

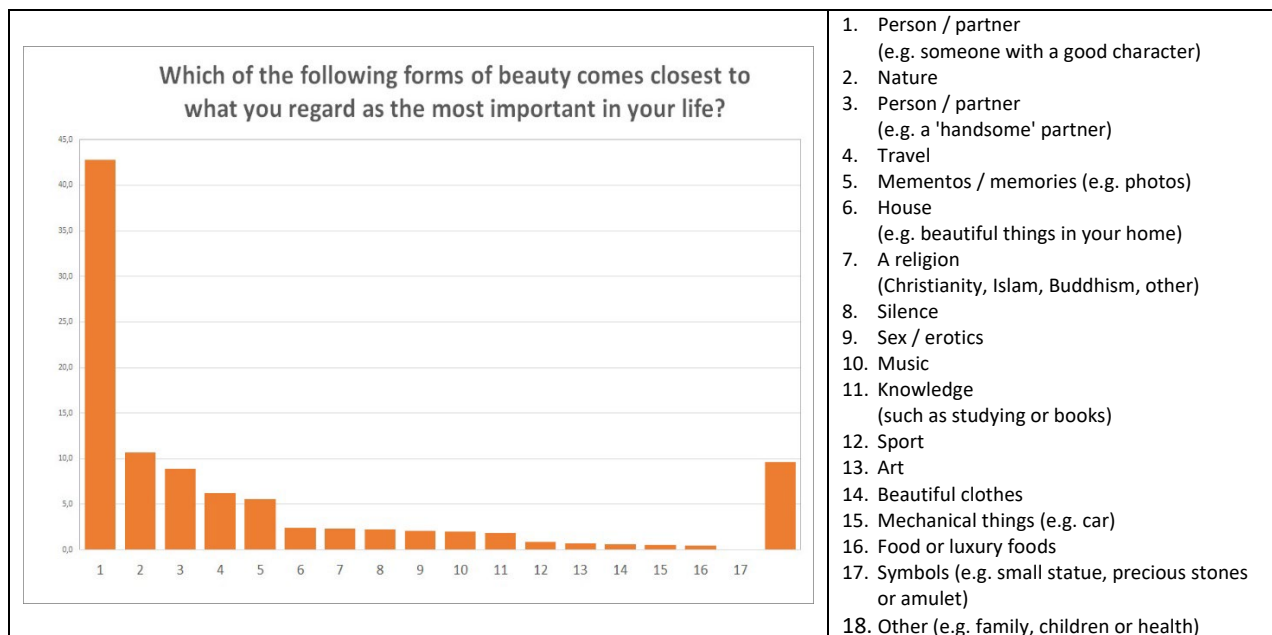
FOR IMMEDIATE RELEASE

October 2022, Utrecht, Netherlands

The meaning of beauty in the Czech Republic

Project Beauty shows how the Czech Republic experiences beauty.

(Utrecht, NL) **Project Beauty**, the international survey on how people experience the beauty of life has recently been conducted in the Czech Republic. The results show some remarkable differences in views on beauty and in the way beauty is experienced in different countries. The project survey presents its participants with over 50 questions that take them on an explorative journey through their own perceptions of beauty. Questions such as “*What was the most beautiful thing that you experience last year?*”, “*Is beauty dangerous?*” or “*Could paying more attention to beauty contribute something to the world?*” are asked. The survey has already been carried out in 8 countries and more than 12.000 people worldwide had a chance to respond to it. By some, it has been characterized as the “Best survey ever.”

