

## Services of the Visitor Centre

### Gallery

The gallery in the Visitors' Centre is located on the ground floor of the building, the so-called Laudon House and presents a collection of artistic work in the field of photography mainly by Nový Jičín photographers. The exhibition



space consists of 50 photographs. Every month there is a new exhibition and the openings are usually held at the beginning of the month. In addition to the work of photographers, you can see photographs focusing on important personalities of the city in a selected period.

### Workshops for kindergartens and primary schools

The workshop is a unique opportunity to test your own creativity and artistic talent. It will develop children's imagination, fine motor skills and fantasy. From Nový Jičín - the city of hats, you will take away an original souvenir made by your own hands - a mini hat made of rabbit fur. The price of the workshop does not include admission to the exhibitions.

Workshop ..... 50 CZK

Reservation required.

The workshop takes place in the studio, which includes a children's corner for the little ones.



### Disc golf equipment rental

DiscGolfPark is located in Bočeta and Skalka.

Disc rental fee ..... 30 CZK/day/any number

Refundable deposit ..... 200 CZK/1 disc



### Trekking poles rental

The maximum rental period for trekking poles is three days.

Rental fee ..... 20 CZK/day/set/person

Refundable deposit ..... 500 CZK/set



Discs and poles can be rented upon presentation of ID, paying the refundable deposit, signing the rental contract and handover protocol during the Visitor Centre's opening hours.

### A walk through the city

The guided city walk includes a tour of the Renaissance-Baroque Square and adjacent streets with a rich history, a visit to the Church of the Assumption of the Virgin Mary, and a tour of the courtyard of Žerotín Castle. Finally, enjoy a view of the city from the town hall tower.

Price ..... 400 CZK/group (max. 30 people)

Reservation required.

100 % extra charge for foreign language guided tours.



### Events of the Visitor Centre



Beer Festival - June



Nový Jičín fairs



Wine Market Nový Jičín



Town Festival Nový Jičín

### Interesting Facts

The hat factory is in Nový Jičín. The entire production is exclusively in the Czech Republic. Production of felt products, including the preparation and refinement of the fur, involves around 100 working operations, most of which are carried out by hand. To produce one felt product, 5-7 rabbit or hare skins are used. The belt of skins, the lower part of the skin without hair, is cut into noodles and used as a high-quality, environmentally friendly fertilizer.

#### How to choose the right hat size?

Always measure around the head above the ears, around the widest part of the head where you want to wear the hat. Do not tighten the tape measure too much. Repeat the measurement several times. If you get between two numbers when measuring (e.g. 58.5 cm), always order a larger hat (in our case size 59). A larger hat size can be easily adjusted to a smaller size by inserting a thin strip of foam or similar material under the sweatband. If the product size is listed as universal, the hat is equipped with an elastic sweatband and is suitable for head sizes from 56 to 60 cm.

### How to wear the hat?

Always position the pinch forward. The snaps should be aligned evenly. The crown should maintain its natural shape. The hat should extend 1 cm above the ears or just above the ears, never covering the ears. The front of the hat may be folded down to the middle of the eyes. There is a sweatband connected by a bow inside the hat, which should always be positioned towards the back.

#### Hat maintenance

Do not wash or use chemical cleaning methods. Instead, regularly remove dust from the surface of the hat. If dust becomes trapped and dissolves with water, it can create a dirty stain that will penetrate the felt and become difficult to remove. To remove dust, use a soft horsehair brush and brush in the direction of the hair. You can also refresh the hat by gently steaming it. Sewn articles should not be washed either, as this may cause shrinkage and deform the product. Stains can be cleaned with a damp cloth or sponge using common solvents (e.g. technical petrol) mixed with a small amount of water. Knitted products should not be washed, but instead be chemically cleaned, preferably using tetrachloroethylene (perchlorate) at a dry-cleaning shop.

### Types of hats



#### Beret/Radio cap

A beret is a soft, round, and flat cap. A radio cap, in addition, features an "antenna". Berets or radio caps are typically made of wool felt. Berets are very popular as warm, elegant, and fashionable accessories for women. Men rarely wear berets and instead, opt for hats or other types of headgear. Berets are one of the oldest forms of headgear.



#### Baseball cap

A felt (or straw) hat with the shape of a baseball cap. It originated in the USA, where it was originally part of a baseball jersey, hence its name.



