English and Czech Garden Cities

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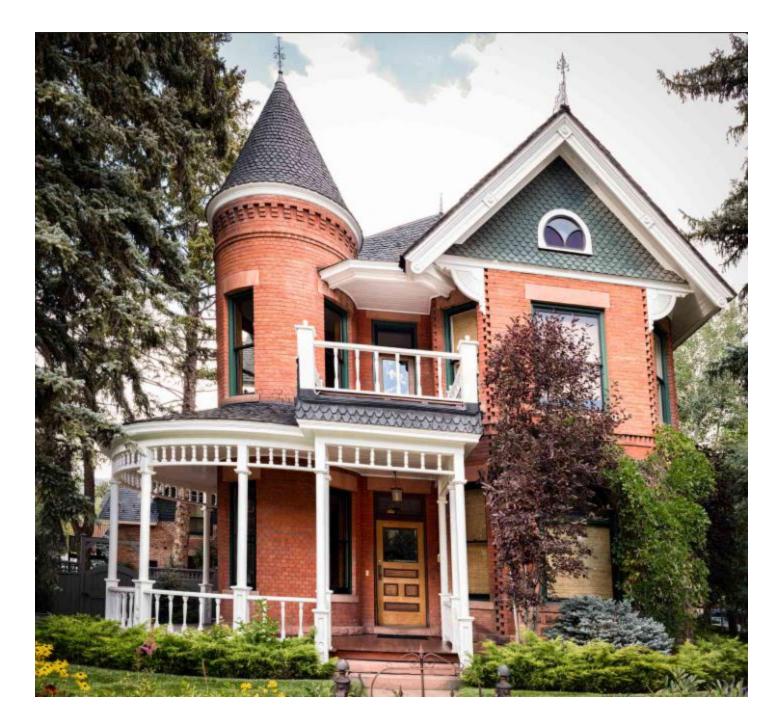
VICTORIAN HOUSING 1837-1901)

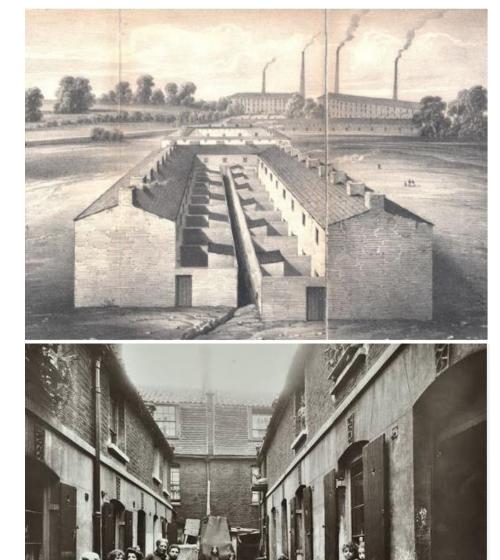
- Class ridden society
- classicism
- Italianate style
- Gothic Revival style
- Arts and Crafts movement
- **Sanitation**: regulations were introduced progressively including correct drainage, waste facilities, and toilet
- Hot and cold water
- Lighting powered by gas was available in many towns
- A basement with a **cellar** for the storage of coal
- **Sash windows** but with larger panes of glass, from the 1850s, than the characteristic 6 plus 6 smaller panes

- •Coloured brickwork, often red brick
- High pitched roofs, ideal for conversion
- Ornate gable trim
- Geometric tiled hallways
- Brickwork porches
- Front doors positioned to the side of the façade
- Narrow hallways
- Stained glass windows
- Bay windows for reading and writing
- Wooden floorboards and dark furniture
- Fireplaces in every room
- Patterned wallpaper, typically heavy floral designs













