

# A LU MNI

AIM HIGH... REACH FOR THE SKY!

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JAROSLAV RUDIŠ  
KAMILA BOUDOVÁ  
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# PUNK IS BACK AND IT'S GOOD

## JAROSLAV RUDIŠ



*He likes punk, which formed him when he was growing up, Liberec, where he studied, and German, which he uses for his creations to earn his daily bread. A writer, playwright, screenwriter and performer, Jaroslav Rudiš belongs to quite exceptional phenomena on both Czech and now even the German cultural scenes.*

*Your books take place in a kind of restlessness at a volatile pace, where the characters and the reader feel that life constantly trickles away between their fingers and that it doesn't wait for anybody, not even for one moment. Is it also your attitude, trying to enjoy every moment of your life?*

I have never thought about it in such a way; but it may be like that; we may live at distracted times and it somehow gets into those stories. But perhaps it may have always been like that; then we somehow tend to remember only fragments, moments that we try to glue together, but never in the same way. It is easy to say we should live in the moment, think only about this moment, but it's easier said than done. Man drags behind a train full of unresolved things, good times, bad times, and the train gets longer and longer.

*You set your stories in the present-day with significant discursions into the period of socialist totality and World War II. Were you interested in the history of the 20th century already when you were a student?*

I have been and am interested in modern history a lot; perhaps even more now than when I studied in Liberec. In fact, I tended to hang around at that time; I was much more interested in movies, books and music in particular. I read a lot of history books, I have subscribed to the journal *History and the Present* for years. History has a hold over us; all of those old stories we may think to be forgotten, they're still here with us. And this may be leaking into my stories.

*You do not need the university degree for your work, but if you were to decide again, would you come to study in Liberec?*

Definitely. I love Liberec; the clouds, fog, history, Ještěd, a beautiful gallery in the old baths house, which is comparable to what you can see in Stuttgart or Dresden. I also like the railway station in Liberec, where my uncle worked as a train dispatcher after the war. It was he who narrated a lot of stories to me. Some of them have appeared in the comics book about Alois Nebel. Now I live in Berlin, but I still have my permanent address in the town of Lomnice nad Popelkou, where I was born and where I like to write. And on my way to Berlin I regularly go through Liberec.

*Why did you decide to study the German language in your university course?*

*What is it about German that attracts you?*

I lost my heart to German already when I was a student at the grammar school in Turnov. Actually, I do not know why it happened; sure, during holidays when I was still a small boy, I fell in love with a beautiful German girl; we exchanged letters, we would meet, but the language and the desire to learn the language ... There must have been something else, something I have not identified till today. And at the age of seventeen, I suddenly found it interesting to master the language properly; I used to fall asleep with a German dictionary; it was a little bit whacky. Now I use German to make my living, I write in German for the theatre, radio, and now also for the German television.

*Have you ever taught?*

Never, until recently. I spent half a year lecturing at Berlin's Humboldt University. They have an interesting programme which is very popular among students. For one semester they invite an author who then plays with students writing texts. We wandered around the city a lot, travelled on the subway, stole dialogues and faces and wrote lyrics inspired by what we had seen.

*In the Czech Republic you belong to unique authors because you can make living by your work. And according to reviewers you do not create just for earnings. Or, do you have a part-time job somewhere making a little bit extra as a night watchman, for example?*

I can support myself by writing because I speak German and because my books are translated into other languages. Writing books by itself would not be sufficient in spite of the fact that they sell quite well, but I'd have to write a new one every year. For example, Jaromír 99, musicians from the Kafka Band and I adapted Kafka's novel *The Castle* last year for the theatre in Bremen and now we are preparing another musical-theatre performance. It was the book Alois Nebel that proved to be a tremendous success for Jaromír and myself. The comics was published in German, Polish and French, and it got a strong response mainly in Germany. The same situation repeated with the film of the same name directed by Tomáš Luňák. I think this helped us a lot and opened

a few doors. In Berlin, my friend Martin Behnke and I wrote three German screenplays, which we hope to see as films one day; it's always quite a long journey for a screenplay to be filmed. Now we are into writing a crime thriller set in Prague. It has been commissioned by the ARD television and its filming should start next spring.

*Your work and lifestyle are closely linked to punk.*

*Does punk as a lifestyle currently still have its place, or is it just the sentiment of yesteryear?*

I think punk keeps returning in waves; all the rage, slapping, frustration and defiance. And that's good.

*How would you characterise the current era in which we live?*

Restlessness and fear.

## JAROSLAV RUDIŠ

\*1972, Lomnice nad Popelkou

Writer, screenwriter, performer. Graduated from the Faculty of Science, Humanities and Education, also studied in Prague and Zurich. His book *The Sky Under Berlin* won the Jiří Orten Prize for the best book of the year. He was awarded the Magnesia Litera award for his book *National Street*. In cooperation with the artist Jaromír 99 he created a comics trilogy *Alois Nebel*. With the same co-author and with his music band Kafka Band he adapted Kafka's *The Castle/Das Schloss*. He also works for the German radio and television. He lives and works in Berlin. He is single, without children.



# A T-SHIRT EXPRESSES OUR WORLDVIEW

## KAMILA BOUDOVÁ

*Kamila Boudová, our alumnus from the fashion design programme does not talk about remarkable cuts and graceful curves. She understands fashion production as directly linked to significant social and ecological issues and she does her best to address them.*

*You have been involved in a number of activities in the field of fashion which is friendly to the planet. Do you feel that in the Western society the time is ripe for such a topic, or in other words, are people ready to hear a topic like that?*

This is not a topic for the Western society. This topic is much hotter, for example, in India and China rather than in the developed countries, where pollution is not seen or smelt at first sight. In Beijing, children draw the sky with a brown crayon, and water and soil pollution in some provinces is so high that it may have influence on life expectancy and the numbers of people born with handicaps. Also, working and social conditions in our country have a good standard. In India and China people experience working in sweatshops (plants where workers sew or assemble goods for Western markets for minuscule wages and with poor working conditions, note of the editor). Their friends or relatives may have even suffered from health problems there. In the developed countries, we are too far from the disasters that we indirectly cause.

