

Abstract

The thesis deals with the formation of the European bar scene in the interwar period through the new phenomenon of entertainment, so called the *American Bar* which became the symbolic point of social gathering for elites. However, it was the fuel of social progress as an open forum for communication between genders as well. The main part focuses on a comprehensive analysis of the *American Bar* and its development as the phenomenon, based on the comparison of European cities, particularly London, Berlin and Prague. The main aim of the study was to analyze the phenomenon as the location of the post-war feelings and the option for the new wave of hedonism associated with rising living standards, while the cities were given into clash in their intensity manifestations of the phenomenon. The thesis outlines the overall atmosphere of the bar from many different perspectives, above all, through the forms of bar promotion, the activities of associations, legislative responses, the normal operation of the bar, the professional part of the bar and the everyday socio-cultural impact on the lives of consumers, but also by reflecting on the bar culture in art.