London's Great Stink 1858





Ebenezer Howard



Ebenezer Howard

GARDEN CITIES OF TO-MORROW

EBENEZER HOWARD

GARDEN CITIES or TO-MORROW

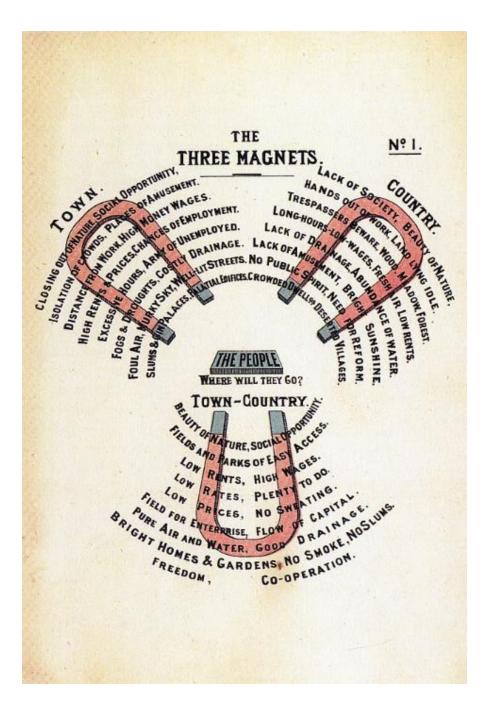
(BEING THE SECOND EDITION OF "TO-MORROW: A PEACEFUL PATH TO REAL REFORM")

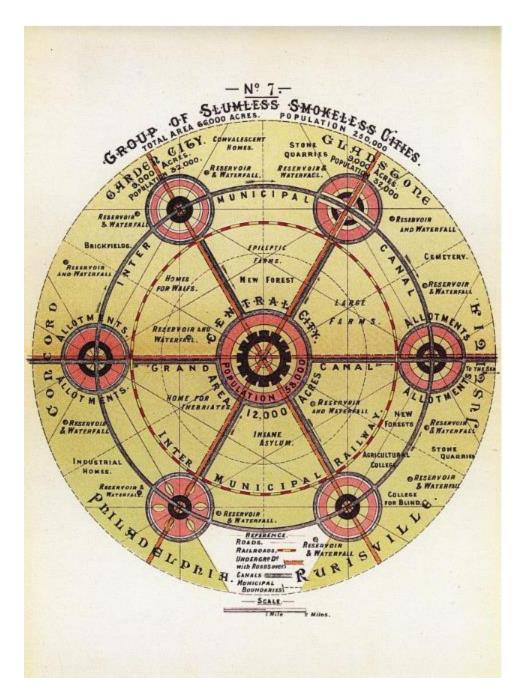
EBENEZER HOWARD

"New occasions teach new duties ; Time makes ancient good uncouth ; They must upward still, and onward, Who would keep abreast of Truth. Lo, before us, gleam her camp-fires ! We ourselves must Pilgriuss be, Launch our 'Mayflower,' and steer boldly Through the desperate winter sea, Nor attempt the Future's portal With the Past's blood-rusted key." --- "The Present Crisis."-J. R. Lowell.

