

# UNES-CO

Kateřina Ťedá

*The catalogue is published in conjunction with Kateřina Ťedá's UNES-CO project, which is representing the Czech Republic at the 16th International Architecture Exhibition in Venice.*

*The depopulation of historic city centers and the local residents' relocation to the outskirts is one negative effect of increasing tourism, and Český Krumlov and Venice have not remained untouched by it. Artist Kateřina Ťedá's fictitious UNES-CO company tries to reverse this trend by gradually "warming up" city centers with human life.*

*In Český Krumlov, "normal" residents will return to the historic city center, where they will live in several houses and apartments for a period of three months (1 June – 31 August), performing activities that are commonplace elsewhere. To this end, the UNES-CO company will not only offer them accommodations, but most importantly will also pay them a wage for carrying out NORMAL LIFE in the city center.*

*The seat of the UNES-CO company will be in the Czech and Slovak Pavilion in Venice. At the company's reception desk, visitors will be able to leaf through catalogues offering normal activities and watch a broadcast from Český Krumlov, where a test-run of this "warming-up" of the streets will take place. The aim of the project is not only to draw attention to this phenomenon, but above all to produce specific solutions for such affected areas.*

**The UNES-CO project's catalogue has been conceived as a presentation of this new company and as an interim report on its activities. In the introductory chapters, Ťedá makes a clear reference to the cultural heritage of UNESCO through the use of visually similar materials and logos in order to emphasize the direct relationship between the two organizations. The "list of endangered activities in the centers of UNESCO cities" offers an overview of activities that are slowly disappearing from historic city centers.**

**The catalogue's other chapters explore the subject of tourism in general through newspaper articles and interviews with people in Český Krumlov. Local residents' viewpoints and interviews with selected local personalities show that normal life has been slowly disappearing from the center of this tourist destination and that none of the locals have an effective approach to curing the city's ills. In the rest of the publication, UNES-CO presents its unusual employment opportunity for locals – and also for families, couples, and individuals from other towns. The catalogue includes letters of motivation from applicants for these job openings, plus media reports and the public response to the project – both on social networks and among locals.**

**Another section of the catalogue features texts by invited experts such as the director of Finland's IHME festival Paula Toppila, Czech curator Pavlína Morganová, and Vilém Ťvec of the National Heritage Institute.**



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Dimensions: 190 x 250 mm  
Number of pages: 228  
Print run: 1,000 copies

English

Publisher:  
**Kateřina Ťedá, Střelnice 41,  
Brno-Líšeň, Czech Republic**

Tiskárna: Quatro print a.s., Brno

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ISBN 978-80-907123-1-7

EVERYDAY LIFE

- Family life
- Going to work and school
- Pushing a baby carriage through the city center
- Going shopping
- Driving down the streets in a private automobile
- Partly washing/rinsing a car
- Taking out the trash
- Walking pets
- Watering
- Watering flowers in the windows / planting flowers in front of the house
- Hanging laundry
- Hanging laundry from the windows
- Washing the windows
- Washing a car
- Beating carpets
- Moving furniture
- Riding a bike / scooter / roller skates
- Airing barbecue from the windows
- Window decorations
- Walking in home clothes
- Painting the house / gutters / railing / benches
- Transporting fertilizer / food in a wheelbarrow
- Carrying a ladder
- Washing laundry in the river
- Hurrying across town
- Home repair

HURRY AND GAMING

- Running
- Exercising
- Dancing
- Having a picnic
- Barbecuing
- Swimming in the river
- Swinging on a swing, climbing a jungle gym
- Looking for information in town - scavenger hunt
- Guided tour of town by locals
- Climbing trees
- Scope in the streets
- Dodgeball and other ball games in the park
- Badminton
- Organized night watering
- Foraging the river
- Refueling power tools
- Hide and seek
- Treasure hunt
- Board games / chess
- Roasting sausages
- Building dens out of stones
- Fishing
- Toasting balloons back and forth
- Jungo meal / besopoch
- Jumping into the river
- Building huts
- Leading horses down to the river
- Night coding ("fest of courage")
- Home-er drawing
- Tag
- Wind vents built
- What is the Time, Mr. Fox?
- Red Light, Green Light
- Cardboard houses
- Making flower wreaths
- Sliding games (eg., cat's cradle)
- Conversations of senior citizens

