

UNES-CO

Kateřina Šedá

Katalog vychází jako součást projektu Kateřiny Šedé UNES-CO, kterým prezentuje Českou republiku na 16. bienále architektury v Benátkách.

Vylidňování historických center měst a stěhování obyvatel do jejich okrajových částí – i to je jeden z negativních projevů narůstajícího turismu. Mezi taková města patří i Český Krumlov a italské Benátky. Zvrátit tento trend se postupným „znovuzateplováním“ center pokusí fiktivní firma UNES-CO, kterou založila umělkyně Kateřina Šedá.

V Českém Krumlově, prostřednictvím několika domů a bytů, dojde k návratu „normálních“ obyvatel do historického centra. Ti tam budou tři měsíce (1. 6. – 31. 8.) žít a vykonávat činnosti, které jsou jinde běžné. Společnost UNES-CO jim za to nabídne nejen ubytování zdarma, ale především mzdu za provozování NORMÁLNÍHO ŽIVOTA v centru města.

V Českém a Slovenském pavilonu v Benátkách vznikne sídlo firmy UNES-CO. Na recepci firmy je možné nahlédnout do katalogů s nabídkou normálních činností a v pavilonu sledovat přenos z Českého Krumlova, kde bude probíhat testování „zateplování“ ulic. Cílem projektu není pouze upozornit na fenomén turisticky přetížených měst UNESCO, ale především přinést konkrétní řešení do takto postižených míst.

Katalog projektu UNES-CO je koncipován jako představení nové společnosti a průběžná zpráva o její činnosti. V úvodních kapitolách autorka viditelně odkazuje ke kulturnímu dědictví UNESCO, používá jeho vizuál i klíčové materiály, aby zdůraznila přímou souvislost mezi oběma organizacemi. „Seznam ohrožených druhů činností v centrech měst UNESCO“ přináší přehled aktivit, které se zde postupně vytrácejí.

Další kapitoly se zabývají tématem turismu – jak obecně (reflexí tématu v médiích), tak konkrétně (výzkumem přímo v terénu Českého Krumlova). Názory místních obyvatel a rozhovory s vybranými osobnostmi jsou důkazem toho, že normální život v centru turistického města se postupně vytrácí a nikdo z místních na to nemá účinný lék. Společnost UNES-CO tak ve zbývající části publikace přichází s nabídkou netradičního pracovního místa nabízeného místním, ale i rodinám, párům či jednotlivcům z jiných měst, v rámci toho představuje ukázky z motivačních dopisů uchazečů a rovněž ohlasy v médiích, na sociálních sítích i mezi místními.

Katalog obsahuje také texty vybraných odborníků, např. ředitelky IHME Pauly Topilly, české kurátorky Pavlína Morganové nebo Viléma Švece z Národního památkového ústavu.



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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
- Parking/washing/fixing 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
- Airng barbecues from the windows
- Window decorations
- Walking in home clothes
- Painting the house / gutters / railing / benches
- Transporting fertilizer / soil in a wheelbarrow
- Carrying a ladder
- Washing laundry in the river
- Hurrying across town
- Home repair

HOLIDAYS AND SPECIAL OCCASIONS

- School dance
- Baccarat
- Wending
- Festival
- Military celebration
- Children's Day
- Sporting events
- Special attractions (shows / acrobatics or artistic performance)
- Traveling cinema, outdoor cinema
- Sunday picnic
- Festivals, fairs
- Romant festival
- Golden wedding anniversary

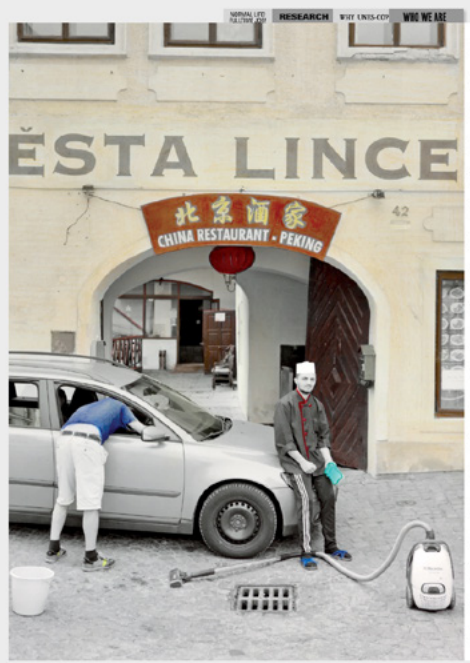
REST AND RELAXATION

- Hanging around
- Lounging
- Staring oneself
- Sitting into space
- Looking out the window
- Sleeping, dozing
- Whistling / 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
- Sleeping stones on the water
- Singing / whistling

EXOTIC ACTIVITIES

- Free treats for locals
- Turning on / dimming the street lighting
- Tearing off the cables, 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
- Studying life at the castle or monasteries
- 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 internet 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 locals' portraits like a brand new monument to look like (e.g., a new tower at Krumlov Castle)
- Bus tour
- Rolling inner tubes from a beach across town
- Cleaning the bridges
- Joint sewing / mending of socks
- Open house at the square with a "child 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

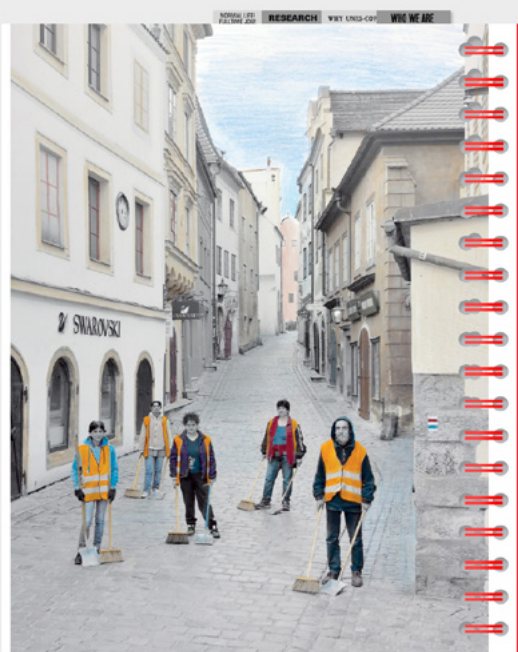
We are looking for parents with children who would like to spend 1-3 months during the tourist season (June-August 2018) working on the historic streets of Český Krumlov. The work entails VISIBLY ENGAGING IN NORMAL LIFE and regularly performing activities related to this objective (family life, sitting on a chair in front of your home, hanging laundry, playing games, looking out the window, fixing your car, handiwork, 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 standby duty,
- to make proper use of the tools entrusted to him or her by the employer, to guard and protect the 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 DOW #It's do it for free! ALKS INSTEAD! EXPERTS ACKNOWLEDGEMENT

News from Great Britain and America

July 5, 2017, *Dw.com*
Bye-Bye Locals: Europe's Cities Sound Alarm

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Six Reasons Why Mass Tourism Is Unsustainable

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Venice Residents Protest Against Tourist Influx

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EIGHT PLACES THAT HATE TOURISTS THE MOST

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VENICE, INVADDED BY TOURISTS, RISKS BECOMING "DISNEYLAND ON THE SEA"

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Barcelona: A Victim of Its Own Tourism Success?

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Barcelona's War on Tourists

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Venice During the Summer Is Like War, According to Tourism Chief Paola Mar

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"We May Be the Last Generation to Live in Venice As a Real City": Venetians Brandish Buggies and Shopping Trolleys in Protest over Mass Tourism

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

ACKNOWLEDGEMENT



WHAT DO THE EXPERTS SAY?