*It is also what the campaign Fashion Revolution focuses on. Does it aim at purely posing a question about whom, where and under what conditions produces clothes for us, or does it attempt at making us, the shoppers, think even further?*

The Fashion Revolution campaign was established in London by two women who specialise in sustainable fashion in reaction to the collapse of the textile plant in Bangladeshi Dhaka in 2013, when 1,133 people lost their lives. They have exported it to eighty countries of the world. I reacted to their appeal and launched a campaign in the Czech Republic. Fashion Revolution does not aim at terrifying people, but its goal is to lead people to question the origin of their clothes. And when the customers query that, the companies importing clothes from Asian producers will have to start doing so, too. In an ideal case this campaign will lead to increasing transparency in the fashion production and to supporting the ethical production of clothes. But this is not an issue to be solved in several years; it will need a long time to be fixed.

*Did you focus on fashion sustainability also before the Fashion Revolution campaign?*

I started to study the issue at about the time when I was preparing for the MBA studies in Paris; and at the same time I worked for a large company subcontracting from China, Bangladesh and other Asian countries. I studied a lot of materials and linked my new knowledge to what I was learning from practice. It brought me to the decision that I could not continue working in the same way as it was impossible for me to identify with it myself. At that moment I got enrolled in studies in Paris, where I devoted my attention exclusively to this topic, which is I what I keep doing there even now; this time as a lecturer though.

*In what sense do clothes we wear shape who we are when we accept the saying that Clothes Make the Man?*

My students say that for them fashion is about expressing their personality, but as my dear colleague Melissa says, their clothes, in fact, only express corporate greediness. It's been a long time since clothing was still about us. In the current fashion reality the dominant saying would rather be Jump on Bandwagon (in Czech the cape follows the wind). We mostly let ourselves

governed by what is written in fashion magazines, what is displayed in shop windows and what is worn by significant others. Personally, I try to focus on an individual style which is permanent; then one can live more and buy less during various sales.

Of course, even today clothes make the man. Numerous people focus on fashion brands. They believe that due to the displayed logo they will improve their social standing and get recognition from others, which may even function like that till the moment they awaken back to reality and realise that there are other values in the world, and that to respect somebody, it is not sufficient for you anymore that he or she possesses an expensive watch or car. You start to appreciate people who value friendship, health and respect for nature, and thus you look for any logo representing brands linked to these values. My heart always leaps with joy when I see somebody wearing Patagonia clothes, walking in Veja or Botas footwear, or carrying a PlayBag or Alex Monhart rucksack.

*You finished Bachelor studies at our Faculty of Textile Engineering. Did this programme provide you with something you can keep returning to even nowadays?*

Practice educates us much better than theory and that is why the most valuable learning experience for me was the internship stay in a Germany company Color-Textil. It was where I learned the principles of Photoshop, I fully mastered the process of pattern making, production and the fundamentals of business dynamics. I am an open supporter of the Anglo-Saxon and private educational systems, which is what I experienced during my postgraduate MBA studies.

I believe that it is the very combination of practical information, marketing and business fundamentals that is absolutely necessary for a successful entry to the labour market or for a start-up of an independent project. That is why I have created online workshops focusing just on these areas; they are available at [www.moyomi.com](http://www.moyomi.com). As I believe that practice is the best teacher, I offer an internship stay myself time to time too and I work with students at extension of their knowledge and competence.



## CZECH MADAME EIFFEL

EVA LE PEUTREC

*The Czech Republic has only one creator of skyscrapers – Eva Le Peutrec. Her projects are implemented in China, where she flew as a fresh alumna from the Faculty of Arts and Architecture. Up till now she has accomplished so much, she could well retire among the architectural elite.*

*There are not that many creators of skyscrapers. Would it be possible to compare this highly specialized group to the medieval builders of Gothic cathedrals?*

Indeed, skyscrapers are the „cathedrals“ of the 21<sup>st</sup> century. Similarly to the Catholic Church demonstrating its power through the cathedral in the Gothic period, the economic superpowers use skyscrapers as a symbol of wealth, technology, economic and political power.

Their designers make up a very narrow „elite“ among architects. We are like „Templars“ of the Third Millennium.

Moreover, my position is also unique. Skyscrapers are almost always designed by a team of people, not just one architect who would be responsible for the entire design. I do not know anyone who has been similarly lucky as I have to become the chief designer of so many high-rise buildings.

*You are a freelancer. Is it more profitable in your industry, also in relation to competitors and the associated copying of ideas in large architectural companies?*

Despite being a freelancer, I do not sit isolated in my office to come up with a skyscraper design. For larger projects I have to be close to the client, which means going ten thousand kilometres to him or her to work at the concrete site. Making living as a consultant, I am often hired by architectural companies which have won the contract. And this is where the copying may occur. Frequently, my older projects get copied, such as the hotel Lamborghini and others. It is amusing and frustrating at the same time. But it is not only in China where this happens.

*Does the opinion of a woman in China have the same weight as the opinion of men? Do you meet any form of discrimination of women in your field?*

In China, I have not encountered any discrimination of women, whether in the form of negative disadvantages or positive discrimination. It seems to me that currently no one in east China addresses what gender you are. What matters is the quality of your work and your contribution to the company. It was also why I managed to start designing skyscrapers and other large projects. If your work is in the long run better than projects of your 60-year-old American colleagues, who are at the peak of their career, the client will appoint you as the chief architect of the project.

*Did you learn something in your studies of architecture in Liberec that helped you particularly well in your work or that you still appreciate when looking back?*

In my opinion, one of the main advantages of studies at the Faculty of Arts and Architecture is the fact that it was not disconnected from practice. Lecturers at the TUL are mostly expert practitioners. This concept of education in the Czech Republic is still very rare, but I consider it as the best possible solution. The staff in Liberec managed to create a platform where professionals from different disciplines share their experience with students. Moreover, after the fourth year, everyone must take a one-year practical placement in an architectural company, which will familiarize them with all the pitfalls of this industry, while providing the experience

necessary for the completion of postgraduate studies. In addition, the excellent level of studio work will force you to think analytically, which is far more important than memorizing the different typologies of buildings.