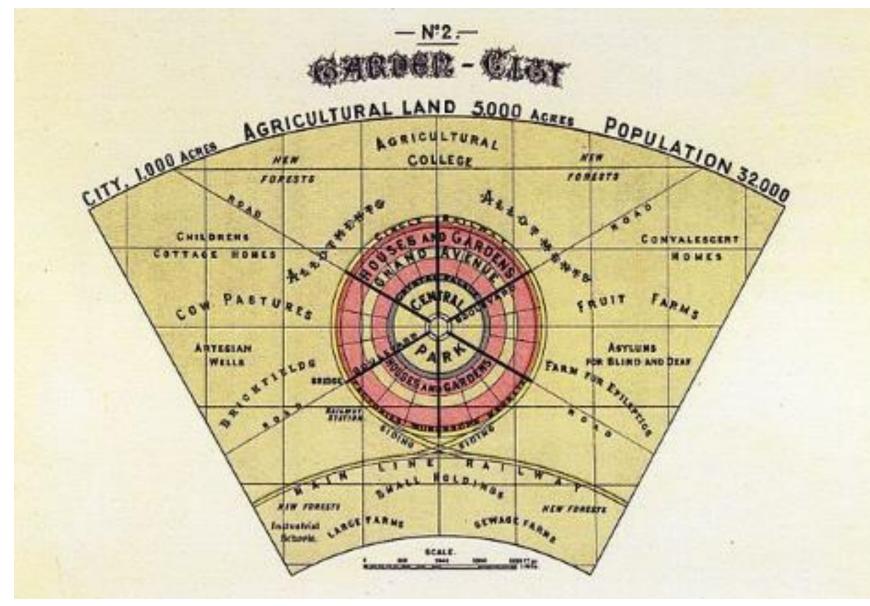


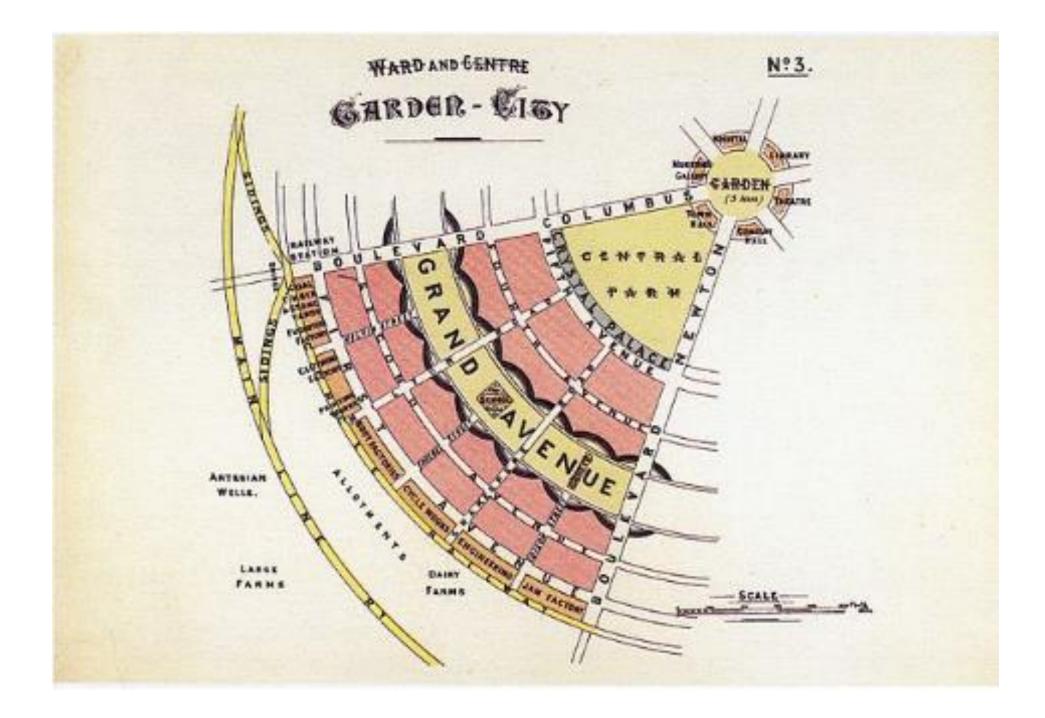
LONDON SWAN SONNENSCHEIN & CO., Ltd. PATERNOSTER SQUARE 1902





