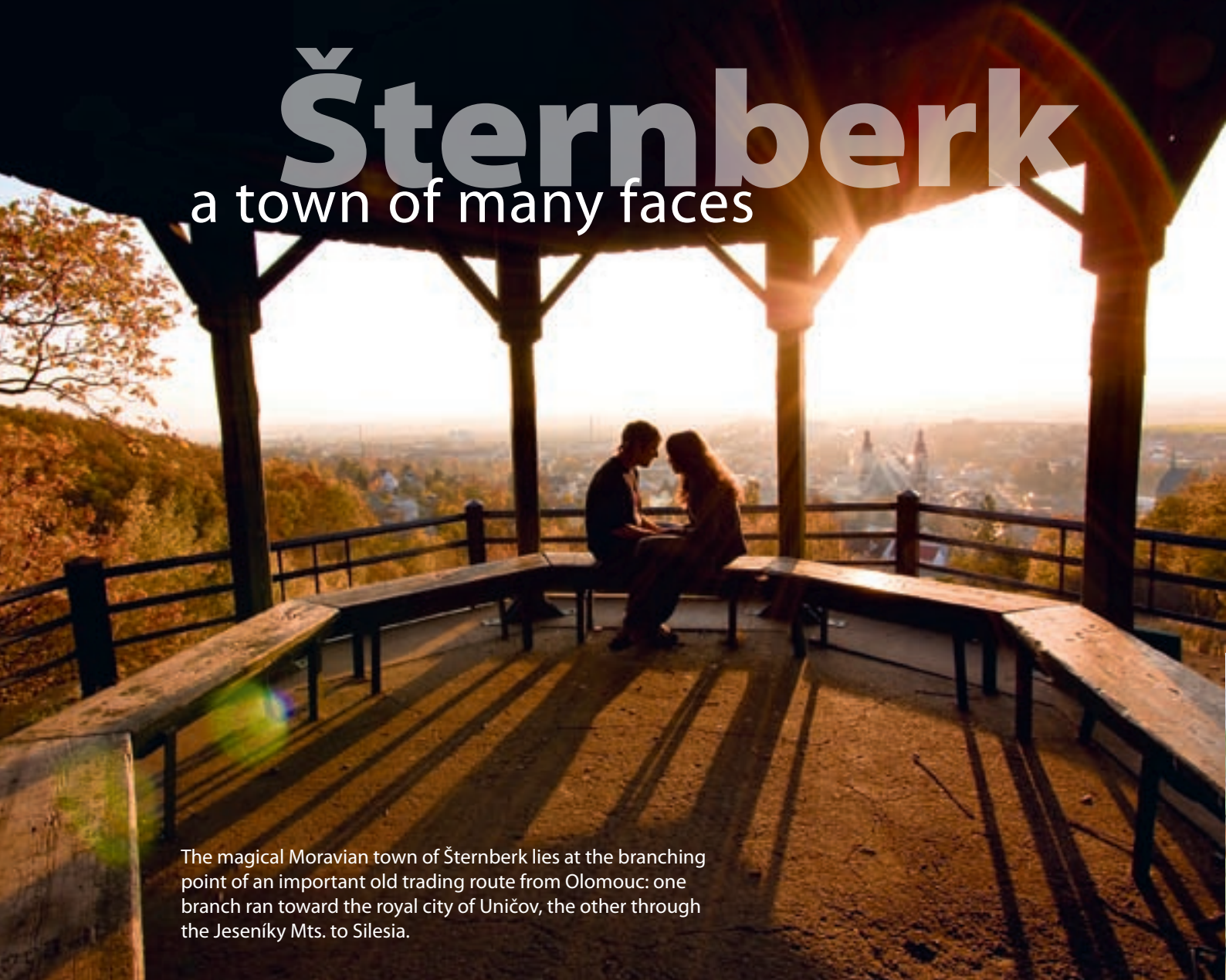


ŠTERNBERK

Central Moravia





Šternberk

a town of many faces

The magical Moravian town of Šternberk lies at the branching point of an important old trading route from Olomouc: one branch ran toward the royal city of Uničov, the other through the Jeseníky Mts. to Silesia.