*What materials and elements do you like working with and why?*

For my work on skyscrapers, I like steel structures, which allow larger spans and give the architect greater freedom. Due to their usage, I proposed the first skyscraper in China in 2008 (348-meter high), the external cladding of which was formed by a warped surface. Also, the system of its structural frame was dramatically different from other traditional designs. At that time, it was unheard of.

For small projects for family villas, on the contrary, I like to use concrete and glass. I do not think that it looks cold; together with wood it is a perfect combination.

*For tall buildings the issue of seismic engineering is important. Are you anxious if your constructions have survived the impacts of groundshaking?*

If an earthquake occurs on the eastern coast of China, it is only a small tremor which, in fact, has no impact on the statics of the local structures. It has a greater effect on people, who get very scared. Those who are on the ground floor do not notice anything special, but if you work in a skyscraper on the twentieth floor, the blinds on the windows start moving, your head spins and you feel dizzy. The only advice in such a case is to evacuate the building. You may not, however, panic and use lifts, which is what most of my Chinese colleagues-architects tend to do. After the evacuation nobody can get the people back to work; they are frightened and pale. The best thing is to go with colleagues for a drink and then use a boat to go home instead of the subway.

*What is architecture, or what do you think it should be?*

Architecture is everything around us; it is something that permanently surrounds us and forms us. All of us live somewhere, go to school or work. Unfortunately, there is a lot of bad architecture, which obviously has a big impact on us. If we improve the environment in which we operate, we improve our whole life.

### EVA LE PEUTREC

\*1980, Hořice

She studied at the Faculty of Arts and Architecture of the TUL. After graduation, she found an advertisement on the Internet for a post in an architectural office in China. She did not get lost there. So far she has designed more than 20 skyscrapers, multifunctional centres, or, for example, a city for one million of inhabitants. Nowadays she works as an independent consultant. She lives with her husband and son in New Caledonia.



# HE HAS MADE IT DIZZYLINGLY HIGH AND FAR

## DALIBOR HANZLÍK

*Having graduated as an economist, Dalibor Hanzlík was not thrilled by the idea of working in an office. Eventually, his current workplace is located in the cockpit of an aircraft. He makes his living as a copilot flying the Boeing 737-800 of flydubai.*



**You graduated from the Faculty of Economics where pilots aren't usually educated; what brought you to flying?**

Already during my studies I flew gliders and one of my dreams was to work for the company Let Kunovice. There was a chance that I might combine a management position with flying. After school, I hit the road in the United States. I spent the first four months cleaning at Walmart, but then I obtained a truck driver's licence. As such I could afford to pay for a private pilot flight training so that I could eventually join the company Let upon returning home. But I soon realized that the path was leading to commercial airliners. The romantic idea of flying in Africa was pushed aside by the pragmatic consideration of how to feed my family. While still in the United States I completed the entire course and obtained a commercial pilot licence. After returning home, I converted my licence into a European one.

**Is there a difference between American and European schools of flying?**

There is and it is noticeably reflected in flying. In America they emphasise practice much more. The American transport pilot licence can be earned by a person who has previously accumulated approximately 1,500 flying hours, usually with smaller aircraft. In Europe the pilot gets into the cockpit of a large commercial aircraft with huge theoretical knowledge, but with only 250 hours of flying time!

The difference is rather obvious. In flying there are a lot of things that you have to learn, but nothing can act as substitute for practice. Manuals do provide guidance, but the concrete solutions are in the hands of the captain, and it is necessary to see just the concrete approach and the mindset. A lack of experience, particularly on small aircraft, demonstrated itself in the case of the plane crash of Air France. The crew experienced falling from great heights for about three minutes. I have seen the records and I claim that those people were helpless in the situation and they just fell into the sea. The same applies to the crash of the Airbus of Air Asia in the South China Sea.

**Do you follow and analyse airplane crashes?**

It's part of my job. Additionally, the company sends us failure analyses and we study them

during our training sessions. Sometimes it can be even reflected by changes being introduced into the rules and practice sessions. For example, after the previously mentioned crash of the Air France plane, our training sessions focused on solving the situation when the aircraft starts losing a lift at a high altitude. Until then they had mainly practised low altitudes stalls, in the final stages of the approach to landing.

**Have you ever dealt with some edgy situation while on board?**

Nothing critical. Once the flight management system packed up; well it is where all the data go through and as a result of that the autopilot got disconnected. We found out that the problem appeared only on one side, so we transferred data from the side which was working properly. The whole episode took ten minutes and we continued our flight. The software and hardware architecture of the aircraft is so sophisticated that the reliability of the current aircrafts is very high.

**You spoke about the importance of flying experience. Does it mean that the theoretical training acquired during your studies has been useless?**

I benefit from what I learned at the Faculty of Economics even today. Good foundations of mathematics and statistics come really handy. Flying and life in general are full of numbers, and even though you do not get involved in any advanced mathematics, it is always better if you know how to calculate something in your head than if you have to constantly look into the tables or fish out a calculator.

What was also good was the language training. For both foreign languages studied we had four lessons per week and in the English language we were guided by native speakers. In the cockpit I've never interacted differently than in English. Even when I'm in a team with Czech or Slovak colleagues, it is easier to speak in English about issues connected with the flight. It would be difficult to try to translate phraseology so ingrained for us in English.

Furthermore, I consider financial literacy to be important. You do not need it to be able to fly, but it makes your life easier in general. They should teach it at schools much earlier. I do not want

to compare it with physics, which is generally useful, but in our practical everyday life we deal with money more frequently than with, let's say, refraction.

**Now you fly for flydubai. How does it feel living in Dubai for a native from Liberec?**

We say about Dubai that there are two seasons: summer and hell; luckily the hell season is shorter. The "summer" in Dubai, lasting from about October to April, is really nice. Pleasant summer temperatures of the air and the sea still warm. We often go camping in the mountains or in the desert; that is particularly popular with the children. We also go to Oman, which is a two-hour drive away. Then you can enjoy various indoor activities, for example, the famous ski slope where my children experienced their first contact with snow.

