

CONTENTS

- 6 Hortensia Völckers
Foreword
- 8 Katrin Klingan and Kerstin Gust
Preface
- 15 Bas Princen
Zlín 2009
- 18 Zdeněk Pokluda
An Outline of the History of Baťa and Zlín in Dates
- 19 Mariusz Szczygieł
Not a Step Without Baťa
- 23 Martina Kudláček
Zlín Views, 2009
- 40 **A FACTORY IN GARDENS**
- 41 Dagmar Nová
They Were Ahead of Their Time
- 53 Vladimír Šlapeta
The Baťa Legacy: The Realization of a Utopia
- 68 Ivan Bergmann and Ladislav Pastrnek
Building No 21: Redeveloping and Revitalizing an Icon
- 75 Rostislav Švácha
Tomáš Baťa and the Destruction of Old Zlín
- 90 Ladislava Horňáková, Zdeněk Chládek
The Urban Development of Zlín and Urban Planning, 1918-2009
- 104 **LIFE IN A UTOPIA**
- 105 Annett Steinführer
Uncharted Zlín: The Forgotten Lifeworlds of the Baťa City
- 117 Ladislava Horňáková
Baťa Satellite Towns Around the World
- 137 Jaroslav Rudiš in conversation with Svatopluk Jabůrek
It Was Extremely Modern and Nice
- 142 Joan James
Memories of Life at British Bata
- 146 Nina Pope
Bata-ville: We Are not Afraid of the Future
- 156 **OBSOLESCENCE AND ORDER**
- 157 Daniel M. Abramson
Obsolescence and the Fate of Zlín

172	Petr Všeťka	Baťa's Grid between Restoration and Transformation
188	MODERNISM IS HEALTHY	
189	Petr Hlaváček	Shoe Fetishism: From Baťa's Optimization of Shoe Production to Orthopaedics
192	Miroslava Štýbrová	Shoe Collection from Baťa and Svit
196	Andrea Scholtz	Industrial Design from the Spirit of Sculpture
202	A COMPANY TOWN ORGANIZED BY MEDIA	
203	Petr Szczepanik	The Aesthetics of Rationalization: The Media Network in the Baťa Company and the Town of Zlín
216	Jiří Novotný	From Commercials to Children's Animation: A Glimpse into the History of the Zlín Film Studios
224	REVISITING THE FUNCTIONAL CITY	
225	Karin Wilhelm	'The Earth, a Good Domicile': Ambivalences of the Modern City
238	Jitka Ressořá	Materialized Utopia: Domestic Living Culture in Zlín
243	Lucie Galčanová and Barbora Vacková	Changes in Housing Culture in Zlín
248	Regina Bittner	Elevator Effect Urbanity
260	Adam Gebrian and Igor Kovačević	A Future Zlín
274	Ladislava Horňáková	Afterword: A Utopia Made Real
277	Rostislav Koryčánek	Afterword: Challenge as Remedy
282	Documentation from the Symposium	'A Utopia of Modernity : Zlín', 19-23 May 2009
292	Short Biographies	
298	Acknowledgements	
300	Picture Credits	
303	Imprint	