SERVICES

- Grocery store
- Drug store
- Pharmacy
- Outfitting store
- Toy store
- Flax and reeds
- Dry cleaners
- Fruit and vegetable shop
- Fabric and sewing needs
- Watch repair
- Hardware store
- Buffet-style diner
- Discounts for friends and acquaintances
- Looking only / table at restaurant
- Palm-reading / card-reading by a fortune-teller in the street
- Sale of home products
- Farmers' market
- Flax market
- Transporting locals across the river by raft

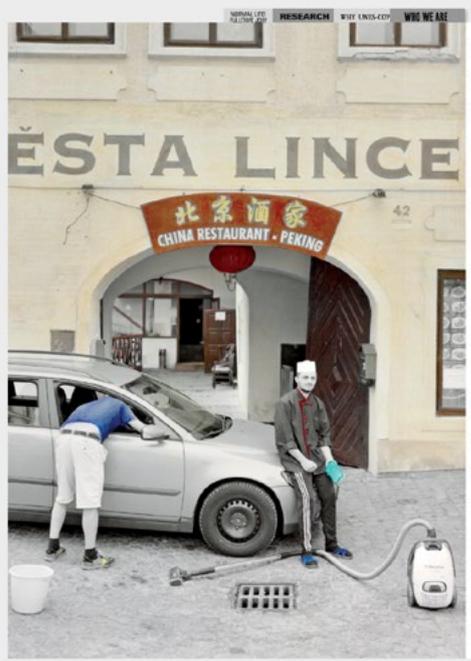
REST AND RELAXATION

- Hanging around
- Lounging
- Staring oneself
- Sitting into space
- Looking out the window
- Sleeping, dozing
- Staring / chatting on the corner
- Watching the sky
- Walking through the center
- Reading the newspaper / a book on a bench
- Photographing over a beer
- Sitting on a bench
- Sitting on a chair in front of the house
- Slipping stones on the water
- Singing / whistling

EXOTIC ACTIVITIES

- Free treats for locals
- Turning on / dimming the street lighting
- Turning off the cattle lighting
- School group photo in the city center
- Group photo of locals
- Public reading of news (town order)
- Sleeping on the square
- Playing a card on the square
- Czech lessons for tourists
- "Urban Gallery" - taking over a billboard for locals' ads
- Placing sculptures around town
- Pushing cobblestones
- Resolving life in the middle or nonexistence
- Making pizza together at a local pizza parlor
- Open house at the rotating stage
- Open house at the school of art and music
- Group cooking with foreign residents of town
- Putting together an informal cultural information program and delivering it around town
- Town hall meeting held as part of an event on the square / in a park / outdoors
- Photo club for taking analog photographs and developing them (taking pictures of the things tourists do)
- Drawing other people around like a brand new environment to look like (e.g., a new tower at Krumlov Castle)
- Bus tour
- Putting inner tubes from a tractor across town
- Cleaning the bridges
- Joint sewing / mending of socks
- Putting a message on the square with a "solid zone"
- Group dog walking without a leash
- Putting up posters / distributing flyers
- Night outdoor

Do you have any other tips? Write them down.



# UNES-CO JOBS AVAILABLE

FULL-TIME NORMAL LIFE

A job opportunity for all inhabitants of the Czech Republic  
UNES-CO offers full-time positions for families

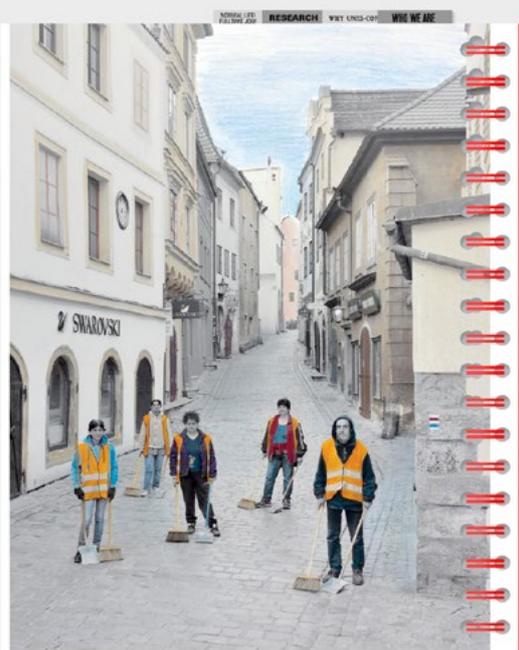
We are looking for parents with children who would like to spend 1-3 months during the tourist season (June-August 2019) working on the historic streets of Český Krumlov. The work entails VISIBLY ENGAGING IN NORMAL LIFE and regularly performing activities related to this objective (family life, sitting on a chair in front of your home, hanging laundry, playing games, looking out the window, fixing your car, handwork, etc.)