In Dubai, there are about three and a half million people, of which roughly 15% are the locals. Our children go to school with English as a medium of instruction and their classmates speak different mother tongues and belong to different religions. I consider that natural and I appreciate that they understand it well. I'm glad they can grow from their early age in an environment free of xenophobia.

We are satisfied with our life in Dubai and we would like to stay there for a long time, but from experience I know that you never know where your destiny takes you next.

## DALIBOR HANZLÍK

\*1972, Liberec

He studied at the Faculty of Mechanical Engineering in Liberec, then he transferred to the Faculty of Economics at the TUL, majoring in Business Administration. He graduated in 1999. He earned his airline transport pilot licence in the USA. He flew for the companies Job Air Ostrava, Sky Europe and Malaysia Airlines. Since 2012 he has been working for flydubai as the copilot of the Boeing 737-800. He lives in Dubai with his wife and two children.



# WORK IS A MATTER OF HEART FOR HER

## NIKOLA BLAŠKOVANOVÁ

*She treated and cured paediatric patients with cardiac defects in Saudi Arabia and in Cambodia. Nikola Blaškovanová, a nurse from the Cardio Centre of the Motol Hospital in Prague is a professional who does not want to get bogged down in the comfort rut.*

**Did your study course prepare you adequately for your nursing job at the ICU?**

In health care, the real experience is completely different from studies, so you enter your first practical job completely unprepared. Yet, taking part in the practical element during your studies makes sense. At the Faculty of Health Studies we had a lot of practice; always during the summer period we needed to complete five weeks in the hospital, which is really very good. One gets into the working environment and experiences the first contacts with patients.

**Is the ICU of the Child Cardio Centre a ward of dreams for you?**

It was not like that at all. When I was a student, I vowed that I did not want to work at a paediatric ward and that I did not want to work at the ICU. The different reality came by accident. Already during my studies, I had a vision that I wanted to go to work in Saudi Arabia. I got attracted to a job offer which I saw presented on a flyer at school – they were looking for cardiology nurses. But I needed to gain some practical experience first and that is why I approached the matron at the Child Cardio Centre in Prague at the Motol hospital, which is the only specialized ward of that type in the Czech Republic. The matron consulted my plans with me and then directed me to the ICU.

**In Saudi Arabia you worked for two years. Do you consider their medicine and nursing procedures to be comparable to the Czech ones?**

It is a very rich country, but I think they seem to have difficulties with using their money effectively. Or, at least this is what I observed in their health care provision. King Faisal hospital in Riyadh, where I worked, can be compared to our Motol hospital. They also had the most up-to-date equipment, but it was still wrapped in the hallways because there was nobody able to use it. Their health care is free, nobody ends treatment and even the most advanced and possibly incurable cases are treated until the end. And I experienced a lot of such cases there. In fact, there were several deaths weekly and frequent resuscitation was necessary. ICU in Motol has the average of about 1.0% of deaths per year. The number of cardiac birth defects in children is high there; the cases are complicated and often in combination with other diagnoses. In the Arab world it is not uncommon that marriages are concluded between relatives. A wide range of diagnoses and treatments was absolutely new for me; so from this perspective it was great experience. But the main motivation is the financial reward, which is why so many European doctors and nurses work in Saudi Arabia. The local salaries there are three to four times higher than in our country.

**How satisfied were you with your life and work in an Islamic environment?**

Islam is really ubiquitous there, but if you do not want to change the people around you and if you are ready to adapt a little, I have to say I had no problem with that at all. It was gratitude that I met with much more. They are happy for the fact that someone from a distant land is ready to go all the way to work there and help them. Even though they need some time to get used to seeing a professional woman as it is not very common for their women to work. Regarding social life, I cannot tell you much. As an international nurse you live in a residential area and there is almost nowhere to go – bars or cinemas do not exist there, so you even have problems to spend your money. Women do not go anywhere for entertainment, that is not an option in Saudi Arabia. To keep you busy, they assign you with working overtime, which, in fact, can be unlimited, because no Labour Code exists there. Additionally, for

overtime duties one gets paid multiples of normal wages, which is also motivating.

**You joined the ICU Child Cardio Centre in Motol after returning from abroad. How do you find your working there?**

This field of work provides very promising and inspiring experience. We are now involved also in heart transplantations for children. Probably the most frequently treated birth defects involve operations of ventricular septal defect, i.e. the cardiac septum. We also operate aortic stenosis very often. A wide range of congenital heart defects can be surgically removed and sometimes the best results are achieved immediately after birth or at a very early age. A child's body develops very rapidly and after a surgery it heals quickly; the heart then works for the rest of the individual's life.

**What did the Cambodian experience give to a Czech nurse? Did you learn something in Phnom Penh?**

The mission in Cambodia was a totally different type of professional experience. On a mission all the team members become very close. Doctors put us on their level, they explained a lot to us, consulted treatment with us, we learned a lot about medicine from their perspective. Moreover, we were a multicultural and multidisciplinary team, which provides different working relations in comparison to the well-established hospital ward at home. In Cambodia we also took part in educating nurses; nurses study only three years there, they perform their work duties pretty automatically without too much thinking about their work and that is why we taught them about new procedures which would not cost them too much money or time. The Medevac project, with which we travelled there, aims to help children patients from countries outside the EU. Our team successfully operated on and treated 13 children with congenital heart defects.

**Where do you plan to go next to gain more professional experience?**

I will repeat my stay in Cambodia, where the project Medevac sets off again in spring 2017. We're planning to take a six-member team, including two sisters. More surgeries of congenital defects of children are ahead of us together with training of the local personnel. I have already started to look forward to the stay.