While these trails still exist today, Šternberk in the meantime has grown into a town that boasts a rich history connected, above all, to its castle. It is also a modern town that is full of life, entertainment, interesting cultural and social events and sports competitions of international importance; a town that continually blossoms in new colours as the time changes.

Šternberk is located at the point where the fertile flatlands of Haná begin to rise into the Nízký Jeseník Mts. This unique position is an invitation to take advantage of an alluring combination of terrain for recreation, sports or rest; Šternberk's location also provides countless opportunities to explore the remarkable surrounding natural beauty.

Discover the many faces of Šternberk!



The legend of Šternberk in chronicles.

Only exceptional places can take pride in the fact that their oldest history is the subject of legends and myths. Šternberk is truly one of these locations. According to legend, brave Jaroslav of Šternberk was given land by the king as a reward for his faithful service in defeating the belligerent and brutal Tatars and he subsequently built Šternberk Castle as his opulent residence. To this day the town remains a beautiful legend of courage and bravery, a place where good triumphed over cruelty and evil.



A town

beneath a star that never sets



The first written mention of Šternberk dates to the year 1296 and the history of the town is closely tied to the castle. A settlement soon began to expand beneath the castle and this area became an important centre for trade and crafts. Soon after its founding, Šternberk achieved the status of one of the largest and most prominent domains in Moravia.

Apparently the founders of the town and castle, the Lords of Šternberk, surmised well that the "lucky" star of Šternberk would never set. They were right – their eight-pointed golden star above the horizon has remained the symbol of the town to this day.



A remarkable work with a Šternberk motif

The fresco entitled Victory and inspired by mythical Šternberk themes is regarded as the very best wall painting in the Olomouc region. The work was created by the leading Moravian Baroque painter, Jan Kryštof Handke. The fresco is on display in the Corpus Christi Chapel in Olomouc.



The remarkable centre of town

With a great number of precious buildings, the reconstructed historical centre of Šternberk is exceptional for its numerous Classicist portals.



Captivating History

Another important historical site in the town is former Augustinian monastery complex with the Church of the Annunciation of the Virgin Mary. A work here by Jan Kryštof Handke, the unofficially crowned master of the Moravian Baroque, is impressive in its monumental composition and unexpected play of light and shadow. The richly decorated gold-plated Marian column commemorates the gratitude of citizens for being spared during the last insidious plague epidemic.

History has left an indelible mark on Šternberk for more than seven centuries. You can feel the magical power, a sensation that will only be heightened in the finely restored town monument zone in the historical centre.



The present emits energy

The town's transformations are tangible at every step. Proof of good work can be found, for example, in the area of awarded grants; in this regard Šternberk is one of the most successful towns in the Czech Republic. Šternberk is a town with a high potential for dynamic growth, a town that is full of vital energy. Enjoy it!



This town of 14 000 inhabitants offers a wide variety of entertainment and unforgettable experiences for each season of the year.

The town loves to pamper its guests with numerous annual events. Folk markets offer traditional crafts, attractions and regional specialties. Šternberk offers cosy cafés, bars, pubs and even gardens in the centre or on the outskirts of town. These facilities are ready to fulfil the diverse culinary wishes of guests and to satisfy interest in daytime and nighttime entertainment.



A unique tourist information system

A system of nine speaking information "crank boxes" is a tourist attraction unique in the whole of the Czech Republic. This self-service system offers wonderful and original entertainment while also providing visitors information about the town. Electricity is produced by cranking the handle; upon selecting the appropriate language tourists are treated to a three-minute presentation. Nine stops are supplemented by two speaking information boards at the beginning and the end of the tour through the town monument zone.