GARDEN CITY

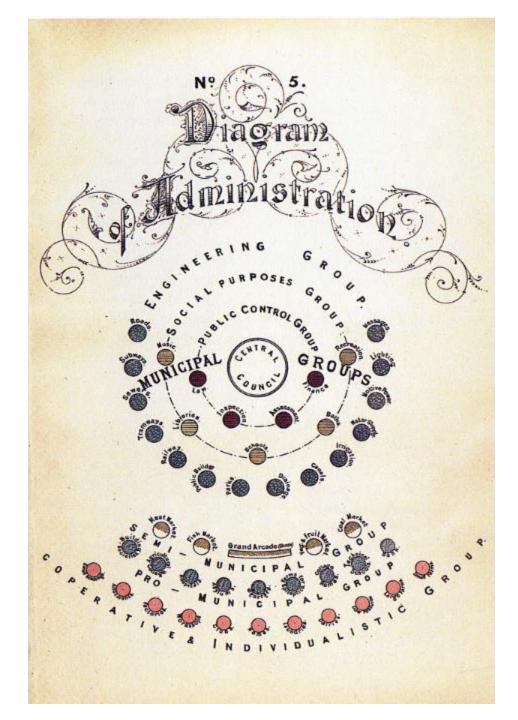




Ideals for the Garden Cities as seen by Howard

Ebenezer Howard's ideals for a garden city revolved around creating self-sufficient, balanced, and harmonious communities that would offer an alternative to the congested and unhealthy conditions of industrialized urban areas. Some key ideals include:

- Self-Containment: Garden cities were designed to be self-contained communities, providing residents with access to housing, employment, shopping, recreation, and other amenities within walking distance, thereby reducing the need for extensive commuting.
- 2. **Green Spaces**: Howard emphasized the importance of incorporating green spaces, parks, and gardens into the urban fabric. He envisioned a city surrounded by a greenbelt, preserving natural landscapes and promoting a healthier environment.
- 3. **Mixed Land Use:** Howard proposed a balanced mix of residential, industrial, and agricultural areas within the city, ensuring that people could live and work in close proximity while maintaining a connection to nature.
- 4. Social Harmony: Garden cities aimed to foster social harmony by providing diverse housing options, promoting community engagement, and facilitating interactions among residents of different socioeconomic backgrounds.
- 5. Economic Opportunity: Howard believed that garden cities could offer economic opportunities for residents through the creation of new industries, employment opportunities, and cooperative ventures, thereby reducing urban poverty and inequality.
- Decentralization: Howard advocated for decentralization, spreading population and economic activities across multiple garden cities to alleviate the pressures on overcrowded central cities.
- Democratic Governance: He emphasized the importance of democratic governance and community involvement in the planning and management of garden cities, ensuring that residents had a say in decision-making processes.



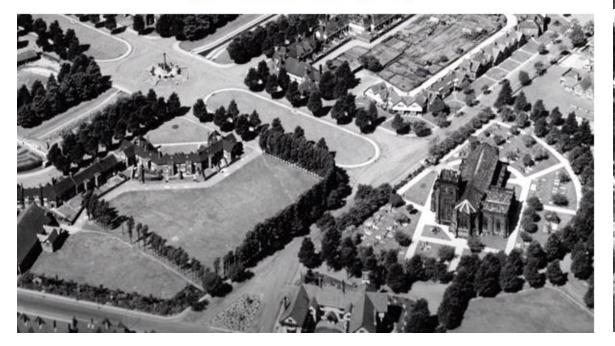








Letchworth House at Garden city











217 Icknield Way: Winner of best £150 cottage competition at the 1905 Cheap Cottages Exhibition; photography by Richard Kelly







