harmony with nature. The functional, breathable membrane is treated with this technology and acts the same way as bird feathers - insulated, breathable yet water proof. Sold at NIVOSPORT.

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Ski waxing is alchemy

Whether you regularly find yourself on the starting line of cross-country races, or just ski for fun, you surely have not missed the theme of ski waxing. For the 'classic' skiing, correct lubrication is essential. (You can avoid it by choosing the tourist slip-resistant skis. They have so called 'scales' within the lubrication chamber that help in climbing. But note that the wax from other skis will soon stick to them and that it is important to use cleaner, so that they function.) Wax is applied to skis in layers, on cross-country skis there may be even be eight. Without good control of the use of climbing waxes, a race or even a regular ride will turn into a nightmare.

The base lubrication is the so called base wax, which makes climbing wax stay on the running surface of the skis for longer. Then come the different colored waxes:
green – for temperatures well below freezing, less than minus seven degrees Celsius
blue or violet – for temperatures below and near zero degrees Celsius
red – for temperatures slightly above zero degrees Celsius
yellow – for warmer spring weather and temperatures significantly above zero degrees Celsius

The most commonly used wax is the wax 'blue extra'. However, if you are not completely sure, lay your trust before the race in the care of professionals. Now is not the time for experiments.



FREE MONEY WITHDRAWAL ABROAD

According to surveys, Czechs prefer to carry cash even when they go travelling abroad. They usually carry about 500 crowns in their wallet, more while abroad. So if you are going skiing abroad, it may be worthwhile for you to get a new U account from UniCredit Bank, through which you can choose from any ATM at home and abroad for free. The account is free as long as you deposit at least 12 thousand crowns into it per a month. Students and young people under 26 years do not even need to fulfill this requirement. These conditions are guaranteed by the bank for the next ten years.



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Functional underwear and clothes give us a good feeling when riding on skis. Among the finest brands are the Norwegian brands Swix and Odlo, offering a wide range of functional underwear made of polyester or Merino wool. In regards to the outer layers, choose clothes with Windstopper+ membrane that protects you from the wind. Both brands use premium materials and rely heavily on modern design. Sold by Sport Resort – they also offer skis, and will gladly help you with your selection.



Sport Resort
 Brumlovka Building
 Open: Mon-Fri 9:00 a.m.–8:00 p.m.,
 Sat 9:00 a.m.–3:00 p.m.
www.sport-resort.cz

Yearlong Adrenaline

Tomáš Leixner has been involved in the organization of the ČEZ Jizerská 50 for several years. A former test contest for climbers, TJ Lokomotiva Liberec has developed into a prestigious undertaking, where the number of interested candidates significantly exceeds the capacity of the Jizerské Mountains. "In order to allow more competitors, we would have to move the race to the highway," laughs Tomáš Leixner.

What is it like to organize such a colossal event, such as the Jizerská 50? It is a yearlong job, requiring a large team of people.

What is running through your mind, when it is nearing the event date and there is no snow to be seen?

Organizing the Jizerská 50 is a bit like an adrenaline sport. We cannot control everything, and when it is freezing, we strive to produce artificial snow for most vulnerable places - usually Bedřichov where we supply artificial snow for the stadium and for the starting kilometers of the track.



There was a time that you could arrive at the race and still buy a starting number. Is that still possible?

Not a chance, in the past three years the race has been sold out well ahead of time. The same happened in the past 48th year of the race.

What is the capacity?

4800 participants can start in the main race, and along with other racers the number is over 7000 skiers.

Will the number of participants rise in the coming years?

Neither the Jizerské Mountains nor Bedřichov are inflatable, the capacity is limited. We could theoretically increase the capacity by hundreds of

athletes, but it depends on conservation concerns and the Forests of the Czech Republic (Lesy ČR). The comfort of the competitors is important to us, and we will therefore give careful thought to any expansion. However, we do plan to expand Jizerská 50 to other dates. Last year we added a running race in September, this year there will be a spring cycling race.

The Vasaloppet and Marcialonga races also have variants that do not take place in the winter. Were you inspired?

Exactly. Large foreign races are an inspiration not only from the standpoint of winter races, but also from the perspective of a broader program base. We had previously offered the mountain

bike race in the Jizerské Mountains, and we are now returning to this tradition. We have been toying with the idea of offering a running race without skis for the past three years.

At Jizerská 50 you can also find skiing stars. How difficult is it to attract them to the Czech Republic?

It helps that the race is among the most famous in the world, and that its prestige attracts athletes. In addition, Jizerská 50 is part of a series of the races Swix Ski Classics, which we helped co-found. A major role is also played by the professionalization of cross-country teams in recent years. In addition to the stars, Jizerská 50 attracts skiers from all corners of the



world - a quarter of the competitors are foreign. Every year we register about thirty nationalities, mostly Germans, Slovaks, Scandinavians, and recently more and more Russians. Although the talk is often only about the stars, the most important for us are the masses of enthusiasts and lovers of cross-country skiing. oo

SKIING WITH QUALITY GLASSES



Do not forget to protect your eyes while doing sports. At Novus Optik you can choose from a selection of sports glasses - for instance the excellent brand Oakley, whose rim touches the face at three rubber coated points (at the end of the nose and temples), which ensures comfort and safety when worn. Patented plastic lenses filter 100% UVA, UVB and UVC and harmful blue light up to 400 nm, as well as even protect the sides, thanks to the goggles. At Novus Optik you can choose sport glasses with special colored frames and glass, with many choices. The glass is easy to change thanks to the SwitchLock system. Some types of glasses are set with two colors of alternatives glass. The glasses are lightweight, durable and the glass has quality imaging features. You can of course order photochromic lenses or dioptric glass for the sports eyewear.



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Bouquets for men? Why not!

How many flowers should be in a bouquet, and for what occasion? Are there strictly fixed rules? In the words of Judita Waissi, the owner of the florist shops Květiny Romantika located in the buildings FILADELFIE and Brumlovka, the rules regarding cut flowers are becoming more relaxed.

○ The most important thing is the personal taste and preference of the gift receiver and the person choosing the flowers. The occasion also plays a key role. However, there is one rule we should never break, that is to always present the bouquet without the wrapping paper. It may sound trivial, but Judita points out that this simple thing is often forgotten, particularly by gentlemen. It is equally inappropriate to come to a business meeting with a bouquet of red roses. Instead, a round bouquet of mixed flowers of various species is right for this occasion.

If you are hesitating as to whether or not it is wholly appropriate to give flowers to a man, you

need not be afraid of committing a faux pas. According to Judita, there is nothing strange about this. Exotic flowers tied into a high bouquet are particularly suitable. For children, a gerbera is ideal. This is a brightly coloured flower which children enjoy painting from a young age. It is good to incorporate a sweet tithbit into the bouquet for a young birthday boy or girl. Younger women in particular have grown to like bouquets of wild flowers. Judita likes to tie them loosely, adding various grasses. It is no longer assumed that meadow flowers are something inferior which can be picked in every field. Among older women the favourite is still the undying orchid. For a greater effect it can be presented in a nice flowerpot or gift bag.

As for the colours, this depends on personal taste. The general rule is that red is the colour of privacy and intimacy. White is a universal colour, so it is also suitable for sad occasions.

Judita Waissi's shops specialise in romantic bouquets containing pink and dark pink flowers, but they offer a wide range of other colours depending on the season. ○○



What flower to choose?