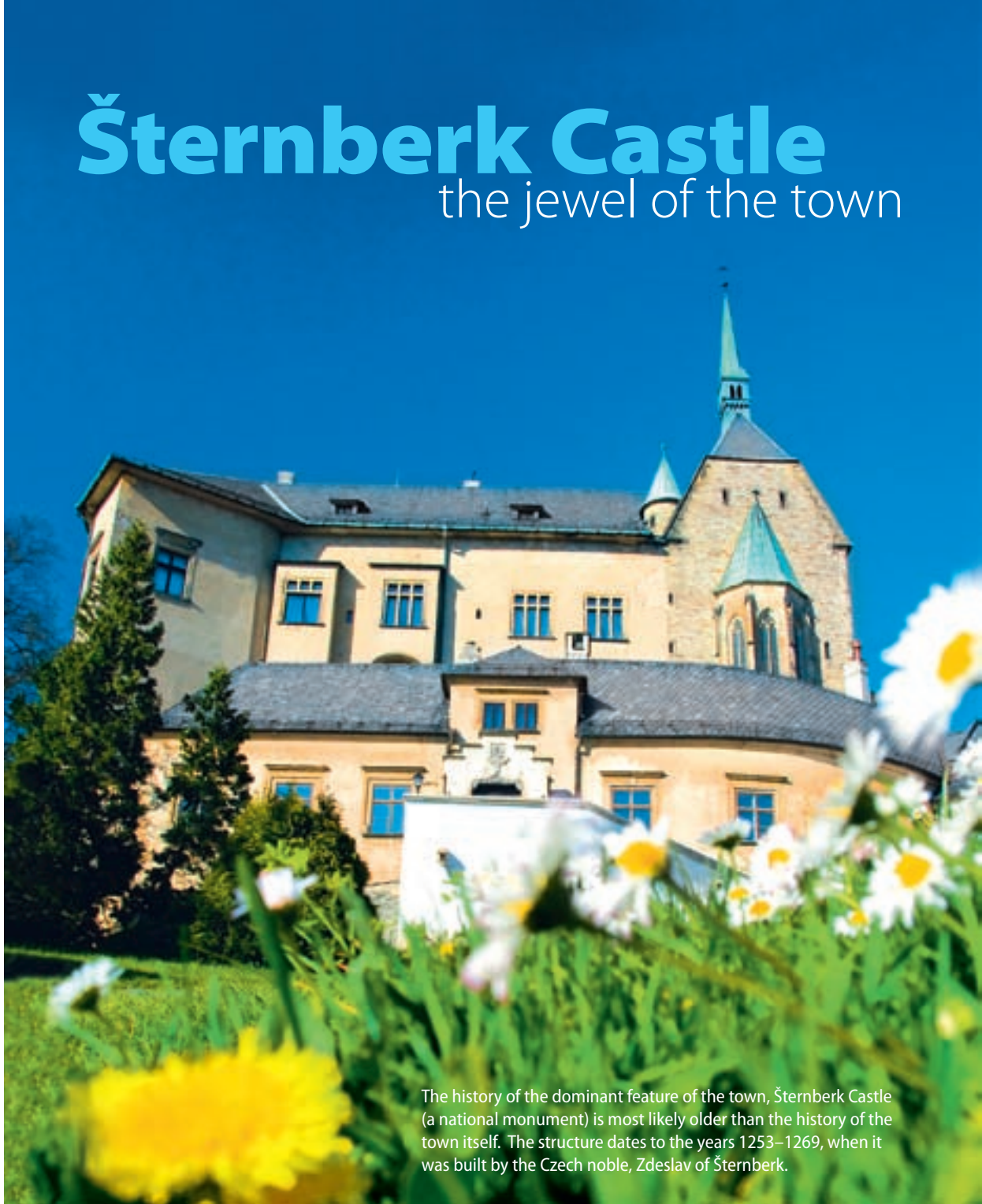


**A world-famous
Madonna**

A perfect copy of the famous Gothic Šternberk Madonna is on display in the castle. The statue's original, a precious artistic treasure from the end of the 14th century, is exhibited at the Archdiocesan Museum in Olomouc. The statue has been shown as a unique object at exhibitions of Gothic art throughout the world, including New York, Montreal and Prague.