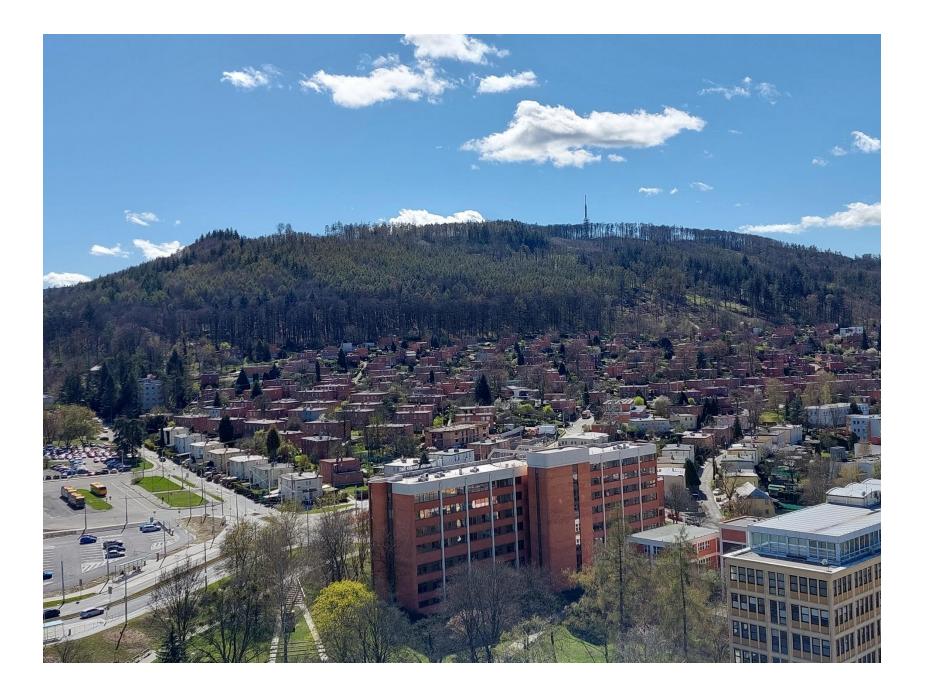
New British Garden Cities

Long Marston, Warwickshire Oxfordshire Cotswold, Oxfordshire Deenethorpe Culm, Devon Welborne, Hampshire West Carclaze, Cornwall Dunton Hills, Essex Spitalgate Heath, Lincolnshire Halsnead, Merseyside Longcross, Surrey Bailrigg, Lancashire Infinity Garden Village, Derbyshire St Cuthberts, Cumbria North Cheshire, Cheshire



