

MAGAZINE OF THE HEREND PORCELAIN MANUFACTORY

# HEREND HERALD

2008/I. NO. 30.

*Water, water, everywhere*

HEREND NOVELTIES

*Tradition and modernity*

THE REVIVAL OF BUDAPEST

*The master perfumer*

ZSOLT ZÓLYOMI, THE ONLY HUNGARIAN "NOSE"



*BÁV Aukciósház*  
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BÁV BIZOMÁNYI KERESKEDŐHÁZ ÉS ZÁLOGHITEL ZRT.



# Dear Herald Reader,

*The Earth is not ours alone. It is our responsibility that we leave a liveable habitat behind for our children and grandchildren. We must not take anything away from it, on the contrary, we should add what we can to pass on more than we inherited. The danger of radical climate change on Earth is one of the most menacing environmental issues of our age. As early as 1955, John Neumann, in his controversial article "Can We Survive Technology?", warned of the extraordinary dangers of the growing extent to which mankind was destroying nature. There is more and more cause for concern, as probably never before in history has the Earth witnessed faster environmental change than today. Many international surveys indicate that global climate change may afflict mankind more than all the wars or other international conflicts. Global warming disrupts the flora and fauna, the ice cap is melting, and bears no longer hibernate. The forecasts, and more and more frequently current reports as well, speak of extreme heat, hitherto unparalleled droughts, hurricanes and forest fires. Will migration due to wars and lack of sustenance be superseded by migration caused by climate change?*

*Growing concern for and interest in the problems of nature have become palpable in many walks of life. This year's Ambiente exhibition in Frankfurt, the world's largest ceramics, porcelain and glass fair, is one such example, which focused on water, nature protection and the future of the environment. The Herend Porcelain Manufactory's respect for nature is embodied in countless special creations, born over the past 180 years, depicting the beauty of nature. The Herend Porcelain Manufactory paid homage to nature at the Ambiente fair with several new items, including the Herend stand's monumental deep-sea mural. Our novelties caused sensation, and this year's fair has been one of the most successful for Herend.*

*The present issue of Herend Herald evokes the world of waters in a variety of its articles. In our section on Herend specialities, beside the report on Ambiente, you can read about the Herend porcelain commissioned by the Palace of the Sultan of Oman, most of which features marine themes. In the course of the fair the Herend stand boasted of an exceptionally high number of visitors. Commercial partners from every continent and country also honoured the Manufactory's exhibition. The Hungarian Tourism Office has declared this year to be the Year of Waters. In keeping with that "water event", in this issue we investigate Hungary's thermal water treasures, or as Sándor Márai called them "healing waterworld retreats", digging up trivia and facts about the subject. Another article spotlights a rarely mentioned tragic historical event: the fate of the once sizeable Austro-Hungarian Fleet and its biggest floating unit, the Szent István battleship. Then we take our readers back from the past to the present, inviting them on a virtual tour of Budapest to show them some of the capital's recently erected or revamped buildings. We also evoke the spirit of two excellent Hungarian inventors, János Irinyi and László József Bíró and interview the world-famous Hungarian folk singer, and Ambassador of Hungarian Culture: Márta Sebestyén. Another interview presents the only Hungarian perfumer, Zsolt Zólyomi. As well as the outstanding events related to the Herend Porcelain Manufactory, notable exhibitions and new Herend brand shops are featured in our reports. As usual, our readers will find writings related to culinary delights and many other "worldly pleasures" in this, the 30th issue of Herend Herald.*

*Beauty is timeless, and time refines. Centuries pass, generations grow up, world wars wreak havoc, but porcelain lives on with its noble perfection, be it in Herend or in any other manufactory. It remains for posterity to herald the timelessness of art and to sing praises of beauty. It is my conviction that Herend's over 180 years of tradition, successes, amassed expertise and unique handmade technology together make an unusual island, as well as special porcelain, in this rocketing world of ours.*

*I wish you pleasant reading and the good thrill of preparing for your summer holidays.*

*Yours sincerely,*

DR. ATTILA SIMON  
CEO

# Hungary



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for Life



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# HEREND HERALD

**PUBLISHER** PrintXBudavár Ltd. on behalf of the Herend Porcelain Manufactory Ltd.

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**PRINTED** in Prospektus Printing House, Veszprém

**PUBLISHED BY** Herend Porcelain Manufactory Zrt. H-8440 Herend,

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ISSN 1585-1397



# Gerbeaud jubilee with Herend Porcelain



“It is an honor to have you celebrate with us.” So beckons the legendary Budapest café, which has epitomised outstanding hospitality for 150 years. This year is the 150th anniversary of the Gerbeaud Confectionery and Café.

A number of programmes are connected with the 150-year jubilee, among others the “time capsule” at the Nostalgia Salon, where period cakes, coffee and tea specialities were served on Herend Porcelain with the Apponyi décor. During that time classic cakes and

old-fashioned sandwiches were served, and the Gerbeaud waitresses welcomed guests dressed in 19th-century-style clothes. The partnership between the Herend Porcelain Manufactory and Gerbeaud has been excellent in the past, so it was no coincidence that during the month of the Nostalgia Salon prestigious Herend porcelain was used for serving the superb Gerbeaud cakes.