For men – exotic flowers tied into a high bouquet

For business partners – a round bouquet of mixed flowers of different species

For young ladies – romantic meadow flowers

For ladies – orchids in an original wrapping

For children – coloured gerberas

SO THAT THEY LAST A LONG TIME...

- Flowers should be placed in a vase that is clean and disinfected, the water should ideally be boiled and cooled or at least left to stand for several hours, and be tepid so that it does not contain oxygen that damages the aqueous plant tissue.
- Add citric acid (0.5 grams per litre or a few drops of lemon juice) to prevent the breeding of microorganisms and to keep the water clean. The florist also recommends a drop of disinfectant such as Savo.
- Just before placing the flowers in the vase, remove all the leaves which will be submerged in the water and make a fresh cut at the end of the stem about two centimetres above the original cut. Stems should be submerged in water to a maximum of ten centimetres in height.
- If you do not wish to add disinfectant or citric acid to the water, change the water every day, always shorten the plants by two centimetres and re-disinfect the vase. If you have enriched the water with disinfectant or soda you can change the water once every two to three days.



Květiny Romantika
 FILADELFIE, Brumlovka Buildings
 Opening hours FILADELFIE: Mon-Fri 9:00 a.m.–6:00 p.m.
 Opening hours Brumlovka: Mon-Fri 9:00 a.m.–7:00 p.m.
www.romantika-dekorace.cz

Shall we dance? How to be a lady and gentleman at a ball

Most of us do not have that many opportunities during the year to dress up for a ball, other than during the winter period which is associated with the ball season. So do not underestimate this unique social event and get ready for the ball carefully. That way you can confidently utter or receive the famous gentlemen's line of "Shall we dance?" You could be complimented not only by Ladislav Špaček, but also by Jiří Guth-Jarkovský.

○ You could be invited to a school dance, huntsman or firemen's ball, city gala ball or even to the Ball at the Opera. Each one will be of different social importance and so the clothes and overall appearance needs to be adjusted accordingly. While a skirt and jacket or cocktail dress for ladies and patterned or coloured shirts for gentlemen can be tolerated at school dances, invitations to more important balls will probably come with a recommended dress code. You should adhere to this at all costs. Not adhering to the prescribed dress code is considered a great faux pas. In some cases you may not even be allowed entry if you are 'underdressed' - so to speak. On the contrary, if you came to a school dance in a tail coat you would be considered 'overdressed', and will attract embarrassment and unwanted attention.

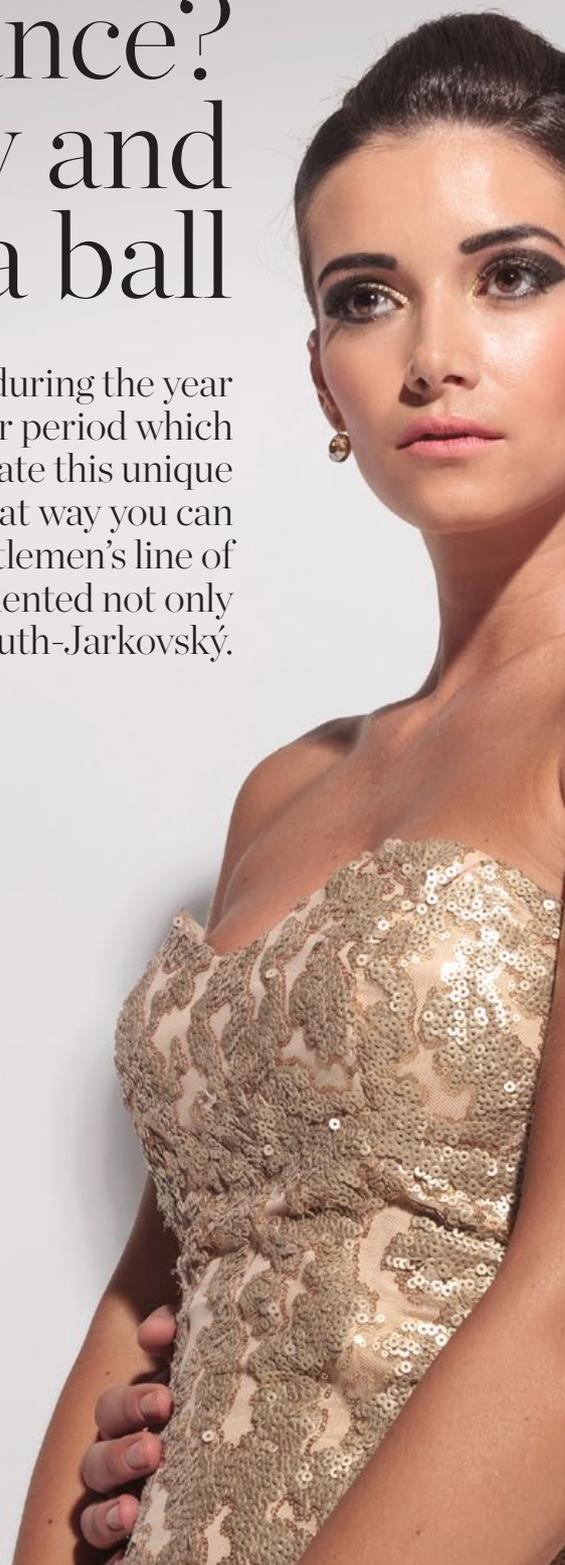
Timeless, fixed rules

Whether it concerns Formal, Black Tie, or White Tie, certain fixed rules apply to each ball which, if broken, is a true faux pas and breach in etiquette. Here is a short list: Ladies shoes should have a closed toe and the lady should always wear stockings. If the toe is open, your feet should be perfectly pedicured and

you should wear seamless stockings. A man should always wear shoes with laces. The length of the trousers should reach down as far as the shoe heel and must not be any shorter or longer. Men must wear high black socks so that their skin cannot be seen when sitting or when the trousers are drawn up. If a man is wearing a watch, it must be formal, not a sports watch. Ladies should not wear a watch to a ball! A man must never take off his jacket at a ball, not even while at the table or when dancing. It is also inappropriate to undress down to the waistcoat. The jacket must be fastened only by the top button when standing and dancing (the bottom one remains unfastened; if the jacket has three buttons, only the top two are fastened), when sitting the jacket is unfastened. A belt should always be worn with a dark suit. The ball dress code already begins before coming to the cloakroom, so you must never wear a casual or sports jacket, but always a coat. This applies to both sexes.

How to behave like a true gentleman

Gallant, gentlemanly behaviour at a ball is very important. A lady should >



“THE MOST COMMON FAUX PAS COMMITTED BY GENTLEMEN IS CONFUSING THE BOW TIE WORN WITH A DINNER JACKET AND A TAIL COAT – BLACK SHOULD BE WORN WITH A DINNER JACKET AND WHITE WITH A TAIL COAT. WOMEN CONTINUE TO WEAR THE WRONG KIND OF STOCKINGS IN OPEN SHOES,” SAYS BALL AND OPERA DIRECTOR ZUZANA VINZENS.