CZECH GARDEN CITY - ZLÍN

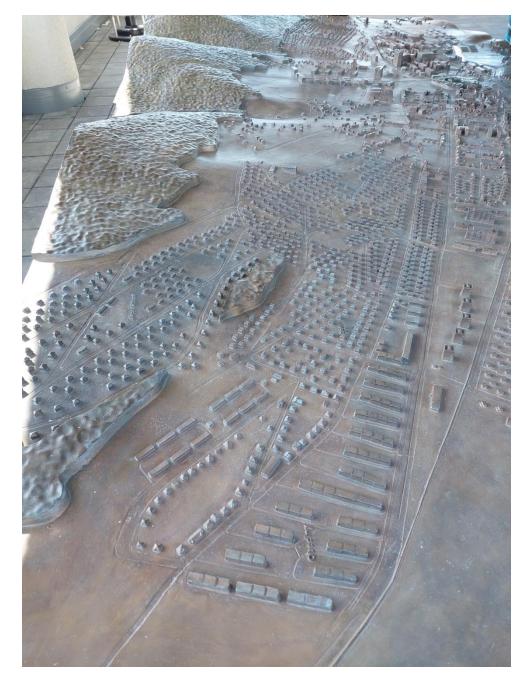






ZLÍN CITY PLAN





FIRST HOUSE









FIRST HOUSE







QUADRUPLE HOUSE



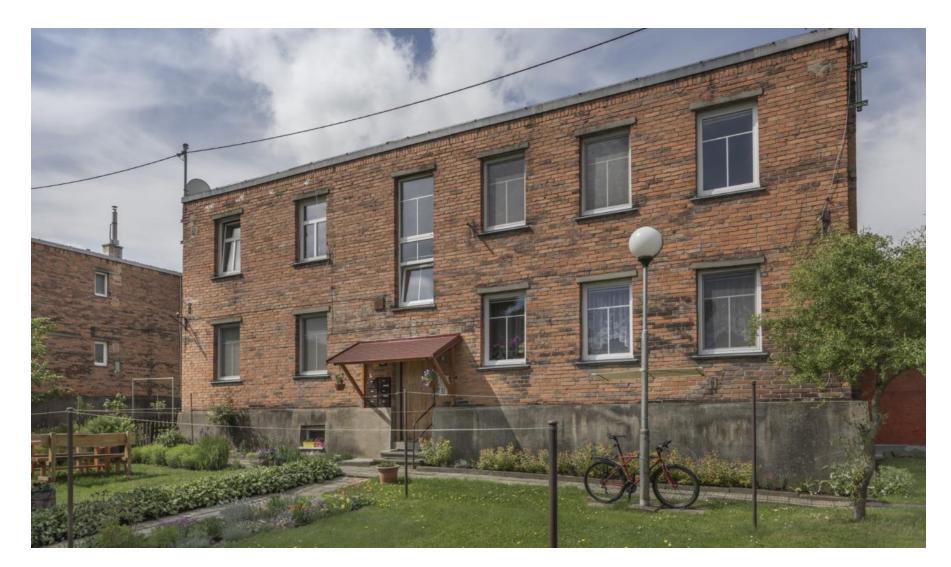






HOUSE FOR SINGLES





DOUBLE HOUSE WITH ADDITIONS





Alladin



644 RODINNÉ DOMKY - Vzorkový typ domku pro zahradní čtvrti v ulici "Na vyhlídce".

Fotoarchiv MĚSTA ZLÍNA

Obecní majetek je majetkem nás všech. Vybudování obecního archivu stálo mnoho úsilné práce, obětavosti, času a peněz. Pečujte o obecní dokumenty, jako o své vlastní dokumenty osobní a rodinné. - Dbejte, aby byly stále pohotově, na svém místě pro každého, kdo jich bude v budoucnosti potřebovat.

Arohiv JNV v Gottwaldoni Snímek z roku: 1929 Fotografoval: _____ Archivu věnoval: _____

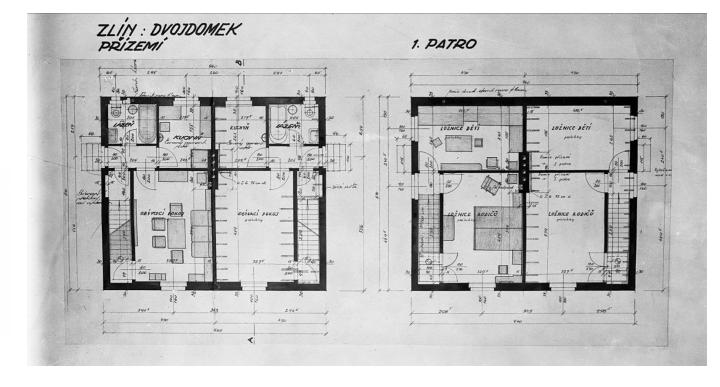
Další poznámky:

Domek byl přivezen z Ameriky a smontován ve Zlíně Viz časopis Sdělení ze dne 15.VI.1929





