

HEREND

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MAGAZINE OF THE HEREND PORCELAIN MANUFACTORY



CURIOSITY

The People of the Sea

LIFESTYLE

Shinrin-Yoku—Forest Bathing

CULTURE

The temples of coffee



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Timeless Elegance IN MADRID

Herend porcelains made their debut in Spain at an exhibition entitled "Timeless Elegance" in the National Museum of Decorative Arts in Madrid. Within the selection of over 300 pieces, the exhibition prominently featured the three most famous Herend motifs; Victoria, Rothschild and Apponyi, which were named after the distinguished buyers of the manufactory. Nurturing arts is a mission for the Manufactory, since porcelain has connected people, eras, cities and geographical regions for thousands of years, therefore each and every exhibition is a celebration of this heritage.



HEREND IN THE HEART OF ATHENS



Herend porcelains captured the War Museum in the heart of Athens. In the exhibition nearly 200 Herend creations, classic and innovative pieces, showed visitors the range and diversity of Herend. Dr. Attila Simon, managing director of the Herend Porcelain Manufacture, gave the opening address and the exhibition was opened by Erik Haupt, Hungary's ambassador to Athens.

HAMILTON CLAIMS THE HEREND TROPHY ONCE AGAIN

Lewis Hamilton of Great Britain won the 33rd Hungarian Grand Prix ahead of his great rivals Sebastian Vettel and Kimi Räikkönen. Hamilton, the reigning and four-time world champion British driver of the Mercedes team, thus managed to acquire his 8th Herend trophy. Hamilton is one of the first drivers to be promoted by the F1 world since childhood.



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MIHÁLY KAL PINTÉR

The temples of coffee

Letting off a little steam, conversations, passing care-free time in good company... As early as the 1500s, these were the services provided by the first cafés that opened their doors in Istanbul to the considerable chagrin of the sultan. These community places could not be banned because the emperor could hardly afford to forgo the customs duties assessed on coffee, which were quite high.

The first café in Europe opened in the 1600s in Venice, under the name of La Bottega del Caffè. And later, after Great Britain, Germany and the Netherlands, the first real café appeared in the city of Pest in 1714. By the beginning of the 1900s almost 500 establishments were welcoming their customers in rooms filled with smoke and political discourse. In the 19th century Café Pilvax was the rendezvous point of the revolutionary youth of 1848. The Petőfi Society and the Society of Ten were also established in cafés. The lively environment was inspiring for writers, too. It is not a coincidence that the cabaret of the first half of the 20th century, as well as lyrics of songs, operettas, and even poems

that have since become classics were born in Cafés New York or Hadik.

Budapest was already called the city of cafés in the 18th century. Even then, people spoke of so-called café-waiters, who were the predecessors of today's baristas. They not only made excellent coffee but were excellent hosts, too. Perhaps not coincidentally, Café New York in Budapest had become the most elegant café in the world, leaving behind among others the Imperial in Prague, the Central in Vienna or the Florian in Venice.

Cafés were always considered the most democratic of communal gathering places. No one was too poor or too low in social ranking to be excluded from the community. Thus guests of cafés were often tradesmen and labourers. However, sooner or later even café culture developed a hierarchy. The underlying reason was that guests preferred cafés close to their residence and place of residence principally determined social status.

Nowadays big cities are almost overcrowded with cafés. Obviously, each country has its own

coffee drinking habits. Greeks, for instance, prefer frappé with whipped cream. Germans and the French often enrich their coffee with milk. Italians drink lattes only in the morning, otherwise they prefer espresso, which in their case means bitter coffee without sugar or milk. On the contrary, Brazilians add sugar directly to the boiling water and often flavour the black beverage with alcohol. Scandinavians made changes in the design, instead. Their designer coffeepots and saucers make their coffee so special. Turkish coffee remains one of the most exotic examples to this day, since it is generally brewed combined with sugar, poured into cups with the grounds, and no milk is added.

DID YOU KNOW?

- Since 2014 the largest coffeehouse of the world is Al Masaa Café in Riyadh, the capital city of Saudi-Arabia with seating for 1050 guests.

DID YOU KNOW?

- Francesco Illy, the entrepreneur in Trieste who discovered that vacuum packaging preserves the aroma of coffee, was of Hungarian origin. Illy is still one of the most popular coffee brands. The secret is that it is made with hundred percent Arabica coffee.
- The job of a barista or coffee waiter is brewing and serving the perfect coffee. A true expert who helps with choices, moreover a really excellent coffee master can tell the coffee preference of a customer as soon as they walk in from the street, and will prepare it to order when requested.



ÉVA PÁLVÖLGYI

Fantastic FESTIVALS *from Around the World*

If you find yourself bored and longing for a fine adventure, a really extraordinary experience, consider giving a fantastic festival a try. Here is a taste of what is on offer.

Yi Peng Lantern Festival, Thailand

Yi Peng is the traditional festival of northern Thailand celebrating the beginning of winter, the end of the rainy season and the end of work in the rice fields. Although it is celebrated in many places around northern Thailand, Chiang Mai's name has become synonymous with the lantern festival.

The festival lasts for three days with spectacular processions, dance performances and special fireworks. Houses and temples are decorated with coconut leaves and flowers. Every year, the main attraction is the symbolic release of lanterns at full moon. By releasing the lanterns, people rid themselves of the problems of the current year and may also share their wishes for the next year, but the light of the lantern also symbolises the transition from the darkness to the bright future. The lantern, called khom loy, is a one-and-a-half metre tall balloon made of rice paper that has a candle at its bottom, which heats the air inside and thus lifts the lantern into the air.