# THE KING OF SKICROSS

TOMÁŠ KRAUS

*He witnessed the beginnings of skicross, became the world champion twice and the winner of the World Cup four times. At the end of year 2015 Tomáš Kraus announced the end of his skicross career, but he still remains connected with skicross racing.*



*It is widely believed about the elite sportsmen-students that the study for them comes on the second place. What type of a student were you like?* I was enrolled in distance studies and I was not an exceptionally dedicated student, but during the last two years of my study I really enjoyed what I was learning and it was clearly visible in my study results.

*Liberec and its surroundings can offer a lot to lovers of winter sports. Was this the reason why you chose to study at the university at the foot of the mountain Ještěd?*

Liberec was the place where both of my parents had studied; I used to hear stories about skiing on the slopes of Ještěd, at Bedřichov in the Jizera Mountains and elsewhere in the area. Now I must say I'm familiar with that as little as before. In winter I toured various races and that was not in Bohemia. But summer in the District of Liberec is beautiful too!

*You were present at the birth of skicross; what was it that attracted you to this sport in 2002 so much that you left your former domain of Alpine skiing?*

It was a combination of everything that I had enjoyed about skiing since my childhood. Jumps, banked turns, bumps, simultaneous rides with other skiers, all of that renewed my enthusiasm for racing and training again.

*Has skicross changed during the 14 years of its existence?*

Skicross was initially quite wild; everyone was looking for their own style. The top ones were the free riders who were good at starting, Alpine skiers and skiers who were just smart. The differences between individual competitors used to be bigger. Also the tracks were quite different and often quite dangerous. There are currently almost no differences and the tip of the field of racers is so balanced that the winner can be almost anybody among the 80 people at the start. The tracks are safer, but still attractive for spectators. There is always something to look at and I look forward to seeing Czech girls who advance to the finals on the podium!

*Despite the increased security of the tracks, quite a few injuries still happen during skicross races. What makes a sport so appealing that the competitors are not deterred even by serious injuries? In your case it was a crack in your pelvis and you were ready to race even after you experienced a fracture of your femur.*

Even serious injuries do not often deter athletes from the sport that they love. It's hard to describe the feeling that we experience when involved in sports and especially in the top-level races. Simply said, I did it for the feeling and because of people who feel it similarly. Whenever I got hurt, I took my injury as a test to endure.

*Do you think that the injury could rather serve as a signal that there's been too much of speed, stress, fatigue; that it might be healthier to quit the top performance level? You announced the end of your racing career several weeks ago just because of an injury.*

Injuries are certainly a signal. But you must assess whether it is necessary to change the type of training, diet or whether it might work well if you just relaxed more. If athletes finished their careers after the first, or after the first major injury, they would never reach the summit. I agree that it is a matter of a wider consideration, but from the perspective of a competitor and now of the manager I see it this way.

*So you've switched from the role of a competitor to a managerial position. You are still connected with skicross?*

Two years ago my friend and I established an adventure travel agency called Snownomads; we function as marketing representatives of Eva Samková and now newly also of Andrea Zemanová, which means that I'm still close to sports and also pretty close to skicross.

*Will you return to the field that you studied at our Faculty of Engineering?*

I enjoyed my study specialisation of Manufacturing Systems; even several months after the state exam I was in contact with people in practice, but then I began to engage in sports at a hundred percent,

and I lost contact. It would be rather difficult to return, so it seems to me much more logical to use the experience and my name I have built so far in my nearest future.

## TOMÁŠ KRAUS

\*1974, Děčín

This Czech acrobatic and Alpine skier graduated from the Faculty of Mechanical Engineering of the Technical University of Liberec. He witnessed the beginnings of skicross. He won the first World Cup in skicross and the first World Championship in skicross in 2005. He had won the World Cup in skicross four times and he had been the world champion twice. He is also a five-time champion of the Czech Republic in Alpine skiing. In February 2015 he broke his femur during the race and after a long recovery period he did not return to the slopes. He ended his racing career in November 2015. Now he is a marketing representative of the snowboard cross racer Eva Samková and skicross racer Andrea Zemanová. He is married and has two children.



# «WITH RESPECT TO BEER WE ARE XENOPHOBES»

JIŘÍ HAUPTMANN

*He regards beer as part of the Czech national culture, but evaluates Czech beer drinkers with a degree of contempt. Conversely, he treats water with a great respect. For the head of corporate communications at the Heineken brewery, this is probably an unexpected attitude.*

*Were you among the most active students?*

As a student at the university I kept telling myself that the period when it was considered to be cool for one to neglect school duties had finished with my studies at the secondary school and that it was the highest time for me to start doing something meaningful. That is why I took part in various student and talent competitions, and due to one of these events the headhunters in Škoda noticed me and I started my internship period there. In their development centre I got an opportunity to assist with designing their marketing concepts for their new products. In the Škoda company I met the head of marketing at Audi, which was the company I joined when I was completing studies in my final year. My recommendation for students even today would be to be active and to understand the study period as a challenge to broaden their horizons and speed up their personal growth.

*You worked for companies with technical orientation; and the production of beer is also a demanding technological process; did you not miss technical education?*

## JIŘÍ HAUPTMANN

\*1979, Liberec

He graduated from the Faculty of Economics of the TUL (2005), with a focus on marketing and communications. Already during his studies he worked in the marketing department of the company Audi, where he later became the head of marketing and PR; then he moved into marketing for Lexus. He also worked for Philips and since 2011 he has been the head of corporate communications of the Czech subsidiary of Heineken. He is in charge of their PR, internal communications, lobbying, representation of the company in professional societies and associations alongside to crisis management and sustainable development of the company. He is a member of the Czech Beer and Malt Association. Under the auspices of the Minister of the Environment, Richard Brabec he has established a non-profit and communication platform on water called: vodazakladzivota.cz. He is married.

I had studied both economics and mechanical engineering, but after three years I finished my studies at the Faculty of Mechanical Engineering. But in fact I consider myself a technician more than an economist and that has always been handy in marketing.