DOUBLE HOUSE

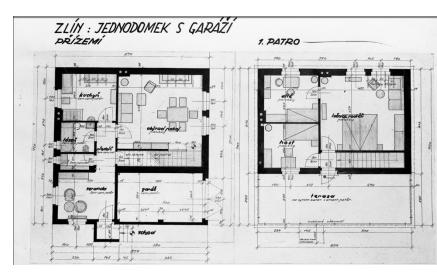






SINGLE HOUSE









QUADRUPLE HOUSE







DORMITORIES





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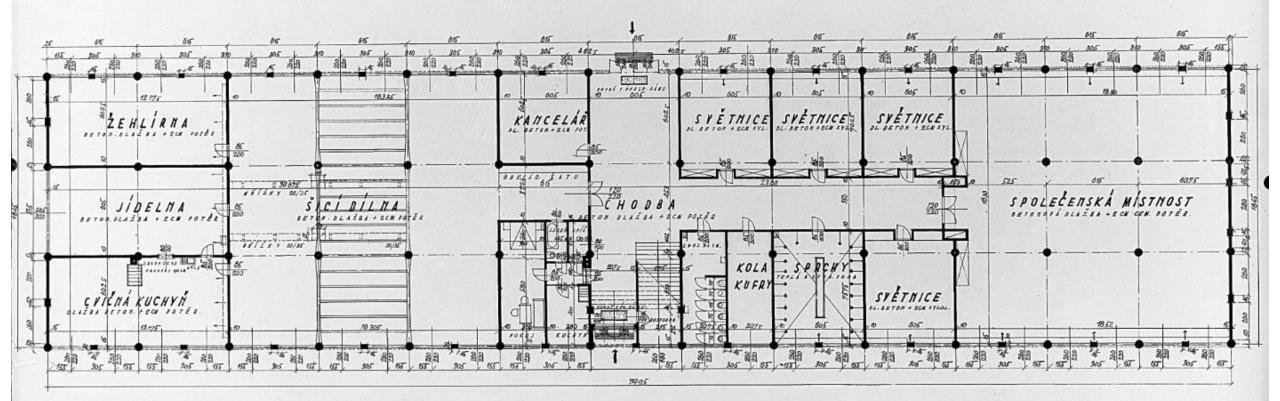
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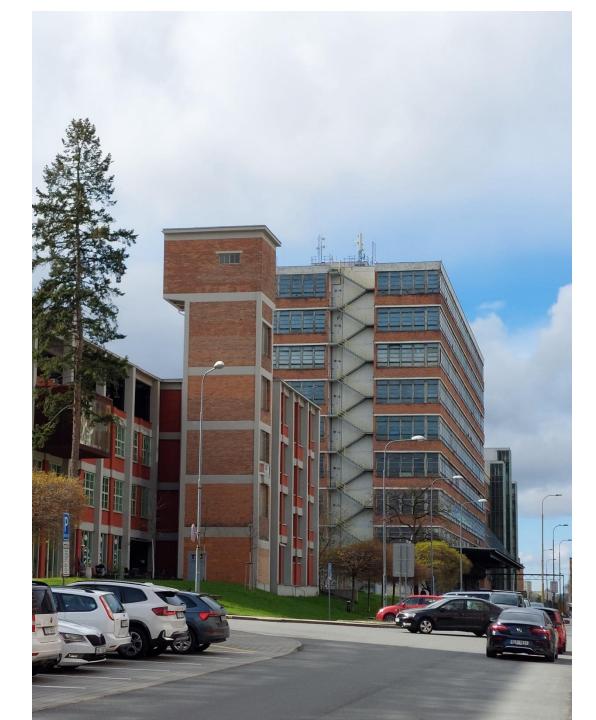
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SKY SCRAPER





INTERIOR OF THE SKY SCRAPER





DEPARTMENT STORE



COLLECTIVE HOUSE







COLLECTIVE HOUSE











ZLÍN, BAŤA AND LITERATURE

- Tomáš Baťa and Marie Baťa
- Henry Ford, Jack London, Ralph Waldo Emerson
- Literary competition "Zlín" short stories on the working life
- Josef Kopta Nejkrásnější boty na světě (1927) The Nicest Shoes in the World – a play
- T. Svatopluk Botostroj (1933) Shoemachine

Edvard Valenta

"Zlín k nám volá: Pokrok! Západ! Amerikanisace! Světem nikdo nesmí tápat loudavě a bez práce!

Jdeme v stopách Ameriky! Chudoby se každý zbav! Osvojme si jejich zvyky! Osvojme si jejich mrav!

Pan Ford v Americe hřímá: Blahobyt mějž celá zem! U mne i ten poslední má jezdit automobilem! – Píseň Západu se nesla až do srdce Evropy. Někdo ovšem tahle hesle svým způsobem pochopí.

Je to ouraz! V Americe není jenom starý Ford. U nás ujaly se více zvyky amerických hord.

Mít zde vlastní automobil? To přec u nás hračka je! Kdopak by se dlouho zlobil? U nás to jde jedna dvě!

Cestou trošičkou jen jinou. Najmout auto zvečera a kousíček za dědinou do zad střelit šoféra.

Ať teď o nás někdo říká, že jsem zaostalý lid a že u nás Amerika nemůž pořád zakotviť!"²⁸⁴

THANK YOU FOR YOUR ATTENTION

