



Explore the Bata Region

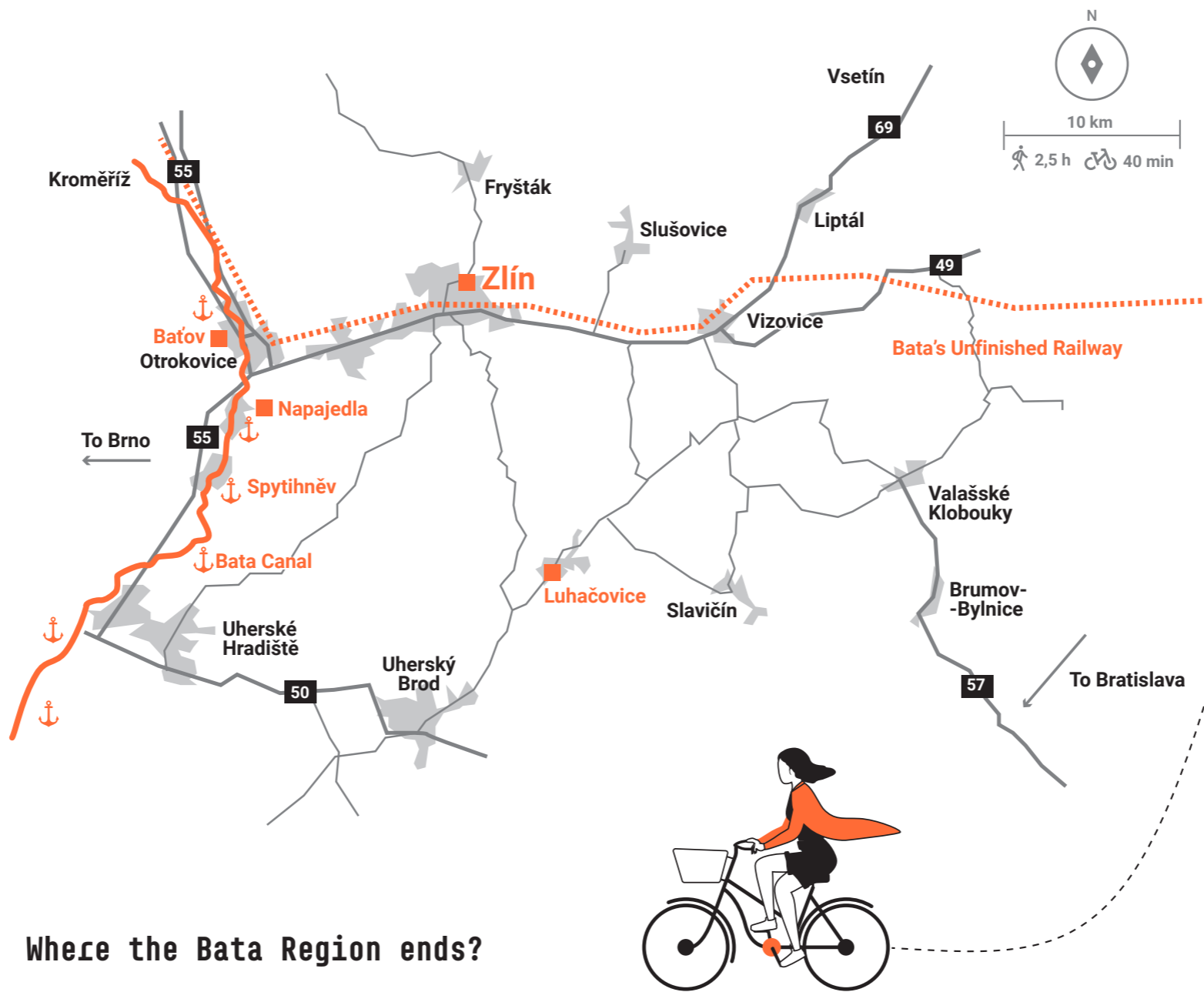
The Bata Sites Guide

The Bata Region

You won't find the Bata Region on a map, but if it were there, it would extend from the city of Zlín to the southernmost tip of Africa, Indonesia and America. That is where the Bata Company employees (Batamen) spread their talent, perseverance and courage. Tomas Bata opened his first shoemaking workshop in Zlín in 1894. And it was the beginning of something big. Zlín became a laboratory where a unique factory with a unique managing system was established. An ideal city emerged here, with an urban concept we still marvel at today. The Batamen then implemented their ideas in 140 countries around the world.

'Be the best in the world in what you do and the world will find the road to your door.'
Tomas Bata

Let yourself be drawn into Bata's world full of inspiration where the word 'cannot' does not exist. You should start in Zlín, just like Tomas Bata did.