*Are you aware of disdain of Czech beer drinkers towards global beer brands?*

Yes, it is reflected in numerous myths: for example, people believe that the big breweries use substitutes and chemical substances for their production, or that good beer can be produced only in small breweries. That is utter nonsense! Small breweries bring diversity to the market and as a result of this they manage to break Czech beer xenophobia, which is very good, but, on the other hand, they do not often succeed in maintaining a stable quality. There are not enough qualified professionals even for the large breweries in the Czech Republic. And yet, the capability of brewing good beer at all times cannot be taken for granted; it is a huge challenge, in fact. Large breweries can do it and their quality is consistently high.

*What are the manifestations of the Czech beer xenophobia you've mentioned?*

The Czechs consider themselves to be real beer connoisseurs. But they are not. We are the winners in the consumption of beer, but our beer culture is absolutely tragic. For Czech consumers, the only good beer is mostly a type of Czech lager (Pilsner), and anything else is considered not to be good enough for them to drink. While there are about 2,000 beer styles in the world and it is very inspiring to taste them. In terms of the variety of flavours I consider the strongest beer cultures to be located in Belgium, Holland and England.

*Heineken has the ambition to be the most responsible beer producer in the world; how do you plan to achieve this?*

For each producer it is essential to arrange their production in a way enabling a permanent process without exhausting their resources. In the Czech Republic Heineken is an absolute leader in terms of water sustainability and responsible alcohol consumption. We do not want to use up all the water resources. Worldwide, there is a shortage of water and in a few decades we will also feel consequences of the fact that

even in the Czech Republic we cannot keep and manage natural water resources well. In Heineken, we also want to reduce carbon dioxide emissions we produce to as low levels as possible. In such ways we protect the environment but also reduce our costs. At the beginning it is necessary to invest, but it will pay off in the future.

Furthermore, we do not want people to be involved in excessive drinking. For example, as far as I know we are the first brewery which promotes in its marketing spots a sober approach to drinking of alcohol and even drinking of water. In the Czech Republic, however, the CSR - Corporate Social Responsibility - is still a mere triviality, often mistreated even by professionals in companies or students and often confused with charity; for example, when the management of the company set off somewhere to paint the fences or get involved in other similar activities.

*How does this frugality compare to the increasing popularity of cans, the production of which is energy-demanding?*

There are a lot of myths about packaging too; for example, it is believed that glass is the most environmentally-friendly packaging material. And yet, glass is heavy; you have to transport a lot of weight with a small volume of drink and, above all, the returnable glass bottles must be transported, recycled, taken back to the brewery, washed with alkalis, acids and water. When you count all the costs, then the most economical packaging material is a PET bottle. Cans are doing also very well; it is not so easy to produce aluminium, but you can recycle it very well. In addition, the metal packaging is the least intrusive for the beer. When you keep it cool, the beer inside will keep its good taste for a long time.

*Not only is it difficult for beer in the Czech Republic to find real connoisseurs; moreover, you consider it to be a mis-understood drink?*

Let us calculate together. Every year the state treasury receives just from Heineken almost one billion crowns on consumer taxes, VAT, income taxes, etc. Brewers invest money into pubs; they provide them with glassware, draught beer and other equipment, sometimes even with money. Literally, they hold gastronomy afloat. Breweries make a lot for the society, which is often not fully understood and interpreted as a matter of course.

## MR. McDONALD'S: «KETCHUP FLOWS IN MY VEINS»

RADEK JANALÍK

*Radek Janalík has served as CEO of McDonald's in four countries. From the top management position he returned a few years ago back to where he had started – to the McDonald's branch in Liberec.*



*They say about McDonald's that it is where a person can live their personal American dream; they start from scratch and experience a quick upward social mobility to the highest position. Was this also your case?*

It was exactly like that. Although I joined the company as a trainee manager, I also had to lay my hands on a broom and dustpan and get involved in cleaning. I started right after school at a restaurant in the square in Liberec; I did not feel comfortable that my classmates would walk in saying: "With the university degree and you are sweeping the floor?" It was my first job and I did not want to just run away from a fight. Today I'm glad I went through the whole process and tried everything out. One starts to understand the whole procedure in such a way. My grandfather always told me that one needed to start from scratch and that it was not good to look down on anybody. This was true, is true and will always be. I'm convinced of that.

*From your starting position you got up very quickly; you were the leader of the branch in a year, then you transferred to the headquarters in Prague to the post of operations manager for all Czech branches and finally you were the CEO of McDonald's in Hungary, Greece, the Czech and Slovak Republics. From such high managerial posts you came back here to Liberec, why?*

It was sometimes in 2010 or 2011, I was among 24 people from across McDonald's Corporation who were chosen for a training session after the completion of which one could go to work in corporate executive positions. I had graduated from that training and at the end I realized that what I should do next was not what I wanted to do. From direct executive I would have moved to a position that was more focused on consultations and supervision. It would have been more about politics, about your ability to get along with people in the corporation. I expressed my thanks for the opportunity offered and declined it. It was not possible for me to return to the position of a general manager of any branch anywhere, but there was another option – to become a franchisee. Due to my work for McDonald's, I had earned quite a bit of money and because by that time I had ketchup flowing in my veins instead of blood, I decided that after 17 or 18 years it was the highest time for me to return part of the money

back to the company and buy a McDonald's restaurant in Liberec as a franchisee.

I have my own business, I work with people and together we create something. This has been my favourite style since I was five years old when I was always surrounded by other people due to my involvement in hockey playing. I could not sit in the office and work with figures.

*What type of alumni can succeed at McDonald's?*

Reliability, good teamwork – these qualities are valued above all. When the applicant has some additional financial knowledge, that is an advantage. Personally, I notice most whether the person has a positive approach to life and to work. We need people who understand that even when they have a university degree, they might be asked to go and sweep the floor or go to the kitchen and make a sandwich. If someone wants to work as a restaurant manager, they need to know all the details of its operation.