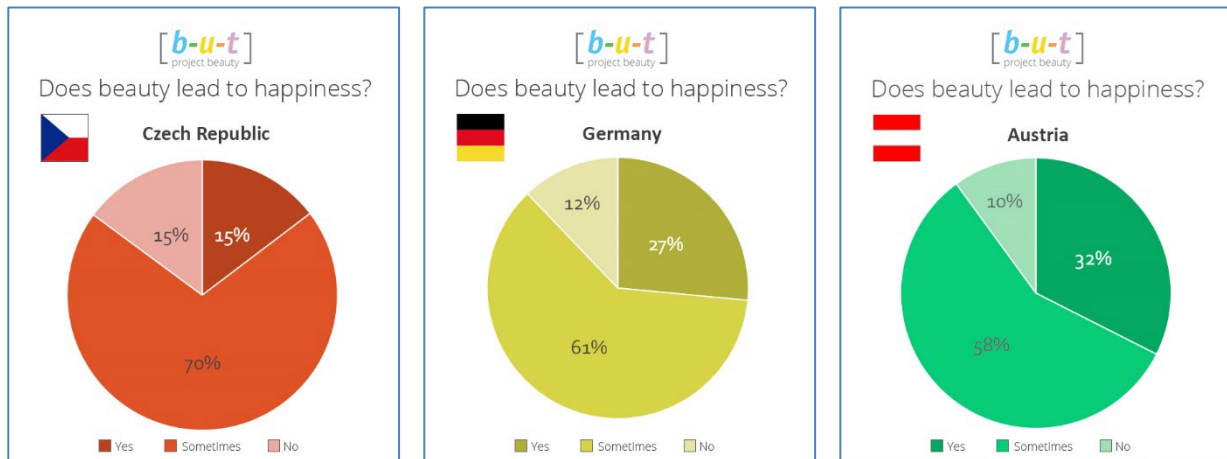


Project Beauty motivates people to distinguish among different beautiful things/experiences. The Czech population finds the intangible beauty of person’s character the most important. It sticks out by far, compared to every other type of beauty in life. On the second place in the Czech Republic we find nature (whereas in Peru it would be “House (e.g. beautiful things in your home)” and in the USA “A religion”).

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Different views of beauty between the Czech Republic and other countries

Does beauty lead to happiness?



Country: less convinced

Beauty leads to happiness

More convinced

Czech citizens are less convinced beauty can lead to happiness, inhabitants of Austria much more. Germans are on average in the middle.

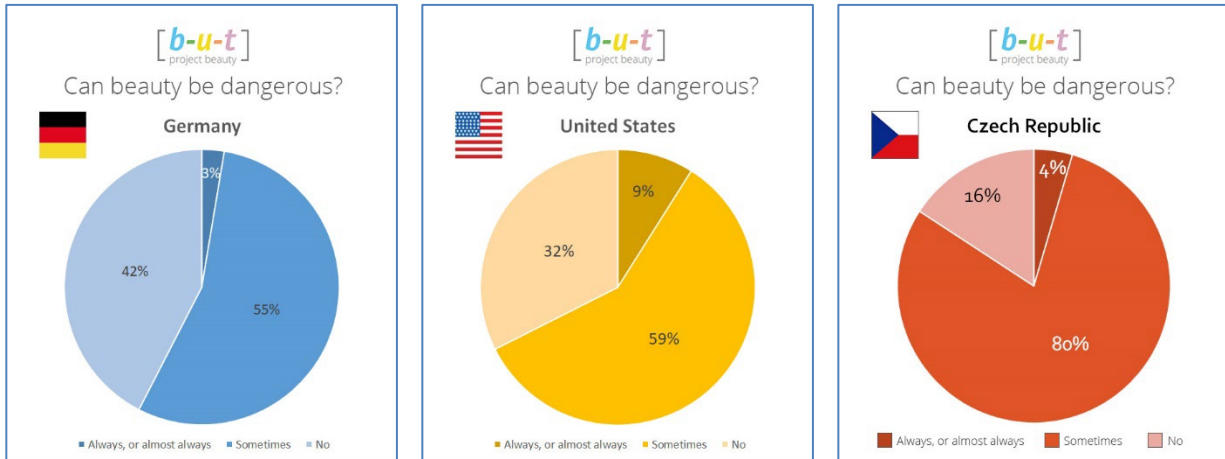
In the latest World Happiness Report (version 2022) these three countries have the following ranking in happiness levels:

- Austria : 11th
- Germany : 14th
- Czech Republic : 18th

The weaker belief amongst Czechs that beauty may lead to happiness corresponds remarkably with a lower level of happiness and well-being in the Czech Republic. There are various explanations of this correlation. Is it that Czechs in general feel less happy because they pay less attention to the beauty of the world around them? Or does this have to do with the type of beauty they consider the most important?

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Is beauty dangerous?



Country: less convinced

Beauty is dangerous

More convinced

Beauty is often in demand, but not always without risks. (When it comes to risks are you thinking of beauty of wild, untouched nature or that of beautiful women/men?). Czechs are most aware of risks connected to beauty, whereas Germans think beauty is relatively harmless. US citizens take the middle ground.

About Project Beauty

Project Beauty is both a research and awareness initiative. By asking questions it aims to stimulate contemplation on the role of beauty in our lives with the ultimate goal of:

- Contributing to personal well-being through increased awareness of beauty that is surrounding us,
- Contributing to more sustainable consumption and mindful way of living by raising awareness about what we as individuals find the most important.

We believe that focusing our attention on beauty contributes to higher level of well-being and sharing our views on beauty can connect people. Thus the motto “Reflect and Share”.

Project Beauty was started in the Netherlands by the Dutch communication researcher Marius Hogendoorn.

Additional info

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