Northern Collection



Primavera Collection



Our Bow Tie Collection



Primavera Collection

CHOOSING BALL JEWELLERY

If you are looking for the right jewellery to wear to a ball, come have a look and receive advice at jeweller's JK JITKA KUDLACKOVA JEWELS. Its owner, Jitka Sofia Mlynarčík, born Kudláčková, says that when choosing jewellery: “I recommend gold jewellery for an elegant gown of good quality fabric and a nice cut. A combination of several colours on a gown does not matter, uniformity and compactness of materials is more important. It is more appropriate to wear jewellery made of different materials than gold with a gown that has sequins. Gold jewellery does not have to be dominant or large, but an interesting shape and design will be more appreciated. Of particular beauty is jewellery soul-inspired by its maker – this always attracts attention. It is important that the jewellery is pure and not more than one piece. We give preference to the rule the less the more, for example it is better to wear just one ring on a finger. If the earrings are the same as the necklace or pendant, this is a set that matches and highlights the effect of the set. If you do not have such a set, pick some simpler earrings such as small pearls to which some interesting pendant will be appropriate. You can also choose a pearl necklace and wear it with different earrings, rather than pearl ones, for instance purely gold hanging earrings. You should put on the jewellery only at the very end of when preparing for the ball, i.e. after having put on your makeup and perfume.”

JK
JITKA KUDLACKOVA
JEWELS

JK Jitka Kudlackova Jewels
FILADEFIE Building
Opening hours: Mon-Fri 9:00 a.m.–7:30 p.m.,
Sun 10:00 a.m.–6:00 p.m.
www.jk.cz



HANDS ARE YOUR VISITING CARD TOO

It is not just the gown, shoes, handbag, jewellery, hairstyle and makeup that a lady must choose appropriately and match. She must also not forget her hands. "Every woman should have constantly well-manicured hands not only to feel good, but also because hands can be seen even more when holding the partner during a dance or a drinking from a glass. The combination of a beautiful gown and badly kept nails will certainly not make a good impression," says Radka Chválová, owner of the Nail Studio.

"As regards the type of manicure for a ball, there is nothing as important as its quality. A quick home manicure does not appear so bad at first glance, but of course at second glance a rushed job is apparent. So I would recommend shellac nail polish which looks luxurious and lasts longer on the nails. A timeless affair is a French manicure if someone is afraid of colour. Another good option is colour nail polish to match either the colour of the gown or shoes, handbag or other accessory, or the overall makeup. It is no mistake to choose a proper shade. However if the lady is bolder, she need not be afraid of bright, shiny shades. Fashion is highly benevolent in this respect and it is currently common to see a whole range of colour shades of nail polish. You can even decorate nails," adds the manicurist.

However it is far more common for gentlemen to forget to manicure their nails, and they need not feel ashamed to visit a nail studio. "After all, a gentleman's hand is also more visible when holding his partner during a dance! And clean and well-manicured hands among gentlemen should also be commonplace today. The view that a manicure and pedicure are a feminine affair is now disappearing," believes Radka Chválová. But if you do not wish to display your hand for whatever reason, wear evening gloves – which are not compulsory but are still appropriate and chic for both ladies and gentlemen.

Radka Chvalova.
Nail Studio.

Radka Chválová NAIL STUDIO
FILADELFIE Building
Opening hours: Mon-Fri 9:00 a.m.–6:00 p.m.,
Sat – by arrangement
Mobile: +420 603 155 922



▷ not walk alone about the ballroom or in the corridors, but always be accompanied by a man who will offer her his right arm, and which the lady will take. The lady goes up the stairs first and the man always a step below her so he can catch her if she stumbles. However, the man always goes down the stairs first. It is the lady who always sits down at the table first and then the man, who pushes the chair forward for her. If a lady is leaving the table, the gentlemen should rise slightly, at least symbolically. If the table does not have a waiter, it is the man who refills the wine and other drinks – the lady never refills her glass, even if she were to remain sitting with 'an empty glass'. If

you drop something on the floor when dining (a fork, napkin, a bit of food), do not bend down, but instead leave it on the floor – this is a job for the waiter. If a lady drops her handbag, her partner picks it up. The man asks the lady to dance, again offering his arm, and then escorting her back to the table after the dance. They should not part on the dance floor and the lady should not go back to her table on her own. It is the woman again who decides what the pair will do at the ball. She should not be forced to dance if she does not want to or to stay at the ball if she wants to go home. Gentlemen, perhaps all the above appears unfair to you, but these are long held traditions worth keeping to. ∞

Ball dress code

Formal – you should dress formally for every ball, even the school dance for which there is no prescribed dress code. Men should choose a dark suit (a light coloured suit is unacceptable during evening hours) with a white or pastel coloured shirt and tie. Here the rule is a combination of colour and pattern. Do not make the mistake of a single-coloured tie. For women the rule is the popular "small black" cocktail dress, long evening gown or elegant evening jacket and skirt. The length of the skirt should be at least below the knee – this means that the knees should not be visible.

Black Tie – This is the most common formal dress for a very ceremonious occasion. Men wear a dinner jacket with a black bow tie (i.e. not a suit with a black tie as the name would suggest – a tie in this case is totally unacceptable). Women wear a long evening gown with high heeled shoes.

White Tie – There is no higher form of prescribed formal dress. This can be seen at the grandest balls such as at the Opera or at royal courts. Gentlemen must unconditionally wear a tail coat. The tail coat consists of a jacket with silk or satin lapels and tails, trousers with two stripes, a white cotton waistcoat and a shirt with a stiff collar and front, and above all a white bow tie made of the same fabric. There should be black high socks and black patent leather laced shoes. Women should wear a long fine evening gown and high heeled court shoes.

WHEN ELSE TO BE A LADY?

Every woman wants to be the lady of the ball and charm with her gown, hairstyle, makeup and overall impression. Hiring or buying an evening gown is the first step and the choice of appropriate accessories such as shoes, handbag and jewellery is the second step, followed by a visit to the hairdresser and possibly a makeup artist and manicurist on the day of the ball.

“The choice of hairstyle is governed by the gown. If the gown is very simple, you can go for a hairstyle that is more liberal, wavy and bigger. But if your gown is more decorative such as frills, stones and the like, you should choose a smooth simple hairstyle such as a bun,” advises Petr Vacátko, master and senior hairdresser of the Bomton hair studio. “Today it is no longer necessary to have your hair combed up, what is important is that it is styled. Currently you can make a great impression with an ordinary, but precisely combed ponytail or fishtail braid,” he adds. Why should you prefer going to the hairdresser to prepare for a ball rather than opting for hairstyling at home? “Because the hair has a better hold and looks good from all sides, not just at the front,” adds hairdresser Petr Vacátko. If you want to decorate your hair with something, try choosing an accessory such as decorative a headband, pins and brooches. “It depends whether the ball has a theme and you can choose the accessories by following the theme,” he advises. As for gentlemen, they should not underestimate their hairstyle either. “I recommend going to the hairdresser perhaps only to have a neck shave. It does not look good if gentlemen have a well-fitting suit and nice shoes, but an unshaven neck. Even men should devote some time to their hair and use matt paste or hair pomade,” he concludes.



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www.bomton.cz



PERFECT MAKE - UP HIGHLIGHTS THE WHOLE FACE

Ladies can afford more distinctive makeup for a ball than their usual evening makeup. Greater emphasis should be placed on eye makeup – do not be afraid to also add glitter to the eyelids and use more strokes of the mascara, than you do normally. It is essential that your handbag contains powder, to prevent your skin from shining, and lipstick or lip gloss. Do not try to “look tanned” at all cost, forget self-tan lotions and go for the natural look, apply makeup to adjust your skin colour. The rule for evening makeup is to highlight only one part of the face – if you have distinct eye makeup then do not use a distinct lipstick, and vice versa. Face blushers and bronzers can create a nice effect.