*Closing McDonald's in downtown Liberec where you had started must have been a thing you felt regrets about, I imagine.*

I had started there and I closed it. The whole space there was not convenient as we did not fit in there with anything we wanted to do. That is why we closed it after some twenty years of operation. Yes, I was a bit sorry, but we are trying our best to return McDonald's to the centre of Liberec. I am convinced that it will happen in a few years. I do not know if I will run it, it is up to the management of the company to decide, but I would love to be in charge of it. It is also important for the development of my people. If we open another restaurant, I will need people for the positions of managers and supervisors. The purpose of any business is indeed earnings, but I'm always interested in another goal, and that is to build a team of people. I like to be able to provide my employees with an opportunity to build their own careers. That those twenty-year-old ones could see that I can help them to go far. They may need to work ten years and then they can establish their own business or become managers of any other large company.

*To open a McDonald's branch in the neighbouring town of Jablonec is also one of your ambitions?*

It will open there one day; that I know for sure.

Here in the District of Liberec there could be about five of our restaurants. I can easily imagine one in Jablonec and one in Česká Lípa; these are also large areas.

*What is your approach to meals and what do you like to cook?*

I'm not a very good cook and I eat almost anything. Hamburgers, pork and dumplings with sauerkrauts, Asian cuisine, vegetarian food ...It is necessary to have a balanced approach to food; it should be diverse and colourful. I have often thought that I might change my approach to cooking, but I'd have to find time for that. I've taken several courses on preparing sushi, but I have not devoted too much time to it yet. I need better time management and then I would have to jump in with both feet.

*Among other things, your company claims that one does not need too much time to prepare a meal.*

That is true. Even at home you can cook a meal within 15 or 20 minutes, but one has to learn it.

### RADEK JANALÍK

\*1969, Litvínov

In 1988 Radek Janalík enrolled in studies at the Faculty of Engineering at the Technical University of Liberec; he selected the then new field of Production Systems with industrial robots and he completed his studies successfully. After graduation, he united his life with the McDonald's brand; from the position of a trainee manager at the branch in Liberec he got promoted to the position of the CEO of the brand in several countries. In 2008 he was the head of McDonald's in three countries simultaneously: Hungary, Slovakia and the Czech Republic. He also led McDonald's in Greece. Now as a franchisee of the parent company, he owns and operates two McDonald's restaurants in Liberec. He started to play ice hockey at the age of five in the town of Litvínov. As a junior he played with what later became the "golden team" of the Olympic Games in Nagano.

## THE MAN WHO CAN DESIGN ANYTHING WITH WHEELS

JAN DĚDEK

*He has designed tractors, chairlifts and waste containers. The man who graduated from the Faculty of Mechanical Engineering at the Technical University of Liberec and the British Coventry University is nowadays part of the Škoda car interior team.*



*How did you happen to design vehicles?*

Drawing cars was my childhood hobby. Even during my studies in Liberec I paid more attention to my drawing than to the lecturers' talking. I came up with my own topic for the diploma thesis, which was very rare during my studies. I focused on the design and construction of a sports car, and, to confirm my mechanical engineering specialisation, I also focused on frame strength calculations.



### JAN DĚDEK

\*1980, Turnov

He graduated from the Faculty of Mechanical Engineering of the TUL in 2004 and then studied Automotive Design at the British university in Coventry. For eight years he worked for the Austrian company Design Storz as Senior Transportation Designer, working on design of bikes, tractors, funiculars, excavators and other vehicles and mobile equipment. The design for tractor Lindner Geotrac 124 was awarded with the prestigious Red Dot Award in 2009. Since 2015 he has been working for Škoda Auto as Feasibility Interior Designer. With his team he is responsible for completion of Škoda vehicle design and its introduction into serial production. He is married and father of a son.

*You also studied in Coventry; were there any differences in contrast to your Czech studies?*

In Coventry it was finally an ideal study programme for me, focusing mainly on automobile design. The most significant difference was probably the fact that the English teachers were people with rich working experience from the automotive industry capable of introducing practice into lectures. In the Czech Republic it is not uncommon that a person completes an engineering study programme, continues in a PhD. programme and then s/he becomes a lecturer without even fundamental experience outside of the world of academia. The school in Coventry had very good links with the industry sphere. I learned about my future employer, the Austrian company Design Storz in Coventry too.

*After eight years in Austria you decided to return to the Czech Republic to the Škoda company. What do you think about your transfer to the Czech labour market?*

For me, this is the first work experience at home. There is not much to compare. Design Storz has a broad portfolio – the company is involved in production of all vehicles from bikes and cars to excavators, tractors and we also produced dustbins. You can try out all sorts of things; since it's a small company, I designed, for example, the complete interior for a tractor. At Škoda Auto I am now in charge of the feasibility of the interior design which is to be used in serial production. My primary interest is in its feasibility and its actual transfer from the early design stage into reality. With my colleagues we check the quality of design of all components and almost every individual part. The team of people can split the individual elements among themselves, so it is mainly about teamwork for me now.

*Your technical education must be an advantage for you now, right?*

The fact that I am familiar with the technical side of things is definitely helpful for me. As designers we often try to make constructors think about a given problem and push the technical limits further. On the other hand, it is necessary to comply with a number of parameters, especially for safety. So there's a daily struggle between designers and constructors. It is necessary to find a compromise between technology, design, ergonomics and the final price of the car. Development of the car is a challenging process, which lasts four years.

*Do you have support from the top management for really daring designs?*

Škoda leaders certainly want us to come up with bold solutions; however, it is also necessary to take into account the uncompromising view of the market. Certainly, an important aspect is the final price, which must remain acceptable for the customer, and you must also respect what the customers like since you want to sell your cars. So sometimes you need to modify the bold solutions. Yet, as designers we always try to come up with something new and imaginative. Sometimes we deliberately go beyond the limits and shock constructors so that even after a compromise has been found, there is still a new and interesting solution. This is the most important aspect of the process; compromises are necessary, but at the end of the process the new car leaving the factory must be such to move all of us forward.

*Where do you see future trends in production and design of cars?*

The automotive industry becomes increasingly electrified; due to emissions. Hybrid vehicles are being developed, but there is a clear trend towards fully electric vehicles and digitization enabling automated features of the car, which is a step forward to autonomous driving.