Where the Bata Region ends?

It is impossible to set the Bata Region borders as it has spread from Zlín to the whole world. But before you set out for India or Argentina, you can start exploring here. Whether on foot, by bike or by boat.

Luhačovice



A spa town loved by generations of Batamen (but certainly not only by them). Tomas Bata used to come here for treatment and business. His co-workers and business partners came here to relax and admire the beautiful architecture. Come and experience it for yourself – it is an unforgettable place.

Bačov in Otrokovice



The first of the 'Little Zlín's'. The Bata factory towns grew up first in Otrokovice, later in Napajedla, Sezimovo Ústí, Třebíč, Partizánské and then around the world. Bačov is full of interesting places and technical wonders. It is also the place where Tomas Bata died in a plane crash.

Bata Canal



The Bata Company once used it to transport lignite from mines in south Moravia. Today it makes life more pleasant for boaters.

Bata's Unfinished Railway



The planned railway line from Zlín to Slovakia was never completed. What was left behind are tunnels and embankments, nowadays used by cyclists.

Napajedla



A small town with a wharf on the left bank of the Bata Canal, with a rich cultural scene and diverse architecture. In the former Bata factories, now famous rubber factories, inflatable animal toys by Libuše Niklová were born.

About the Bata Region project

The project brings together organisations dealing with the Bata theme. From museums and galleries to educational institutions and other places that are closely associated with Tomas Bata. We work together to make the Bata Region open and accessible to visitors. Discover the unique charm of the region where Tomas Bata and many of those, who believed and still believe in his ideas, grew up.



The project is supported by



Would you like to learn more about the Bata Region?



www.batuvregion.cz



Tourist Information Centre Zlín

📍 náměstí Míru 12, Zlín ☎ +420 577 630 222
🌐 www.ic-zlin.cz

Download the Bata Zlín app and get to know the city by walking around the most important Bata sites.



Where to go next? More great ideas for trips can be found on www.zlinsko-luhacovicko.cz, www.vychodni-morava.cz.



Places to visit in Zlín

Wander into the factories of the First Czechoslovak Republic, try to find a way through the alleys between the Batamen houses or enjoy Zlín from a bird's eye view from top of the Bata Skyscraper.



Tomas Bata's Villa

The place where Tomas Bata worked, relaxed and met with his colleagues and guests. The only room from which the factory could not be seen was said to be the bedroom. Today, the Tomas Bata Foundation is based here. You can have an afternoon tea, visit a workshop, or take a tour of the villa.

📍 Gahurova 292



14|15 BATA INSTITUTE

The right place to understand Zlín. Tastefully renovated factory buildings No 14 and 15 house a museum, gallery, library and design shop. The Bata Principle exhibition presents the largest shoe collection in Central Europe. Various events are held on a platform between the two buildings.

📍 Vavrečkova 7040



Bata Skyscraper (Building No 21)

Take a ride in the famous elevator office of J. A. Bata. Don't be afraid to get into the paternoster or look at Zlín from the panoramic terrace. You should definitely visit the skyscraper '21', one of the first high-rise buildings in Europe.

📍 tř. Tomáše Bati 21



Factory Site

The heart of the red brick city. In the factory halls, which remind the most famous era of the Bata company, production (not only of shoes) is still running today. You will find bistros, cafes and shops with a wonderful atmosphere in the renovated parts of the complex.

📍 Jana Antonína Bati 1 (Factory entrance gate)



Department Store

The functionalist Department Store Zlín by František Lýdie Gahura is a perfect base for exploring the city. Great food, coffee, wellness, art and views guaranteed. You can also relax in the nearby green area of the Gahura Boulevard.