The ritual release was traditionally the task of monks, although these days anyone may participate.

Nowadays, in the morning, monks release large lanterns with firecrackers attached to them (khom fai) into the air, whose bangs can be heard from afar. When night falls, khom loy lanterns take the centre stage, masses of which are released towards the sky everywhere in the Chiang Mai province. All night long, people release lanterns, whose lights gild the night sky of the full moon.

Winter Light Festival, Japan

The largest and most spectacular winter festival in Japan is the Winter Light Festival held in a botanic garden called Nabano No Sato in the city of Kuwana.

Each year, the festival requires four-months of preparations as several thousand workers erect support columns and install 8 to 10 million light bulbs.

Visitors are greeted by a marvellous view: a veritable sea of lights billowing in the park. The most popular and remarkable experience is crossing under the so-called "tunnel of lights".

The Dirtiest Festival in the World – Boryeong Mud Festival

Boryeong Mud Festival is a summer event organised each year in South Korea, about 200 kilometres from Seoul, in the city of Boryeong.

Boryeong is an attractive seaside city, which is not only beautiful but beautifying because the local mud is rich in minerals. Thanks to its unique, natural composition, it beautifies the skin, a fact that has captured the attention of cosmetics manufacturers, as well.

Visitors to the festival have the opportunity to cover themselves in mud from head to toe, jump headfirst into mud, slide down mud slides, or even test their skills at mud wrestling.



During the festival, approximately two-three million local and foreign tourists visit the beach.

Busójárás in Mohács

The oldest and best-known end-of-winter festival of Hungary is held at the first full moon after the spring solstice.

At the boom of the old, muzzle-loading busó cannon, groups of busós start their procession down the main street making terrible noise all around. At dusk they dance around the bonfire lit on the main square, and mess about with people. Parts of the typical busó attire are short, sheep-skin coats worn with fur side out, cowbells, ratchets and flanged maces. The most important one, however, is the quintessential prop of the busó: the mask, carved out of willow and traditionally dyed with animal blood, surrounded by a sheep-skin hood.



A colourful and wild land

MIHÁLY KAL PINTÉR

It is not a coincidence that the second largest and most meandering river of Africa, the Congo, is called the river of monsters. Not only are the impenetrable jungles and wetlands of the Congo Basin habitats for unique species not found anywhere else in the world, but the basin is also one of Africa's most fertile regions. This is the second largest rain forest on Earth where new animal species were discovered within the last few years and we can still find undisturbed and exotic areas that remain untouched by human hands.

From its source, a small creek in North Zambia, the mystical Congo River flows along a course of 4700 kilometres and

crosses six countries (Republic of Congo, Democratic Republic of Congo, Angola, Zambia, Cameroon and Tanzania) before finally reaching the Atlantic Ocean. Measured by discharge volume, the Congo ranks second only to the Amazon. Its depth in the gorges can measure up to 245 metres, which makes it the deepest river in the world. This is why it is hard to estimate how many and what kind of species live in the depth of the river. However, we do know that at least 686 unique, native species of fish live here in symbiotic relationships. Since almost the entire length of the Congo is navigable, it plays important role in trade in Middle Africa.

GIRAFFE, ZEBRA, HORSE

This is the exclusive native range of the okapi, an immediate relative of the giraffe that more closely resembles a zebra or a horse. It looks as if this special, secretive creature were sculpted from all three species. Since it roams alone, it is rarely seen, and its camouflage colours also help it blend into its environment. Its diet contains several hundred plant species that are poisonous to humans.

FAKE STORK

If there was a competition for birds, the shoebill stork would undoubtedly stand on the imaginary podium since it is one of the most striking birds in Africa and one of the

largest in the world. It is an exceptionally patient predator; spying down at the fish among the paper reeds from its height of one and a half metres it can stand motionless for long hours waiting for the perfect moment to strike. It is sometimes considered funny looking owing to its showy crest. In fact, it got its name based on its appearance alone because the pelican is actually considered to be its closest relative.

KING KONG, THE KING OF CONGO

Gorillas are rarely seen because they avoid humans due to poaching. The best estimates regarding their population are based on the number of abandoned nests. They build new nests to sleep in every night high in the trees using soft leaves.

In 2006, following a major expedition, researchers were happy to learn that twice as many gorillas live in the Congo Basin than previously thought. Gorillas are true vagabonds. They travel an average 2.5 kilometres every day but stop immediately when they find a wild mango grove. Gorilla groups are actually harems, they are made up of one male and as many females as he can keep.

LIKE A FISH OUT OF WATER

Even the West African lungfish does not always feel safe in the river of monsters. When certain areas of the Congo dry out, the lungfish burrows itself into the soil and folds its body into a pear shape with its head toward the outside world. During this time a layer of mucus protects it against the effects of dry land and thanks to its two lungs it can survive for up to a year until the dry season comes to an end and the rainfall swells the river. If a predator finds it in this state, its chances for survival are of course minimal. Therefore it would rather live in the river, especially where the water is warm and slow moving.

PYGMY OF THE WATERS

Today, the only two species of hippopotamuses on Earth both live

in Africa: the Nile hippopotamus and the pygmy hippopotamus. The pygmy hippopotamus is native to the wetlands of the Congo. While it is a good swimmer, it cannot stay under water for more than one to three minutes. They live in groups during the mating season but otherwise lead solitary lives. With its length of 180-185 centimetres it is pygmy only in comparison to their Nile relatives. Apart from humans, it needs to fear leopards alone.



Herend