*Looking at current cars, I have a feeling they are rather similar to one another within the same class of cars. Isn't it a little bit boring for a designer?*

Our current expectations of automobiles are much higher than in the 60's, when car design was much more original. The important parameters for safety and also for low emissions and fuel consumption influence the shapes of the cars, which may then look similar.

In the 60's, the safety requirements were fully met when the car had safety belts and the fuel consumption issue was not addressed at all. The trend is also the constantly decreasing price while maintaining a high comfort, for which a special fee used to be charged, let's say, ten years ago. Design "excesses" are then out of question; on the other hand, it is very common nowadays that cars have equipment which just did not exist in the 60's or was only rare, which means that driving comfort increases constantly.

# THE CZECH BIATHLON HEAD COACH

ONDŘEJ RYBÁŘ

*He enjoys the peacefulness of the countryside, but he spreads the feeling of uneasiness and agitation into the hearts of thousands of Czechs when they watch his coachees Gabriela Koukalová or Ondřej Moravec score points at world championships and Olympics.*



**Why did you move on to coaching? At the age of 26 you could have still competed yourself.**

I received an offer to work as an assistant coach for the Czech representation team when I was finishing my university studies. At that time, I was an active racer, but I took part especially in the academic level competitions, where the peak of the season for us was the Winter World Universiade. I knew that the level of training we had would not be sufficient for me to be prepared to take part in the highest-level competitions. We could not compare ourselves to the racers who were in the national team and who ran in World Cups. Therefore, I decided to accept the offer. In the first two years I still struggled with the change a little bit, but I quickly sobered up and abandoned my racing ambitions; and I do not regret this decision today. It was a correct one and it came at the right time.

**Do you find what you learned in your university studies useful in practice?**

I went to study at the Faculty of Education because I wanted to teach. And even though I'm not a teacher nowadays, what I learned at university comes in handy quite a lot. Coaching is actually a type of educational work; it's about working with people, where you can apply psychology, pedagogy and didactics all the time. I believe that every coach should complete at least some fundamental teaching course.

**Several years ago Czech biathlon was not a very visible sport, but nowadays, due to a number of successful sportsmen, its popularity has soared. Could this be a way to the fate of globally watched sports?**

Our current athletes do not get involved in sports for money; they feel the joy of sport and they are able to appreciate how far they've got. I do not worry about them. What is essential is the start of the young generation. Thanks to the success of the contemporary personalities they have a well-trodden path ready and it is important how they will set off on their journey. I hope the coaches will be able to educate young athletes to make them understand that success must be deserved and that they should stand down to earth, because there will be not only strong years coming but also the weaker ones.

**After the Olympics in Sochi you claimed that you would terminate your coaching career to have more time for your kids and your family. How do you perceive the role of father?**

For me it is one of the most important roles. Mother and father are in the position to most influence the upbringing of their children, and it is wrong when parents think that their children will be brought up by teachers and coaches. I would not want to live to hear my grown-up boys say: "Dad, where were you when we needed you?" At the same time you want to be a role model for your children, you want them to see that things have to be done properly, that what you do makes sense and has its rules.

The question is how to unite these things because biathlon is my second family. I have a lot to return to athletes to keep it in balance with what I received in the past. So I've made a compromise: as the chief coach of the Czech representation team I have got time to be involved in various things; for example, I can devote time to research in coaching, which will help biathlon progress again, and I do not have to go with the team for three weeks to the training camps in Austria and Slovenia, from where you cannot return home to your family in the evenings. So little by little, perhaps, I am getting closer to what I was saying after Sochi.

**You live in a small and quiet village; how do you compare it to the bustle of cities and the turmoil which is always accompanying a big race?**

We live in a hectic world, so I'm happy with the tranquillity of the village and the older I get, the more I am proud of the fact that I live with my family in Budíkov. Living in the village gives one practical skills. As a young boy you cannot avoid working around the house and in the fields; I was brought up like that and now I am trying to lead my boys towards the same skills. I want them to have a relationship with the place where they were born, the countryside around them and the planet. From this perspective I feel depressed how people treat their environment. I'm not an ecologist, I know I cannot make masses of people change their behaviour, but I can do something myself: sort waste, behave with respect to the environment, and avoid wasting food and resources unnecessarily. And I believe

that someone will follow such behaviour as an example; at least my own children could.

**Is there still some biathlon-oriented goal you would still like to achieve?**

I cannot accomplish much more in biathlon, but if I can contribute to stabilization of biathlon and to its occupation of the highest level as long as possible, I am more than ready to do it. I would also like to see one of my young rascals actively involved in biathlon. I hope that what we succeed in doing now will still be in effect at the time when he starts racing. Our current goal is primarily to maintain continuity. In professional sports, everyone has his or her role. They should not be overly ambitious and should do well what is expected of them. The current team that we have is in full understanding of this philosophy.

After all, achievements and medals are not so important; the decisive factor is the influence of the wonderful experiences; they are what matters. And in the past seven years - I start my count from Vancouver, where it was a disappointment - I've experienced a lot of such moments with biathlon. And my great thanks for that go to the athletes and the whole realization team.

One person may get to the very top perhaps even by himself or herself, but we have got more of them at the top position and this could never be accomplished by one coach only.

ONDŘEJ RYBÁŘ

\*1978, Budíkov

He took part in junior competitions with the national representation team, and later on in universiades. During his studies at the Faculty of Education (study specialisation: physical education and geography) and at Charles University in Prague he was offered the post of the assistant coach of the Czech national team. In 2009 he became the coach of the men's team and the head coach of Czech biathletes. In 2014, when the Czech national team won five medals among other achievements at the Olympic Games in Sochi, he left the men's team. The Union of Professional Coaches of the Czech Olympic Committee announced him the best coach of the year 2014. He is married and has two sons.

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ISSUED BY: TUL • April 2017

TEXT: Radek PírkI • TRANSLATION: Ivana Pekařová

GRAPHIC DESIGN AND PRODUCTION: JaVaHa • PR Department of TUL

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**AIM HIGH... REACH FOR THE SKY!**