Evening makeup tips from cosmetic retailer dm drogerie:

- ❶ Astor Perfect Stay Make-up – long-lasting make-up is the foundation for makeup by blending the complexion and making it matt so it does not shine
- ❷ Rimmel eye shadow – create the effect of smoky shades, apply a dark shade to the outer corner of the eye and lighter to the inner
- ❸ Rimmel Glitter Bomb – apply a reasonably fine amount of glitter to the top eyelid
- ❹ Dermacol Mega Lashes Mascara – apply several strokes of the mascara to the top and bottom lashes to create a deep look
- ❺ S-he Stylezone Powder Rouge – highlight cheekbones with rouge and you can look ‘healthier’ and ‘blusher’
- ❻ Astor Soft Sensation Lipcolor Butter – ‘butter’ lipstick will make your lips look smooth and colour them beautifully

dm
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www.dm-drogeriemarkt.cz

The mysterious word ‘Tabata’

A new trend dominates fitness centers and gyms worldwide. It consists of high intensity interval training leading to increased physical fitness and strength, with a combination of aerobic and strength training. It bears the name ‘Tabata’.

○ Tabata is an exercise strategy that alternates short, but very intense anaerobic workouts with less intensive exercises. The lessons within this form of cardiovascular exercise can last from four to thirty minutes. Its focus on short duration intense exercise results in better fat burning than regular exercise. Tabata usually begins with a warm up, after which comes a recurring series of intense exercises, followed by more relaxing exercises of moderate intensity. Tabata training usually ends with cool down exercises aimed at catching your breath.

From the description above, it becomes apparent that Tabata is a very challenging exercise, and untrained beginners must carefully consider what physical exercises they are capable of. Tabata demands an increasing amount of exercise repetition and duration. The ratio between the intensive phase and ‘rest’ and should be two to one, its length is directly proportional to the cardiovascular development of the participant.

The high intensity interval training of Tabata differs from other activities in that it uses minimum amount of time for a maximum efficiency. This is excellent news, especially for those who would like to exercise efficiently, but do not have a lot of time for the gym or fitness center. Perhaps the accelerated pace of modern life has caused Tabata to develop characteristics meant to meet this current need.

The shorter it is, the more intense it is

Interval training Tabata was named after the Japanese Professor Izumi Tabata, who introduced it to the world from his studio in the year 1996. After studying in Japan, Professor Tabata observed various training methods and put his experiences to good use as a conditioning coach for Japanese speed skaters. He discovered that the shorter and more intense the workout is, the better the results. The training was originally designed for his Olympic speed skaters and consisted of twenty seconds of intense stress followed by ten seconds of ‘rest’. The whole cycle would be repeated for four minutes in eight cycles. Using this method, Professor Tabata



Tabata – tailored to the individual

The popularity of Tabata among the public increased primarily due to its adaptability to many performance levels. However, it always alternates maximum physical activity with periods of relaxation.

1. Three-minute warm-up and muscle stretching.
2. Twenty seconds maximum physical activity alternating with a ten second rest. These two phases are repeated ten times.
3. A three-minute cool down.

These times may vary according to individual fitness levels, as well as the type of exercise equipment used. Times also depend on the trainer, who should assess user performance and adjust the phases according to their strength and ability.

proved that two and a half hours of his interval training is just as effective as ten and a half hours of regular endurance exercises.

The exercises are not important

Tabata has found its way into gyms and fitness centers throughout the world and even beginners find pleasure in it. Its advantage lies in fact that even untrained individuals can start with lower intensity training and their doses gradually increase as their physical state improves. The cycle of intensive training and exercises was slightly modified to a lower intensity for gyms and fitness centers to ensure that the maximum intensity phase alternates with complete rests, lasting for few seconds. Although Professor Tabata's original exercise was intended solely for use with cycling, Tabata has been applied across a wide range of exercises that each person can select themselves. All that

is needed in a gym is a mere exercise mat, and exercises include push-ups, squats, and sit-ups. Outdoors Tabata can be comprised of running, swimming or cycling. Variability of specific exercises is huge - all that matters is that the workout intensity improves physical performance through exercises lasting only a few minutes. The one requirement, however, is that the trainee puts in the maximum amount of effort and pushes themselves to their limits.

Latest Trend

Like many other human activities, even exercising is subject to a pleth-

ora of new trends and directions. Since today time is one of the most valuable commodities of modern man, Tabata interval training fits perfectly into a busy day. Pretentiousness is replaced by efficiency. Over the past few months Tabata has undoubtedly become the biggest exercise trend west of our borders, and now it has become popular here as well. Training began in fifty London gyms and the number of people practicing it in the major British city comes to nearly 200 thousand. Here, the number of Tabata users is currently in the hundreds, but this number is rapidly increasing. ∞

We asked Tabata trainer Monika Milchová from Balance Club Brumlovka



How is Tabata practiced in your club?

At Balance Club Brumlovka you could have tried Tabata as a group lesson until the end of last year. Currently, however, its principles are only being used in personal training sessions or through high intensity group exercise.

How would you characterize Tabata?

Its basis is the alternation between intense exercise and rest. You will be exercising twice as long as you rest. Exercises are very simple, using a maximum of about one half your normal weight and high tempo performance.

What exercise equipment is needed for Tabata?

Tabata is advantageous in that the choice of both exercises and exercise equipment depends only on the teacher's imagination. I personally love working with the weight of my own body, I use TRX, medicine ball, loaded dumbbells, disks and balls.

Tabata even has its own mobile application – to learn more about it, please go to page 32

Advantageous corporate membership at Balance Club Brumlovka!

Balance Club Brumlovka has now prepared favorable membership conditions for all employees of companies based in BB Centrum. More information at tel.: +420 234 749 811, e-mail: info@balanceclub.cz or the club's internet page www.balanceclub.cz.



Balance Club Brumlovka
 Brumlovka Building
 Open: Mon-Fri 6:30 a.m.–11:00 p.m.,
 Sat-Sun (and holidays): 8:00 a.m.
 –10:00 p.m., www.balanceclub.cz

Gluten – fluffy bread rolls, long eyelashes, and a large amount of problems

What is the fastest way to fix dinner, breakfast, or a snack? A big percent of our population has a garnished slice of bread or a bread roll on their plates. With that comes a daily dose of gluten, which can cause difficulties, not only of a digestive nature.

For nearly two million years our predecessors' diet consisted of wild animal meat, seasonal vegetables and fruits. In contrast, today's diet is based on cereals and bears little resemblance to those from the days when our ancestors began to cultivate the land and grind grain. Modern technology used to alter the original grain is substantially worsening the food quality. Besides the fact that it removes vital substances contained in the seed coat (grain envelope) and germ, the high temperature used during grinding destroys almost all the enzymes important for starch digestion. As a result, the human body is not able to fully digest the flour. Too much undigested starch and gluten makes its way into our intestines, making frequent consumption of white flour harmful to the long term wellbeing of our body.