Job description: NORMAL LIFE

We are looking for: a positive attitude, reliability, practical experience, flexible working hours, a pleasant working environment, and accommodations in the city center.

Salary: Hourly wages and free housing.

← UNES-CO ENDANGERED ACTIVITY



# EMPLOYMENT RULES

OBIGATIONS OF THE EMPLOYEE

The employee is obligated, among other things:

- to remain at the work location in Český Krumlov for the entire time.
- to observe working hours, i.e., the starting and ending times of shifts assigned by the employer.
- to conscientiously and visibly engage in normal life and all associated activities, and to work in cooperation with the other employees.
- by his or her actions to prevent the extinction of endangered types of activities on the UNES-CO list.
- to use suitable working attire characteristic of the specific activity of normal life (sports, social activities, everyday activities...); the use of unsuitable or careless attire does not conform to the working conditions of the UNES-CO company.
- to follow all established working methods in his or her work, and to use standard working implements.
- to consume alcoholic beverages and other addictive substances only as a working aid associated with the particular normal-life activity (e.g., birthday celebration, wedding, rest and relaxation...).
- to participate in work-related trips and training sessions organized by the employer.
- during breaks, to engage in activities other than normal-life activities; upon agreement with the employer, to be available for and realize steady duty.
- to make proper use of the tools entrusted to him or her by the employer, to guard and protect this employer's property against damage, loss, destruction, or misuse, and not to act in contradiction to the employer's rightful interests.
- to follow basic work safety principles, and to immediately and without delay inform the employer of any workplace defects or work-related injuries to him/herself or another employee.

OBIGATIONS OF THE EMPLOYER

The employer is obligated, among other things:

- to motivate the employee to protect endangered types of activities.
- to provide the employee with the proper working conditions and agreed-upon working implements, and to ensure health and safety protection at work.
- to pay the employee a salary for the work performed - i.e., for visibly engaging in normal life.
- to not allow the employee, during working hours, to engage in activities other than normal-life activities, and to ensure that the employee does not engage in work whose level of difficulty is not commensurate to the employee's abilities and/or state of health; to ensure that employees receive first aid.

**a town of historical heritage** – 300 protected buildings in the historical centre designated as a UNESCO World Heritage Site, the second largest castle complex in the Czech Republic, and the oldest Baroque theatre in the world

**a town of art and culture** – Egon Schiele Art Centrum, International Art Gallery, 7 museums and 4 galleries, many art shops, 5 music festivals, theatre festivals, a revolving auditorium

**a town of many experiences** – medieval festivals, beer tasting in the local brewery, historical wooden rafting along the Vltava river, night city tours and culinary specialities to enjoy

**a town for meetings and incentives** – meeting halls, 5\* and 4\* hotels, exclusive historical spaces, castle garden, sports and historical games, culinary experiences

**a town surrounded by nature** – Hilly, green countryside perfect for hiking, biking, horseback riding, golfing, rafting and canoeing. The Lipno Dam and protected forests of Blanský les and the Šumava National Park are all within easy reach.



RESEARCH WHY UNIS-DO? WHO WE ARE

NORMAL LIFE: RELATIVE LOW #It do it for free! ALKS INSTEAD! EXPERTS ACKNOWLEDGEMENT

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**First Venice and Barcelona. Now Anti-Tourism Marches Spread across Europe**

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**The Venice Effect: Destination Cities Imperiled by Mass Tourism**

EXPERTS SIDEWALKS INSTEAD! NORMAL LIFE: FULLTIME JOB RESEARCH WHY UNIS-DO? WHO WE ARE

ACKNOWLEDGEMENT

# WHAT DO THE EXPERTS SAY?