**The oldest
woodcarving in
Moravia**

The title of the oldest preserved Renaissance woodcarving in Moravia belongs to the remarkable relief, The Passion of St. Cunigunde, which depicts the saint proving her innocence by walking over flaming irons. The relief is part of the precious castle collection of Gothic and Renaissance wooden sculptures.



The history of the dominant feature of the town, Šternberk Castle (a national monument) is most likely older than the history of the town itself. The structure dates to the years 1253–1269, when it was built by the Czech noble, Zdeslav of Šternberk.



Šternberk Castle displays a wide range of architecture styles, from Gothic to Classicism. Decorative works by Dutch, Italian, German and Czech artists create an absolutely unique impression that maps the more than 500-year-old history of this highly visible jewel of the town.

With the names of visitors drawn directly on its walls, the Representational Hall from the end of the 16th century is an extraordinary site. Worthy of special mention is an unusually large collection of rare Renaissance and Baroque stoves; also on display are panel paintings, a collection of gold-plated leather tapestries, paintings on glass, hunting trophies, furniture ranging in style from Gothic to Empire, an Art Nouveau passenger elevator and other interesting items that provide a unique glimpse into aristocratic life in past centuries.

A true gem of the town, Šternberk Castle is an outstanding example of the well-planned use of a monument of national importance.



Constantly full of life

The town is rightfully proud of its treasures and this pride took on an additional dimension when the castle became a national cultural monument in 2001. The former home to many distinguished aristocratic families remains alive today, not only through the visits of tens of thousands of enthusiastic tourists, but also thanks to special concerts and other cultural and entertainment events. The castle is popular with brides and grooms who have decided to connect their fate and the most important day of their life with this romantic and unforgettable location.

Šternberk Castle offers an inexhaustible palette of attractions throughout the entire year – exhibitions, folk fairs, children's days, theatrical performances, rock festivals, Advent and beneficial concerts and fairytale tours. The most interesting of these include costume tours and weekend horseback rides for children in the park.



**A unique
sound
guide**



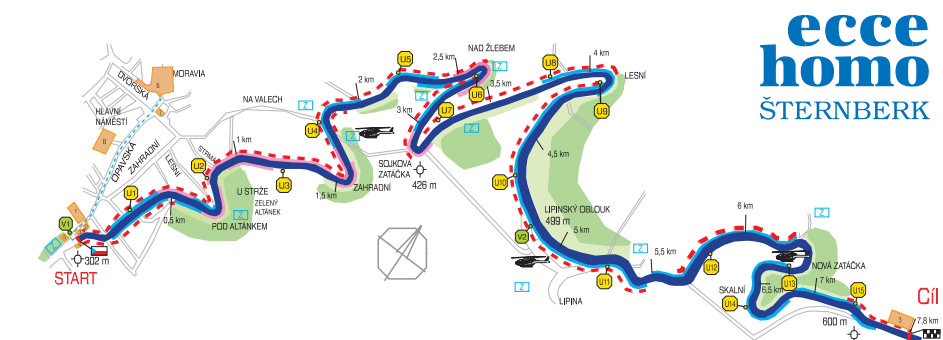
Šternberk Castle is one of the few castles in the Czech Republic to be equipped with a technical novelty – the “sound guide” – offering a presentation in the five most common languages.

Ecce Homo

draws drivers from the whole of Europe



Each June, under the watchful gaze of motor sports fans far and wide, the flag drops on the Ecce Homo hill climb car races in Šternberk, part of the European Championship series.



For over 100 years now top European racers have driven their shiny cars up the 7 800 m track, with the results being settled by thousandths of a second. A race with this type of history and tradition is truly a rarity in the Czech Republic. Over 25 000 spectators turn out each year to watch this dramatic competition.

The thunder of engines, the squealing of tires in the tight turns and a festive atmosphere – this is the sporting spirit of a town that comes to life each year with the tradition of the highly popular Ecce Homo race.



Motors that remember

In September the town welcomes competitors for the Ecce Homo Historic, a hill climb precision race. This exciting battle between vintage cars on the Šternberk hill is regularly accompanied by an attractive exhibit of beautiful historic machines on the town square.