Gluten is glue

Gluten (Latin for 'glue') is a protein that is found in most cereals, such as wheat, rye or barley. In flour it acts as an excellent binder, or 'glue', making the dough more flexible so that it does not crack during baking. Gluten is not only one of the most common food additives in the world, but it is even used in the production of dry goods and cosmetics. Thanks to gluten sauces do not glob, margarines are spreadable, hair has body after using conditioner and mascara adds volume to lashes.

Celiac disease is incurable

Celiac disease, or gluten intolerance, is becoming more common diseases. It manifests itself either directly, through digestive problems, or indirectly, for instance through a protracted rash. Anemia is also common, causing bleeding manifestations and psychological problems. In all cases patients suffer from intestinal mucosa which gradually destroys undigested gluten. "Changes in the lining lead to the disrupted absorption of nutrients, minerals, vitamins and water. The degree of disturbance depends on the extent of damage caused by the mucosa, and therefore there are various clinical forms [of gluten intolerance] from fully developed to the partial or entirely non-symptomatic",



PREPARE A GLUTEN FREE DISH ACCORDING TO A RECIPE FROM RESTAURANT MARANATHA

Millet tofu (for 4 people, 200g each)

Ingredients: 400g marinated tofu, 100g millet, 100g onions, 200g carrots, 80ml sunflower oil, 200ml vegetable broth, ground sweet paprika, salt, black pepper, Würzlbouillon

Directions:

Add millet to 500 ml boiling water and cook about 12–15 minutes until almost tender. Drain millet and rinse with cold water. Cut tofu into approx. 1 cm cubes. Slice cleaned carrots in half lengthwise and then across into thin half-moons. Fry on hot oil. After a light browning add the peeled, finely chopped onion. When the onions become clear, sprinkle them with ground pepper, sauté everything briefly together, pour in broth and bring it all to a boil. Then lower the flame, stir in the cooked millet, stir the resulting mixture well and heat it up. Season with salt, freshly ground pepper, and broth.



Restaurant Maranatha
 Brumlovka Building
 Mon-Thurs 11:00 a.m. – 7:00 p.m., Fri 11:00 a.m. – 5:00 p.m.
 (October-March until 3:00 p.m.)
www.restauracemaranatha.cz

explains MD. Jaroslav Kalina, private medical doctor Santé, about the various forms of manifestations of the disease. The most accurate diagnostic methods currently include methods based on the identification of antibodies or genetic testing.

Diet is the only solution

The occurrence of this disease continues to increase, its manifestations are hidden and can appear after many years. No effective treatment exists, the only solution is a lifelong gluten-free diet. Permitted is corn, rice, soy, and specially prepared gluten free flour. "When you start a full gluten-free diet the subjective symptoms quickly subside, a significant change can be observed within one year from the start of the diet. In the active stage of the disease there may be trouble digesting dairy products, and it is therefore necessary to temporarily limit intake", says MD. Kalina.

According to experts, one person out of two hundred has celiac, but in reality the number is much higher since in many celiac patients not diagnosed. "The disease is most frequent in children, but can occur anytime during adulthood. The occurrence is worldwide, but with significant regional differences. In our Central European region the recorded number is one out of 200-300 births, but accurate data is sadly lacking," says MD. Kalina.

Gluten may not only harm digestion

Celiac disease, also called celiac sprue, is not the same as a gluten allergy. Some people react to the ingestion of gluten with sensitivity, but do not suffer from damage to the lining of the small intestine, which is typical for celiac disease. This is an extreme manifestation of gluten sensitivity. Allergies may be experienced through nausea, cramps, bloating or diarrhea, and also through fatigue or joint pain. With some cases of allergies small amounts of gluten may be tolerated, unlike with celiac disease, but to troubleshoot the problem you must also embark on a gluten-free diet.

A newly created term 'disease associated with gluten' (gluten-related disorder) does not necessarily involve digestion, but affects many other organs, including the brain. This Gluten ataxia has been recently described as a neurological disorder associated with the immune system, triggered by the intake of gluten by genetically susceptible patients. Typical symptoms include difficulties associated with the coordination of movement, for instance walking, frequent crashes, poor estimation of distances, blurred vision and tremors.

Being gluten-free can work

Products containing crops such as corn, rice, proso and other millet, buckwheat, quinoa (Chilean quinoa) cassava or amaranth can be

consumed by celiacs without fear. Other gluten-free crops commonly used in the kitchen include potatoes and soya. Gluten-free foods available in specialty stores, pharmacies, chain stores and drugstores. To prepare gluten-free food at home you can find gluten-free baking mix, usually made from corn, potato and rice flours and starches to look indistinguishable from unbleached flour. However, when baking gluten-free dough the bread cracks and crumbles. Achieving the perfect consistency is therefore the question of long-term experiments with gluten-free ingredients in which consulting a nearby homemade bakery may be helpful. ∞

We thank Santé for their cooperation in writing this text



Santé
 Želetavská Clinic, Building D
 Želetavská 9, Praha 4.
 Open: 7:00 a.m.–8:00 p.m.
www.sante.cz

DM DROGERIE AND MARANATHA SHOP OFFER A VARIETY OF GLUTEN FREE FOOD AND COMMODITY



Beware of hidden gluten

Wheat, which alongside rye and barley also contains gluten, is now found in a wide variety of foods. It can even be found in foods we would never suspect, for instance yogurt, butter and cream cheese spreads, sour cream, puddings, ice cream, ready meals, ketchup, sausages, canned meat, pies, syrups, products for preparing bouillon, soy and other vegetable 'meats', soft cheeses, flavored coffee and tea, powdered creamer, energy bars, mayonnaise, spices and many others. Surprising sources of gluten include shampoos, lipsticks, lip balms, vitamins and nutritional supplements or drugs.



dm drogerie
 FILADELFIE Building
 Open: Mon-Fri 8:00 a.m.–7:00 p.m.,
 Sat 8:00 a.m.–1:00 p.m.
www.dm-drogeriemarkt.cz



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www.obchodmaranatha.cz

Enjoy the beauty of winter in good health and wellbeing

Stay fit and healthy even throughout the winter. Right on BB Center premises you can refuel on much needed vitamins in their liquid or solid forms. Taste a healthy cocktail or energizing snack in a peaceful environment. Even this can be an important component of preventing illnesses.



UGO BAR: DRINK YOUR DAILY DOSE OF VITAMINS

In addition to other drinks, at UGO bar we will whip you up a tasty combination of orange, lemon and lime juice, flavored with spicy ginger. This drink will warm you up, in addition to being filled with vitamins. You must also try our daily soup. We offer a different gluten free soup every day, made from scratch from vegetables or legumes. You can find fresh vegetables even in UGO tortillas that can be eaten neatly on the go.



UGO fresh juice
 BETA Building
 Open: Mon-Fri 7:30 a.m.–6:30 p.m.
www.ugo.cz

KIINDI MODERN THAI RESTAURANT: WARM YOURSELF UP WITH RED CURRY AND CHICKEN MEAT

The owners of the Thai restaurant in Building G recommend eating seasonal vegetables throughout the winter to warm up the body. For instance ginger, pumpkin, carrots, peppers, fresh chili, garlic and herbs such as peppercorn, basil and all types of curry spices. Try their traditional recipe for a dish of red curry and chicken meat.