#### Flat cap

A cap with a relatively low crown that slopes forward towards the peak. It is seamlessly integrated into the design of the cap. Flat caps are made from materials such as sheep's wool, tweed, cashmere, fine leather, and goatskin. Nowadays, they are one of the most versatile and widely worn types of headgear.



#### The bowler hat

The bowler hat is a symbol of sophistication, gentlemanliness, and good manners. One of the main wearers of this type of hat was Charlie Chaplin.



#### Cylinder

A tall, cylindrical hat with a flat crown and a wide brim. Nowadays, it is only worn on formal occasions as an accessory to a tailcoat.



#### Fascinator

This is a type of ladies' hat that can be small or larger in size. It is often made of wool, straw, or adorned with feathers. Most fascinators are crafted from lightweight materials to ensure ease and comfort when worn in any weather.

### Types of hats



#### Fedora

It has a somewhat elongated shape, with a soft crown and a wider brim that is typically styled to shield the eyes. The top of the crown often features an elongated or triangular dent, and the sides are usually sculpted with dimples.



#### Fez

Worn predominantly in Islamic countries, the male version typically features a black or blue tassel, while the female version is adorned with pearls or gold.



#### Homburg

This is a hat made of harder-felt, featuring a single dent in the middle of the crown and a relatively narrow brim that curves upwards at the edges. Today, it is considered the most formal and social type of hat that is commonly worn.



#### Captain hat

These caps are sewn with lining and a stretch sweatband. They are based on the traditional "masaryčka hats" and have gained popularity among women who follow fashion trends.



#### Cloche

A tall, bell-shaped hat, usually made of felt but not particularly stiff, with a stretchy sweatband. One side resembles a hat, while the other side resembles a cap with a bill.



#### Boat/Toka

A toka is made of thicker felt (summer versions are made of sisal), making it sturdy. It can be worn as a stand-alone hat or serve as a base for attaching a wide range of elaborate ornaments.



#### Panama

A traditional hat made from knitted fibres of tropical palm trees. Most panamas are shaped like classic fedoras, although Western or strictly feminine styles also exist.



#### Trilby

This hat is characterized by a relatively narrow, oval brim that slightly points downward at the front and curves upwards at the back. The crown of the trilby is relatively low, and the lower circumference is adorned with a ribbon. The hat is derived from the classic fedora style.



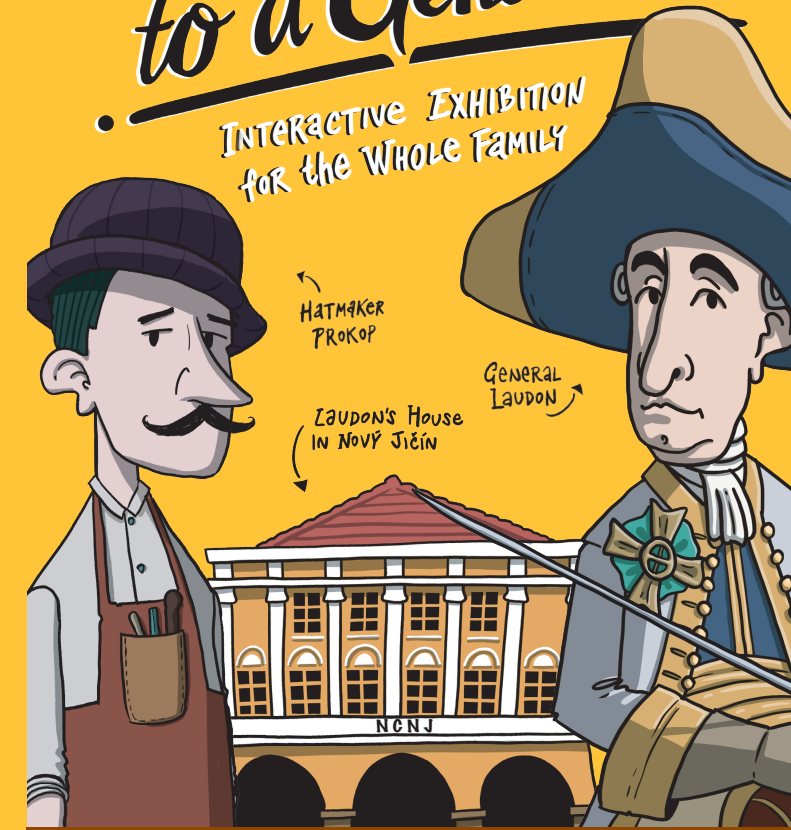
#### Porkpie

A hat without dents, flat on top of the head with a small, curved brim. The Porkpie gained its name due to its supposed resemblance to a meat pie. In the past, it was popular among jazz, blues, and ska fans.