Exercise

for a good mood



The town is a good place for spending your free time. The top attraction is the finely renovated and heavily visited Šternberk swimming pool, which also features water slides, chutes and a children's wading pool. The pool also offers romantic summer swimming under the open night sky.



Šternberk is a great place for other sporting activities, too. The popular U-ramp on Olomouc St. offers an adrenaline experience, while the new Ecce Homo Hall, the hockey stadium, the shooting grounds and other pitches for ball sports are also open to the general public.



Tennis facilities are located near the swimming pool. Joy from exercise together with relaxation by the water is an optimal combination for a calm yet active day.

Prabába Educational Trail

Prabába Trail is built on the hillsides of Šternberk. Nine stops introduce visitors to life in the forest and field, as well as the history of the region. The trail runs from the crossroads at the restaurant Na Kiosku to the lookout at Zelená budka, which offers a remarkable view of Šternberk and the surrounding area.



Cultural experiences

Contemporary Šternberk offers rich cultural experiences for all ages.



Unforgettable trips into the surrounding areas

The unique position of the town on the border of flatlands and hilly landscape makes Šternberk an ideal place for spending free time, relaxation, exploring and entertainment.



Šternberk's surrounding areas create ideal conditions for relaxing walks, bike rides, mushroom picking, fishing, swimming as well as recreational skiing in the winter months.

The popular Dolní Žleb recreation centre with campsite is located nearby, as are possibilities for swimming at natural water holes. Fishing, mushroom picking, cycling and hiking enthusiasts will find the area to be a true natural paradise. Dalov Lake, created through the flooding of a smaller quarry, likewise provides interesting natural scenery.



A trip to the springs

Těšíkov Springs are the source of a heavily mineralized, carbonated water that is unexpectedly delicious and refreshing. A walk on the educational trail with nine stops provides an interesting addition to a trip through beautiful nature to the valley with the mineral water springs.



Located a mere 16 km to the south of Šternberk, the Haná capital of Olomouc makes for an attractive trip. Olomouc features the second largest town monument reserve in the country and is famous for its Holy Trinity Column, which has been inscribed on the UNESCO World Heritage List since 2000.

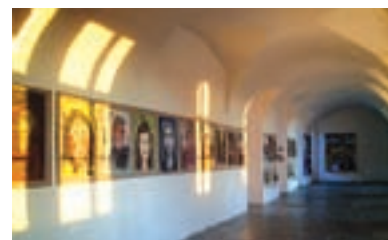


The new look of Šternberk, the "town of clocks"

In connection with the start of the production of mechanical timepieces in Šternberk in 1949 and with the subsequent installation of a popular clock exhibition the town soon acquired the catchy nickname "Šternberk – the town of clocks." The exhibition has enjoyed an unusual level of interest from visitors and the media throughout its existence. Set to open in 2010, the new "Exhibition of Time" will build on this tradition by offering a broad presentation of the subject, from the cosmic birth of time to atomic clocks and the most cutting-edge time measuring methods. This financially demanding project is being realized through the help of an EU grant Šternberk succeeded in procuring for this highly attractive project with great tourism potential.



Šternberk deserves the title of a "town of artists." The contemporary works of academic painter Petr Zlamal, academic sculptor Petr Kuba and the works of Libor Vojkůvka carry on the creative tradition of such famous Šternberk artists as painter Paul Kašpar, Kurt Gröger, Ferdinand Kuschel and Wilhelm Zlamal.



The Handke Gallery is another town jewel. The extraordinary legacy of Jan Kryštof Handke, a master of Moravian Baroque painting, can be viewed at the former Augustinian monastery. Modern art lovers should not miss a visit to the Šternberk Gallery.



Published by the Town of Šternberk, 2008 , www.sternberk.eu.
 Photography: m-ARK, DS FOTO Šternberk, Tomáš Loutocký,
 the archive of the Olomouc Museum of National Art and
 History, Town of Šternberk archive.
 Design and printing: m-ARK, 2008