First we prepare the curry paste

Ingredients: 5 dried red chili peppers, 1 teaspoon chopped galangal (Thai traditional spice), 1 tablespoon finely chopped lemon grass, 1/2 teaspoon finely chopped kaffir lime peel (a type of lime), 1 tablespoon finely chopped coriander root, 2 tablespoons coarsely chopped shallots, 3 tablespoons coarsely chopped garlic, 1 teaspoon shrimp paste, 1/2 teaspoon pepper grains, 1 teaspoon salt.

Directions:

Remove the seeds from the dried chili peppers, cut the peppers into pieces and soak them in water until soft. Wring dry. Grind the salt, galangal, lemon grass, kaffir lime zest, coriander root and pepper into a fine paste. Add shallots and garlic to the mixture, mix everything to make it smooth, add shrimp paste, and mix again into a fine paste. Now you are prepared to make the curry.

Red curry with chicken, pumpkin and carrots (for 3–4 persons)

Ingredients: 2 cups of pumpkin and carrots chopped into pieces, 8 pieces of chicken or tofu, 2 cups coconut milk, 1/4 cup red curry paste (recipe above), 2 tablespoons vegetable oil, 2 tablespoons palm sugar, 3 teaspoons fish sauce, 2–3 leaves chopped kaffir lime leaves, red chili peppers to taste (perhaps 2) – cut into long slices.

Directions:

Stir-fry curry paste in oil on a skillet until fragrant. Add the chicken or tofu and season with the fish sauce and palm sugar. Add coconut milk to the meat or tofu and bring to a boil. Add the pumpkin and carrots, mix well. Garnish with lime leaves and sliced chili peppers. Serve in bowls.



Thai restaurant Kiindi
 Building G
 Open: Mon-Fri 11:00 a.m.–11:00 p.m., Sat-Sun 5:00 p.m.–11:00 p.m.
www.kiindi.cz
 Tel.: +420 721 588 888



FRUITISIMO: DISCOVER THE ACAI BERRY

In Fruitissimo ward off a cold with the ACAI VITALITY drink, prepared from two oranges, one and a half grapefruits, half a lemon, ginger, acai, blueberries and raspberries. The resulting cocktail is rich in vitamins A, B1, C, and K, as well as calcium, potassium, phosphorus, and antioxidants.

Fruitissimo.

Fruitissimo Fresh bar
FILADELFIE Building
Open: Mon-Fri 8:00 a.m.–6:00 p.m.
www.fruitissimo.cz

What is acai?

The beneficial effects of the acai berry, which is a distant relative of blueberries and raspberries, have been well known for centuries. The small black-purple berries contain vitamins A, B1, B2, B3, C and E, as well as fiber and minerals (especially potassium, copper and manganese). The fruit is rich in antioxidants which help reduce the harmful effects of free radicals and unsaturated fatty acids thriving in the heart, blood vessels and nervous system.



PHARMACY TIPS: NATURAL PREVENTION

Homeopathic product Oscillocoquinum is administered not only for cases of influenza, but also for influenza prevention. The sooner it is administered, the more effective it is. It is advised to take 1 dose as soon as possible at the first sign of symptoms, and continue with 1 to 3 doses daily for a period of one to three days. In the case of developed influenza, 1 dose should be administered in the morning and 1 in the evening for a period of one to three days. The entire content should be allowed to dissolve under the tongue or in a little water at the time of consumption. It is necessary to wait at least 15 minutes after the consumption of food and beverages before taking the dosage.

Dietary supplements in the form of Immunity Echinacea drops increase the body's resistance due to root of Echinacea purpurea extract, which has been used for treatment since ancient times by the old Indian culture. Echinacea purpurea, Czech coneflower, also known as rudbeckia, is among the best known medicinal plants.

100% pure product with no additives and high fiber TEREZIA100 OYSTER MUSHROOM contains a complex of natural substances necessary for proper functioning of the body. The effect of the oyster mushroom is magnified by the presence of sea-buckthorn oil, which is a rich source of biologically active substances.



Pharmacy BENU
Residence BB Centrum
Open: Mon-Fri 8:00 a.m.–6:00 p.m.
www.lekarna-bbc.cz



EXPRESS DELI: IN THE WINTER LEADS THE RED BELL PEPPER

In winter months it is necessary to regularly supplement yourself with vitamins, minerals and fiber, preferably in their natural form. Fresh salad with red peppers, which has more vitamin C than oranges, and cucumber and tomatoes in combination with cheese offer the ideal balance of vitamins, minerals, fiber, carbohydrates and proteins. Enjoy the popular Balkan or Chèvre salad and a selection of homemade soups at EXPRESS SANDWICH.



Express Sandwich
FILADELFIE Building
Open: Mon-Thurs 9:00 a.m.–4:00 p.m., Fri 9:00 a.m.–1:00 p.m.
www.sandwich.cz
www.expressdeli.cz

I'm not lazy, I'm procrastinating...

○ Although there is an unfinished important report still lying on your desk since morning, you decide that today you need to reorganize your desk drawers. When everything is ready, it is time to sharpen your pencils, read your emails and the latest news on Facebook. It is evening. Come to think of it, you have done a lot of work today. Of course, the report is still left unfinished in its place. Is this situation familiar to you? Perhaps the procrastination phenomenon also applies to you.

What you can do today, do today

The term procrastination comes from the Latin word 'procrastinare', which is a combination of the word 'pro' (meaning moving forward) and 'crastinus' (tomorrow). So it can be translated as 'postponing things for later'. We have all had the experience of postponing responsibilities, but not everyone is a procrastinator. We speak of procrastination not merely as a question of reluctance to take on responsibilities, but their pathological postponement. We procrastinate when we know that we should take on a certain activity and complete a task within a specific time frame corresponding to our abilities and possibilities, and instead we look for other activities to do that take us away from completing the task.

An idler is lazy, a procrastinator suffers

The result of the work of a procrastinator and idler is the same - work unfinished or not started at all. But this is not the same. The difference between laziness and procrastination lies in intention. An idler postpones responsibilities and is completely happy with his situation. On the other hand, a procrastinator is worried that he is unable to start and make progress. He knows that he should, but his brain prevents him doing so. This results in inner conflict and in a sense of failure and even depression.

The biggest "delayers" are creative people

What does a typical procrastinator look like? This mostly concerns mentally working, creative and intelligent individuals who are able to create and defend their own calculated excuses of why a task has to be postponed. Procrastination normally develops at a time of young adulthood, at about twenty years of age, and it is not a surprising fact that the highest numbers in this respect are found among university students where estimates exceed even 50%.

Start fighting procrastination today:

- **Become focused**

Try to become aware of the moment when you begin losing focus on your work and try to overcome it. Get rid of everything that is distracting you from your work. Disconnect from the internet if you do not need it for your work.

- **Become motivated**

Write down notes about what you need to do during the day and place them in a visible spot or enter them in an electronic diary. Gradually tick off the completed items and assess whether you have managed to meet your tasks at the end of the day. Decide that if you do not meet a certain task, deny yourself one of the pleasant activities such as browsing Facebook, having coffee or a piece of chocolate.

- **Become organised**

Plan out the work in individual tiny steps to reach your goal. Decide which task you will begin the day with and resolve to do it first thing. Do not distinguish between small and big problems. Deal even with minor things as though they are important. Learn to calculate how much time you will need to meet the task and set yourself realistic goals. ○○



The deeper context of procrastination is explained by members of NeuroLeadership Group Central Europe, based at BB Centrum in Building D – leading Czech coach and facilitator Dr. Vladimír Tuka, RPCC, PCC (ICF), and smart manager, instructor, psychologist and coach Mgr. Monika Nevolová.