## Visitor Centre Nový Jičín

# From a Hatmaker to a General

INTERACTIVE EXHIBITION  
for the WHOLE FAMILY





## General Laudon Exposition

The exhibition is designed as a series of seven rooms, each dedicated to a specific theme related to the life of a commander. The rooms are arranged in a logical and thematic order, providing visitors with a comprehensive and engaging experience. The exhibition's original design aims to create an authentic atmosphere throughout the tour. To enhance visitors' understanding and enjoyment, most of the rooms are equipped with touch screens. These screens provide information in four languages: Czech, German, Polish, and English. This multilingual feature ensures that visitors from different backgrounds can fully engage with the exhibition and access the content in their preferred language.

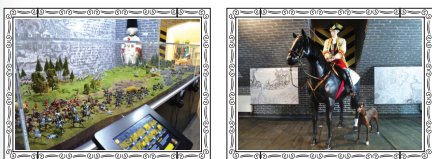
## Field Marshal Laudon's Library

Field Marshal Laudon's Library is home to over a thousand volumes, each bound in leather or half-leather. The books in the library cover a wide range of subjects and are written in various languages. Military topics, including war operations, fort construction, and military tactics, are predominant within the collection. However, the library also contains titles on contemporary politics, history, law, and even travel. This diverse collection offers insights into the interests and intellectual pursuits of Field Marshal Laudon.



## The Seven Years' War

The Seven Years' War Room focuses on Field Marshal Laudon's achievements in the conflict against the Prussians. It offers an immersive experience through various exhibits. One of the highlights is a three-meter-long sound diorama that showcases the Battle of Domašov in 1758, using five hundred tin soldiers. This diorama brings the battle to life and allows visitors to visualize the historical event. Additionally, the room features the largest 3D-printed sculpture in the Czech Republic, which has been recognized and listed in the Czech Book of Records. This impressive sculpture adds a visually striking element to the exhibition and pays tribute to Field Marshal Laudon's contributions. To further enhance the visitor's understanding and engagement, an animated film titled "Laudon's Life" is available for viewing in this room. This film provides a comprehensive overview of Field Marshal Laudon's life, achievements, and the role he played during the Seven Years' War. It adds a multimedia aspect to the exhibition, offering a dynamic and informative experience for visitors.



## Children's playground

The children's playground is designed in the form of a children's armoury, creating an interactive and engaging space for young visitors. In this playground, children have the opportunity to try on traditional clothing, armour, and equipment, allowing them to experience what it was like to be a soldier in the past. They can also create paper hats and play soldiers. To add an educational and entertaining element, the playground is equipped with interactive tablets. Children can enjoy playing fun quizzes related to the exhibition's themes or engage in battle games that provide a playful way to learn more about historical events and military tactics.



## Turkish campaign

In the Turkish campaign room, you have the unique opportunity to interactively fire a cannon at Kalemegdan Fortress and its city walls. The room is designed to create a military atmosphere, enhanced by audiovisual technology that authentically depicts the sounds of the battle. Using the touch screen, you can learn fascinating information about the battle against the troops of the Ottoman Empire.



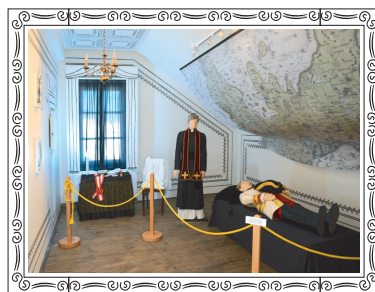
## Exhibition room



The room serves as a gallery mapping the history and significance of house No. 45 (Laudon House). It includes a 1 x 1 m scale model of the square, created by Jan Kroupa.

## Death room

In the death room, General Laudon, who passed away on 14 July 1790, is commemorated as an "immortal" figure in historical memory. The room features a stylized representation of Laudon, with a mannequin placed on his deathbed. Similar to the actual room where the general died, this room faces the square and is designed with dim lighting to create the appropriate atmosphere.



## Lecture hall

This is a room designed for social events, workshops and accompanying programs. You will learn about General Laudon's genealogy and watch reconstructions of his victorious battles through films.



