

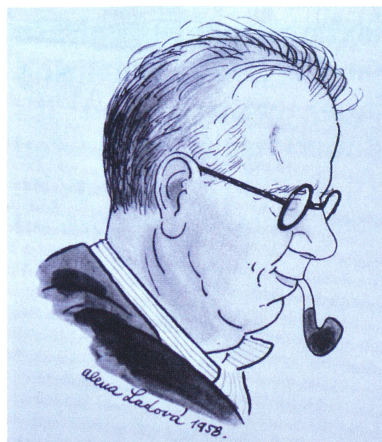


VISIT THE JOSEF LADA COUNTRY



LADŮV KRAJ

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Josef Lada is undoubtedly one of the most celebrated painters and illustrators in Czech history. He is renowned for his depictions of a typical Czech countryside scene in his unique, instantly recognizable style. 🌸

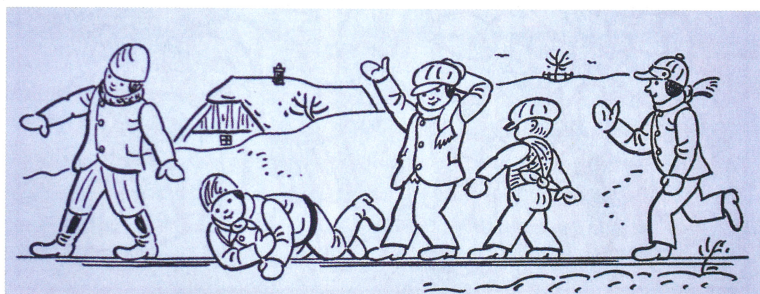




Lada's drawings are an inseparable part of every Czech's childhood. They accompany children on the journey to learning the alphabet with their first illustrated books, and also help the little rascals to fall asleep listening to his fairy tales, accompanied by his illustrations of talking animals, cute monsters, traditional Czech watersprites ("vodník" or "hastroman"), a "čert" (a horned, devil-like character) as well as common village folk. 🌸



His books are full of village children and children's games. The fairytale world in Lada's books is inspired by his own childhood's idealized view of the local villages. Furthermore, Lada's "Lost World of Childhood" lives on and has become a traditional part of Czech identity through his art. 🌸





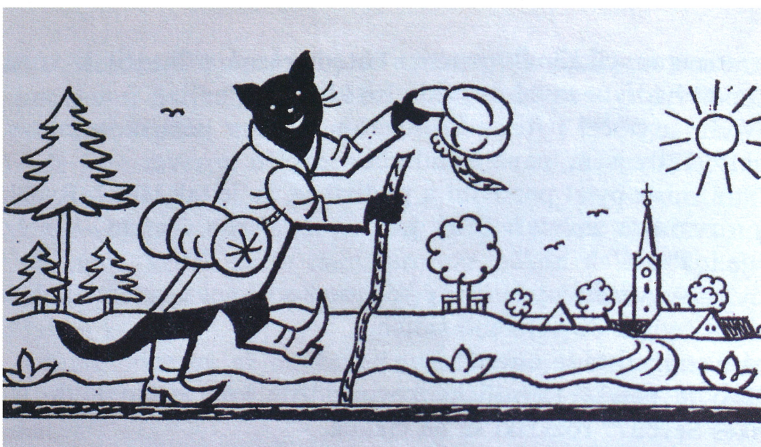
A typical Czech Christmas would be very different today without what we know as “Lada’s Winter”. His winter landscape drawings traditionally decorate Czech calendars, postcards and nativity scenes. 🌸



When talking of Czechs, many foreigners picture a jolly, chubby fellow with a glass of beer in his hand. And that is exactly how Josef Lada depicted “Svejk” in his illustrations of Jaroslav Hasek’s novel “The Good Soldier Svejk”. By coincidence, these two exceptional people crossed paths. They even rented an apartment in Prague together and their ‘crawling’ through Prague’s public houses has become legendary, but not always praiseworthy. 🌸



The world of Lada's childhood was brought to life by his genius writing and drawing, idealizing not only his native village, Hrusice, and its surroundings, but his childhood itself. He showed his memories through art, but in the way he himself wanted to remember them. Aren't we all guilty of that sometimes? 



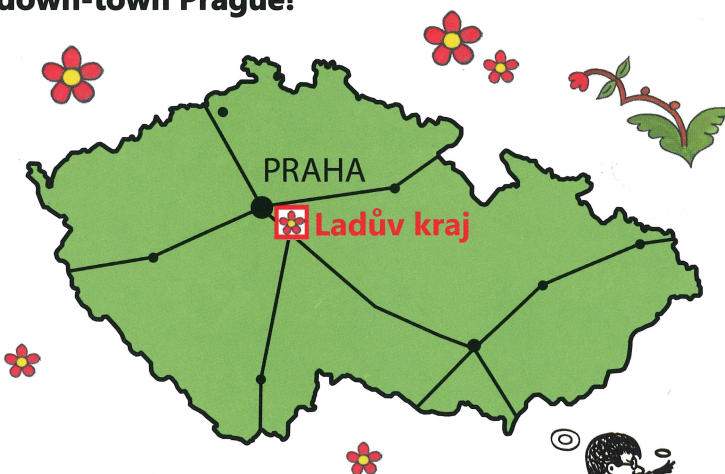
In his book "The Chronicle of My Life", Lada says, "That piece of land between Hrusice and Prague, that marvellous region, it's been my paradise and inspiration all my life."



Do not hesitate to take us up on our invitation to Lada's dreamy land!



Visit the hilly countryside full of forests, meadows, pastures and ponds where you'll quickly forget that you are only 30 minutes away from down-town Prague!



LADŮV KRAJ