Dr. Vladimír Tuka, RPCC, PCC (ICF)



Mgr. Monika Nevolová

By postponing our responsibilities we get stressed out, but this has a positive and motivating effect on some people. So isn't procrastination in this respect actually positive?

Vladimír Tuka: To a certain extent procrastination in itself is highly beneficial to our brain, because it allows it to “run free wheel” and sort the stored information over the course of time. However, when we exaggerate and use to excess what is beneficial to us, it has a tendency to become useless, because this “free wheel” simply overpowers us. So procrastination becomes an ordinary habit of postponing what we can already have long since finished.

Monika Nevolová: We can also talk of a certain degree of positive stress which energizes many of us when the deadline approaches. Unfortunately, regular procrastination often applies to goals and activities that do not always have set urgent deadlines. We know that it would benefit us, but it is not urgent so we fall into the trap of delaying things because our motivation is not strong enough. It is important to build a healthy habit of fighting power which will not allow us to fall back into the trap of postponing the next task that awaits us and to wait for the deadline.

How to distinguish procrastination from more serious mental disorders?

Monika Nevolová: If procrastination is becoming a pathological habit and the individual is often incapable of almost any activity, it is problematical for him to even get out of bed, and become apathetic and indifferent it is probably no longer a classic case of procrastination, but a depressive condition that requires expert treatment. Equally pathological apathy and postponement of activity can arise from a traumatic experience, not coming to terms with a serious loss or grief.

How to proceed if procrastination becomes chronic?

Vladimír Tuka: We need to work towards changing the habit in the case of habitual to pathological or chronic procrastination. For example, to monitor and distinguish when and how the habit is triggered then consider and find substitute behaviour that will replace this habit and then devote sufficient attention for an adequate length of time and so intensively that the new beneficial habit can replace the old.

The mobile application **Procraster** can help you fight against procrastination – you can read more on page 32.



ABOUT NEUROLEADERSHIP GROUP CENTRAL EUROPE

NeuroLeadership is a field of study linking together the knowledge of neuroscience and areas of the development of leadership, management training, change of management, advice and coaching. The concept of NeuroLeadership was created by Dr. David Rock in 2006 for describing the area of neuroscience designed to help all types of individuals and organizations to meet their potential. The company has been operating in the Czech Republic since 2008 under the management of Dr. Vladimír Tuka. In the NLG programmes people can be transformed into true leaders. This is an honest and proven route already taken by more than twelve thousand managers and coaches in 24 countries.



NeuroLeadership Group s. r. o.
Building D
www.neuroleadership.cz

Cultural tips

Film



From the film
Jimmy's Hall

What? Jimmy's Hall (UK, Ireland, France)

When? Premiere 5 February 2015

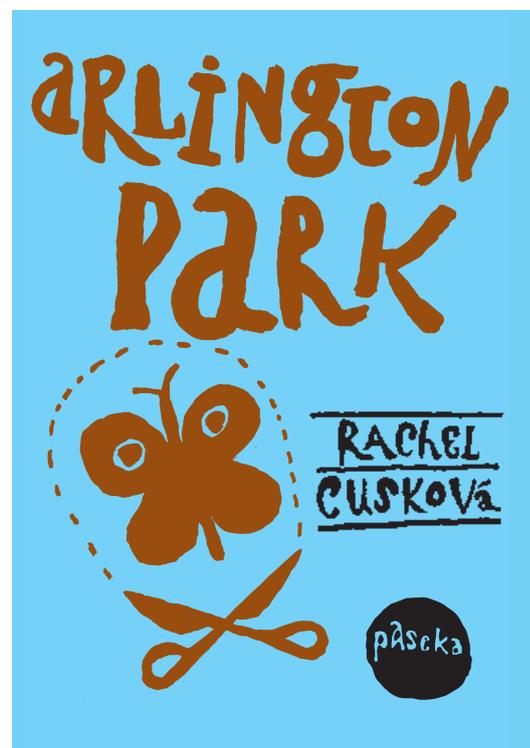
Before the outbreak of the Irish Civil War, dedicated and courageous activist Jimmy Gralton opened a dance hall in rural Ireland where people could learn, have fun, discuss, do sports and above all dance. The popularity of Jimmy's Hall grew and gradually it became a place of revolutionary ideas, development of talent, freedom and the fulfilment of dreams. Unfortunately, its free-thinking reputation attracted the attention of the state and the church, forcing Jimmy to flee the country and close the famous dance hall. After ten years of constant travel, Jimmy returns to his native Ireland where he again clashes with poverty, limitation of personal freedom and culture. With the support of his first love, he decides to reopen the famous dance hall and again give the people the hope to dream. The film Jimmy's Hall was nominated in 2014 for the Golden Palm at the Cannes International Film Festival.

Book

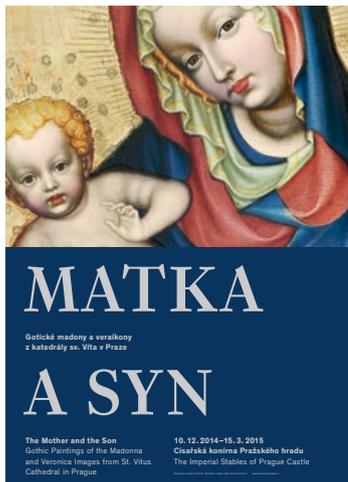
What? Rachel Cusk: Arlington Park (Paseka)

When? Released on 23 February 2015

The bitter humorous novel of leading contemporary English novelist and writer is the chronicle of one rainy weekday in the life of five young well situated mothers living with their families in suburban London. Juliet, frustrated by the male domination in family life, Amanda, warding off tormenting ideas about death with housework, Solly, surprised by the spontaneous femininity of her Italian lodger, Maisie, depressed by the brutality of the modern world, and Catherine, attempting to come to terms with the challenges of the upper middle class which she has married into, are all an integral part of their families and the world they live in. However, they cannot help but notice an internal void and subconsciously yearn to preserve at least part of their former independence. Married life, domestic and child concerns, shopping and visits have become an obligation for the heroines. The ordinary everyday life and typical battles of the sexes are masterfully described by Cusk with not only humour but also with merciless poignancy.



Exhibition Theatre



What? Exhibition Mother and Son, Gothic Madonnas and Veil of Veronica icons at St. Vitus Cathedral

When? 10 December 2014 - 15 March 2015

Where? Imperial Stables, Second Courtyard of Prague Castle, Prague 1

The exhibition presents a unique world collection of Saint Luke Madonnas and 'made without hand' (acheiropoieta) true portraits of Christ which were made in the 14th century for St. Vitus Cathedral. There are also further paintings and statues of the Virgin Mary and Christ that have survived in or outside the cathedral. The collection comes with related artefacts, above all reliquaries which played an important role in the spiritual life of the people during the reign of Charles IV.

More at: www.kulturanahrade.cz.