## General Laudon's walking tour

The educational tour known as "In the Footsteps of General Laudon" covers a distance of 16.7 kilometres and consists of 9 stops along the way. These stops include Laudon's House, Žerotín Chateau, Town Hall, House of the Green Tree, Old Post Office, Lower Gate, Banner's Well, St. Martin's Church in Šenov, and Kunin Chateau. To begin the tour, visitors can start at the visitor centre, which also offers trekking poles for rent. Make sure to grab a map from the TIC reception before setting off on the tour.



## Laudon's ciphers

Join the exciting crypto game! Just pick up a game flyer at the TIC front desk after purchasing your exhibit ticket and take a journey through the General Laudon exhibit and hats. A total of 14 military ciphers await you in the exhibit area at. Each cipher you crack will give you part of the final mystery.



## Exposition of hats

A unique exhibition dedicated to the technological process of hat production, is located on the first floor of the Visitor Centre (hereafter NCNJ). You will gradually learn about the remarkable process of hat making, and it in an engaging and entertaining way. Thanks to interactive elements, you will experience an active tour during which you will discover the magic of hat making from the initial raw material to the final decorated product. You will also learn about the history of hat making and finally, you can play hat designer in the creative workshop. The exhibition also includes virtual reality, thanks to which you can use VR glasses to transport yourself directly to the TONAK hat factory - the project was co-financed from the budget of the Moravian-Silesian Region.

## Production process technology

In the first part of the exhibition you will gradually get acquainted with the technological process of production of hats. You will see and experience for yourself the transformation of the material in certain stages of processing. You will be drawn into the remarkable production process by authentic video demonstrations from individual sections of the factory production. You will also learn about important milestones and events connected with the tradition of hat-making in the Novojičín region. In addition to the historical panel, you will also get additional information from the world of hats in the cinema corner, where you can start a film screening of your choice. For the little ones we have prepared a series of fairy tales Bob and Bobek. The exhibition is complemented by exhibits of production machines.



## Studio

Workshops in the studio are held year-round and are primarily for children from kindergartens and elementary schools as part of pre-booked group visits. For the general public, these workshops are only available during selected events organized by the city, such as city festivals or theme days. Outside of these dates, visitors can borrow creative and decorative tools from the studio at any time, purchase an interactive kit and decorate their hat individually according to their imagination.



## Fitting room

In the fitting room, you'll find a wide collection of over 400 hats for you to try on and discover the most flattering and stylish model for yourself. Thanks to our digital fitting room, you can explore a variety of hat styles and see how they suit you. You can also use the webcam program to send a photo of yourself wearing your favourite hat as a greeting to your friends via email.



## Contact

Návštěvnícké centrum Nový Jičín - město klobouků (NCNJ)  
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## Open hours

Year-round Mon-Fri 8:00-17:00  
Sat-Sun 9:00-16:00

The last entry to the exhibitions is 30 minutes before closing time.

## Entrance fee price list

Ticket type	Basic	Reduced	Family
Admission to exhibitions in NCNJ - Hats/General Laudon	80 CZK	40 CZK	160 CZK
Joint ticket (NCNJ/ Museum Novojičínska)	160 CZK	80 CZK	320 CZK

Price list valid from 01.07.2023. Prices include VAT. Discounts cannot be added or combined. Any type of ticket can be used only on the day it was purchased. This price list was approved by RM Resolution No.633/14R/2023. Tickets can be purchased at the TIC reception desk in the Visitor Centre.

## Ticket type

### Basic admission:

• Adults

### Reduced Admission:

• Children 6-15 years old, seniors 65 and older, students under 26, TP, ZTP, ZTP/P card holders, BESKYDY Card holders

### Family admission:

• Max. 2 adults and up to 4 children up to 15 years old

### Free of charge:

• Children up to 6 years, pedagogical accompaniment, TP, ZTP, ZTP/P accompaniment

### School tours:

• School tours for kindergartens and primary schools - 30 CZK/person

### Joint ticket:

• Joint ticket to the exhibitions of the Visitor Centre/Museum Novojičínska, p.o. pl  
• Valid only on days when it is open to the public in both premises



VISITOR CENTRE NOVÝ JIČÍN



LAUDON HOUSE



TRAVEL GUIDE



Wi-Fi ZONE



CALENDAR OF EVENTS



Co-financed from the budget of the Moravian-Silesian Region.