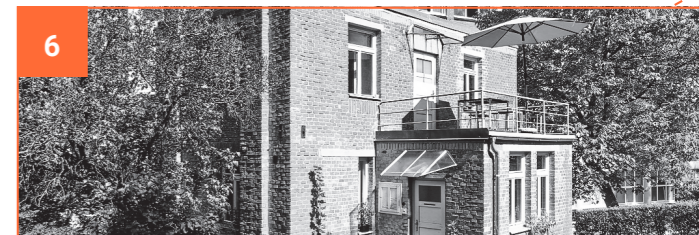
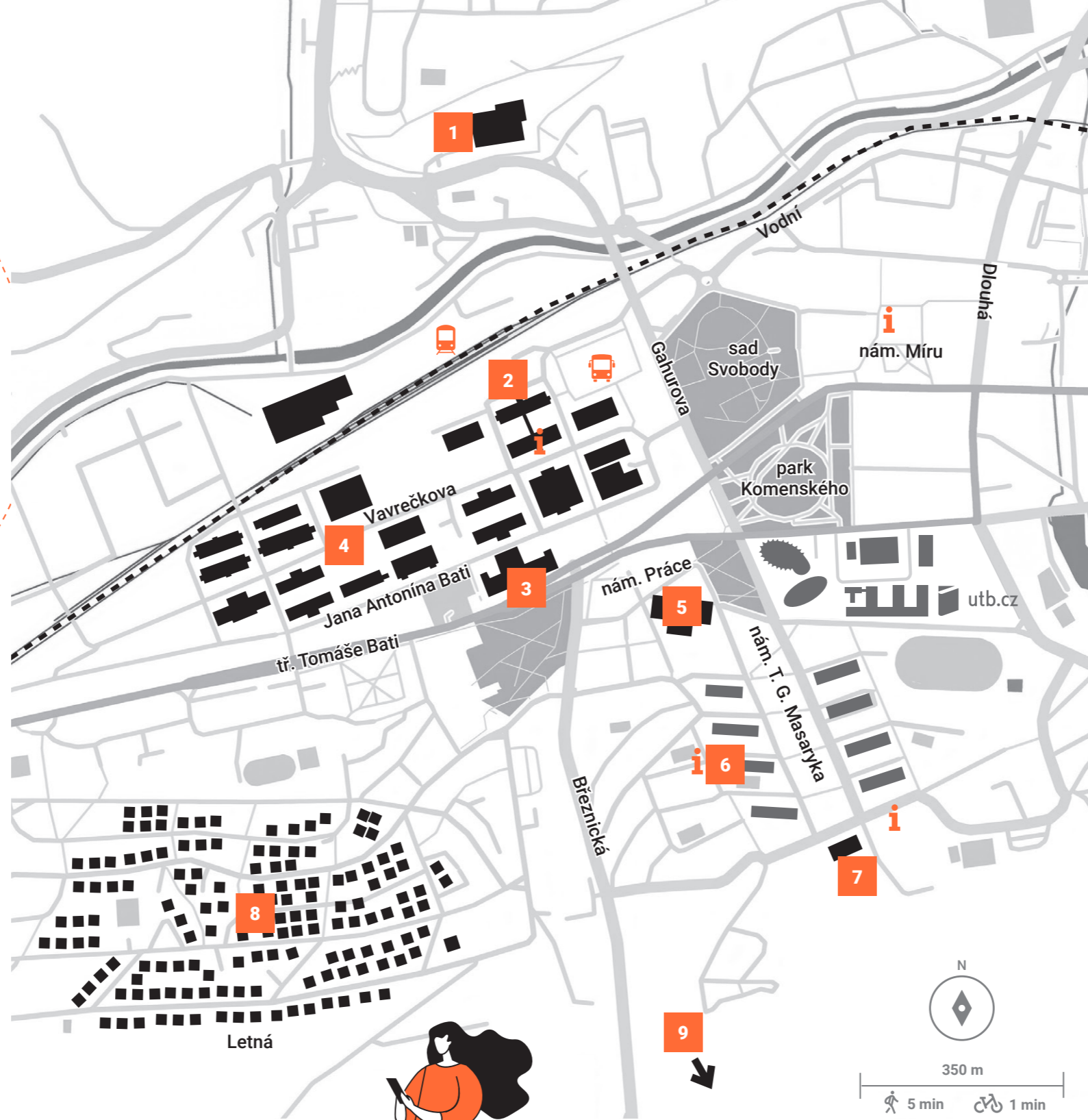
📍 nám. Práce 2523



Forest Cemetery

The final resting place, hidden among mature trees, is located nearby the Zlín Film Studios in the Kudlov district. The cemetery was designed as a forest park by František Lýdie Gahura. Coincidentally, Tomas Bata was one of the first to rest here.

📍 Filmová 412



Infopoint of Bata housing

An exhibition located in an unassuming little house hidden among the Bata schools and boarding houses will guide you through mysteries of the Bata architecture and the whole system of Zlín housing. You will get acquainted with the project of the Zlín Architecture Manual (ZAM).

📍 Nad Ovčírnou I 1295



Tomas Bata Memorial

It is a very special place. Its crystalline architecture by František Lýdie Gahura shines as an imaginary crown above Zlín. Tomas Bata Memorial is one of the world's top architectural monuments, even though at first glance it might appear to be empty inside.

📍 nám. T. G. Masaryka 2570



Bata Houses

The tiny red-brick houses scattered on the hillsides may look like Lego bricks, but the locals won't have a bad word said against them. Explore the narrow streets with local guides along the 'Zóna Zlín' guided tour.

📍 Letná – the oldest residential area