Abstract

This diploma thesis *Family (von) Hardmuth* focuses on the life of a business family from České Budějovice since the end of the 18th century until the end of the World War II. The goal of the thesis is not only a biographical study, but it also takes into consideration the process of the dynasty's social growth, initiated by a Liechtensteiner noble architect Joseph Hardtmuth, and the establishment among the city's and new aristocratic elites. This is why the study also deals with the marriage policy and public activities of the family. Therefore, in every generation we can observe a gradual avoiding the lower status society, the owners trying to symbolize fathers of the workers (parallel to the position of the emperor in relation to the nation), the adaptation to the aristocratic way of life, but also the national tension both in České Budějovice and the whole monarchy. The thesis also concentrates on the establishment of pencil factories and national advertising campaigns since the turn of the 19th and 20th century until the end of the World War II. The aim of the study is to contribute to the research of the German city's and new aristocratic elites, whose lives, compared to their Czech companions, have not been examined sufficiently until now.