

PRÁHA PRAGUE PRÁHA

Artěl Style

This book is not your standard guide to Prague. Rather it aims to fill an important niche in the existing tour book market, so that you'll know how to find all the incredible shops, restaurants, hotels, theatres and other fun spots that might otherwise be overlooked. I've tried to give you that always-coveted "insider's" perspective, the kind of thing I always hope someone will tell me when I visit their city.



Prague

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BY KAREN FELDMAN

ARTĚL

ARTĚL LAUNCHES *PRAGUE: ARTĚL STYLE*— A NEW GUIDEBOOK AND CONSULTING SERVICE

PRAGUE, CZECH REPUBLIC – As the founder and creative director of Artěl Glass, a luxury crystal firm based in Prague, Karen Feldman has a global reputation for her whimsical-yet-refined visual style, appreciation of both modern design and traditional craftsmanship, and sense of what is truly fabulous.

Now, drawing on 12 years of experience living in Prague, Feldman has written a fun, unusual, and—most importantly—practical new guidebook, *Prague: Artěl Style*, to be launched by Artěl Books on May 24, 2007.

Intended to complement (not replace) the more generic guides currently available, *Prague: Artěl Style* provides travel recommendations from a perspective that is uniquely Feldman's own—which is to say, unabashedly materialistic: its primary focus is informing readers about where and how to spend their money in Prague. The emphasis is clearly on Czech-made products, but the book also provides detailed insider information on hotels and restaurants in town (including exactly what room or table to request), as well as recommendations for unique activities, tourist-free sights, and luxury services—all described in Feldman's distinctive voice, as though she is hosting the reader in her adopted homeland.

According to Feldman, the goal of *Prague: Artěl Style* is to challenge the oft-heard claim “there's nothing to buy in Prague,” by listing a wide range of options specifically geared for people seeking uniquely Czech goods and experiences, provided they have a few Czech crowns to throw around. Feldman succeeds admirably with this book, which she describes as being full of “the kind of insider information I always hope someone will give me when I visit their city.”

Feldman is also pleased to announce the launch of the *Artěl Style Consulting Service*, for those seeking a customized travel/shopping agenda that is personally tailored to their specific interests or requirements. Through this service, she will work directly with clients to assist them in finding the perfect accommodations, restaurants and shopping choices to suit their personal taste and style. If desired, Feldman will also be happy to join customers as a personal shopping guide. Please contact consulting@artelstyle.com for a fee schedule and additional information.

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