What? Vím, že víš, že vím

When? Premiere 7 March 2015

Where? ABC Theatre, Vodičkova 28 (arcade U Nováků), Prague 1

Before being adapted for the theatre the originally successful film was a light comedy with a serious twist. What happens when a man begins to look at his life with the eyes of others? In the beginning it is a mere error. A private detective mixes up the person he is to watch and instead of the wife of a prominent politician he begins to watch a totally ordinary family. What is concealed beneath the lid of apparently ordinary weekdays of an ordinary middle-aged married couple? There are many little secrets that result in misunderstanding and mutual alienation. You will see Michal Dlouhý and Simona Stašová in the main roles.

More at: www.mestskadivadlaprazska.cz.



Music



Photo: ČTK

What? Concert of the band Queen with Adam Lambert

When? 17 February 2015

Where? O2 Arena, Českomoravská 2345/17, Prague 9

The legendary band Queen will perform at Prague's O2 Arena on 17 February as part of the band's world tour. In place of Freddie Mercury, Adam Lambert will take on the role of singer who began performing with Queen in 2012. Guitarist Brian May, drummer Roger Taylor and Adam Lambert return to Europe two years after the last, shorter tour. They will appear in 21 concerts in 10 European countries. The tour starts in Great Britain and apart from the Czech Republic, they will visit France, the Netherlands, Austria, Belgium, Italy, Denmark and Switzerland.

More at: www.o2arena.cz.

Photo: Městská divadla pražská

Person versus icon

○ It is barely possible to imagine a smart phone today without a single app. They plan our work weeks, show what awaits us tomorrow, reserve tables for us at restaurants and reveal where there is yet another detour on the highway. Various colored icons control our phones and their developers know very well why. Their inventions are not only able to solve practically all of our problems and answer all our questions, but there is also one more reason.

Apps are a very profitable business. Experts predict that by 2017 the number of downloaded applications will reach an incredible 268 billion and that sale profits will reach 77 billion dollars. The mobile app industry has one of the fastest growing business potentials. ∞



USEFUL MOBILE APPS



Procraster

Rushing into battle against chronic procrastination is this app, which differs from other job schedulers mainly in the way it assesses the time it will take to complete each work task so that the user finishes as efficiently as possible. The app can distinguish between the most common difficulties of the worker – for instance, if the task is too complex for users, not knowing where to start with it, or fulfilling the precise requirements. Procraster divides tasks into smaller components so that the user can view the effectiveness of each steps completion. The app recognizes the character of the task by the information entered by the user and also by the user's answers to the given questions. Based on this, the app motivates users to meet the first of the subtasks, so that the project in its entirety does not scare or stress them out and cause them to postpone it.



Tabata Pro – Tabata Timer

One of the latest most trendy physical activities – Tabata interval training – has already earned its own application. It is especially useful because it is very important during the Tabata workout to time the exercise phases: the preparation, the training itself and the resting phase. With three programmable timers and a user selection option for both the number of individual cycles and their duration, this app is suited for Tabata workouts using any exercise tool. Through the app it is possible to play your favorite music while exercising even with automatic start. Audio signals inform you of the beginning and end of each exercise phase.



Family Locator – GPS Tracker

Knowing the current actions and whereabouts of our loved ones, their location and whether or not they may be in trouble is made possible by this interesting app. Family Locator acts as a miniature social network, whose only participants are family members or your closest friends. For instance, thanks to this app you can find out if a child arrived safely at school or if they are somewhere they should not be. For this there exists a simple setting showing 'safe' and 'danger' zones. The Family Locator knows how to find a lost phone, provides free texting communication between users, and can show the whereabouts of the children for the preceding week, allowing guardians to keep tabs on them. The app provides even more services for an additional cost.

PUBLIC PARKING AT BB CENTRUM

PUBLIC PARKING

- 1
P
Public paid attended parking (Za Brumlovkou St.)
Capacity: 117 parking places
- 2
P
Public paid attended parking (Vyskočilova St.)
Capacity: 40 parking places
- 3
P
Public underground parking (Brumlovka Building)
Capacity: 59 parking places
- 4
P
Public underground parking (FILADELFIE Building)
Capacity: 102 parking places
- 5
P
Public paid attended parking (Želetavská St.)
Capacity: 36 parking places
- 6
P
Public underground parking (Building G)
Capacity: 16 parking places

All parking lots
are open
24 hours
a day

LONG – TERM PARKING FOR RENT

- 3
Brumlovka Building
Capacity: 30 parking places
- 4
FILADELFIE Building
Capacity: 100 parking places
- 7
Residential Park Baarova
Capacity: 96 parking places

CONTACT 724 607 209

P **Aboveground parking: CZK 40 per hour***
(weekdays 7:30 -19:00, free of charge outside these hours)
*First 15 minutes free at aboveground parking lots

P **Underground parking: CZK 40 per hour**



SHOPS AND SERVICES AT BB CENTRUM

RESTAURANTS

- 1 Ristorante Pizzeria Grosseto
- 2 Express Sandwich
- 3 Baifu – Running Sushi
- 4 Vegetarian Restaurant Maranatha
- 5 Mango – Chinese restaurant
- 6 Merett – canteen
- 7 Salad etc.
- 8 Aramark – canteen
- 9 GTH – canteen
- 10 GTH – canteen
- 11 Kiindi – Thai restaurant

CAFÉS

- 1 OFFICE CAFÉ
- 2 Café O₂
- 3 CUPUCINO
- 4 UGO – fresh bar
- 5 Fruitissimo – fresh bar
- 6 COSTA COFFEE
- 7 Confectioner's Hájek & Hájková
- 8 Wineport VinoVinoVino
- 9 SOMMELLERIE – wineshop

SHOPS

- 1 INTERIÉR ČÁP – kitchen studio
- 2 Louis Purple
- 3 dm drogerie
- 4 albert – supermarket
- 5 Florist Romantika
- 6 JK Jitka Kudlackova Jewels
- 7 Sport RESORT - shop
- 8 albert – supermarket
- 9 O2 Store
- 10 TEĎ&HNED – newsstand, gifts
- 11 MARANATHA – healthy nutrition
- 12 DON PEALO – newsstand
- 13 NIVOSPORT - shop
- 14 BIANCO & ROSSO – Italian delicacies
- 15 GolfProfi Store Praha
- 16 RUNPREMIO
- 17 Florist Romantika

SERVICES

- 1 Automyčka Brumlovka – hand car wash
- 2 BOMTON – hair and beauty centre
- 3 Dry cleaning and laundry
- 4 Radka Chválová Nail Studio
- 5 Kid's Corner
- 6 Čedok – travel agency

BANKING

- 1 Česká spořitelna
 - 2 Česká pošta
 - 3 UniCredit Bank – branch
 - 4 GE Money Bank – branch
- Cashpoint**
 FILADELFIE Building (UniCredit Bank)
 Building B (GE Money Bank)
 Brumlovka Building (Česká spořitelna)

SPORT / RELAXATION

- 1 Balance Club Brumlovka – exclusive fitness and wellness
- 2 Baar park
- 3 Playground
- 4 Multipurpose playground
- 5 Tennis courts
- 6 Park Brumlovka

HEALTH SERVICES

- 1 Novus Optik
- 2 Urosanté – andrological and urological centre
- 3 Pharmacy BENU
- 4 SANTÉ – dentist, ophthalmologist, internist
- 5 Denis Krupka MD – dentist and hygienist

EDUCATION

- 1 Christian Nursery School Elijaš
- 2 Primary School Elijaš
- 3 Christian Family Centre Samuel – babysitting
- 4 Bethany Community Centre
- 5 Morning devotionals





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