The Herend Porcelain Manufactory salutes the time-honoured and justly-famed Gerbeaud House on the occasion of its anniversary. ✂

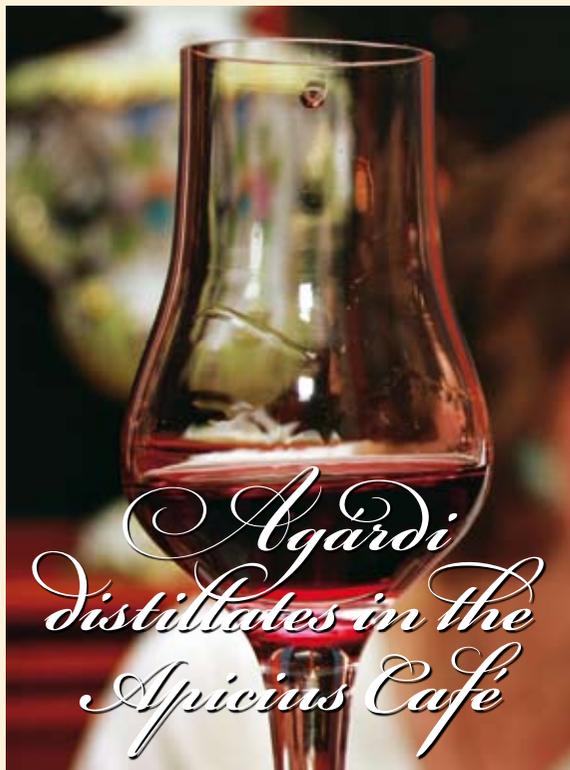
## Herend: Trend

This year the 360° Hometrend & Design Exhibition mustered the designers, distributors, manufacturers of domestic home creation for the eleventh time between 6-9 March at the Műcsarnok (Art Hall) in Budapest. The exhibition offered a comprehensive view of Hungarian home furnishing, design and interior decoration, and displayed the novelties of international brands. A multi-faceted showroom of Miele and Herend served to bring the two brands closer to the hearts and minds. Miele, a German manufacturer of high quality domestic appliances and machines for commercial applications for over 109 years now, has always aimed to manufacture the highest-quality domestic appliances and commercial equipment to provide an absolutely top-class household product. And the Herend Porcelain Manufactory, a leading brand in porcelain-making the world over, the largest porcelain manufactory in the world at the present time, a company that has turned out and marketed excellent quality luxury porcelain for 182 years now. ✂

## Five-star Herend

The Herend Porcelain Manufactory Zrt. has signed a cooperation agreement with the Clefs d’Or Association, one of the best-known international organisations in the hotel industry.

It all began in 2007 when members of the Federation of Hoteliers spent an eventful day visiting Veszprém County. In Herend they were shown the ins and outs of manufacturing one of the most prestigious handmade porcelains in the world. The idea of long-term cooperation arose facilitating the propagation of the company’s world-famous products among art-lover guests staying in five-star hotels. Herend porcelain, as a type of Hungarikum, could thus become a curiosity on offer in luxury hotels selling exclusively “niche” products. As a first step in this cooperation, the Federation of Hoteliers presented a gift of Herend porcelain at the 55th International UICH (Union International Concierge d’Hotel) Conference in Copenhagen this January, which was displayed before the 400 participants from 40 countries. The President of the Federation of Hoteliers, Tamás Ungár, believes the cooperation will bear fruit in the future, since both organisations share a common aim, i.e. to serve customers of refined tastes and high expectations in the best possible way. ✂



*Agardi  
Distillates in the  
Apicius Cafe*

At the Apicius Cafe in Herend, Tibor Vertes, managing director of the Agardi Palinka Distillery, has presented the members of the Agardi palinka family, which have become well-known and popular in recent years at the speed of lightning, and have won a number of national and international acknowledgements. Palinka belonging to the Premium family is made from unique kinds of fruit, for example tart cherries, quince, blackcurrant or sloe. The classic tastes of the Miraculum series: pear, plum, apricot, muscat and aged apple palinka, perpetuate the original, clean, sun-ripened taste in its natural purity. The Benedictine liqueur family is made unique - as opposed to simple liqueurs made typically from rectified spirits - by using the Agardi apple and tart cherry palinka base, following age-old recipes in the safekeeping of the archabbey of Pannonhalma.



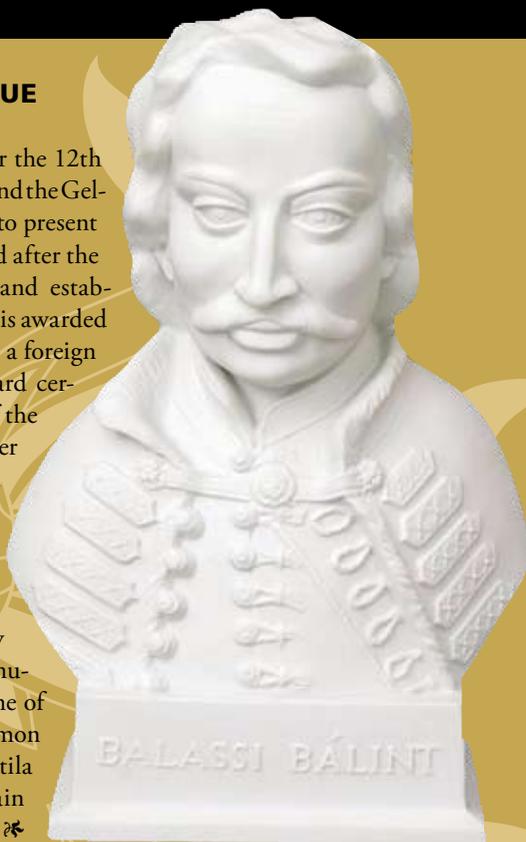
*Midsummer night  
in Herend*

Last year the Herend Porcelain Manufactory and the Herend Porcelain Museum joined for the first time the nationwide Museum Night project. The cultural and art programme called "The Herend One-night Stand – on a magic night" was staged in the Porcelanium courtyard of the Manufactory and drew a record crowd. Midsummer night appealed to all the senses: admission was free of charge to all the candle and torchlit venues, and those interested were offered esoteric prophecies. Museum Night teemed with dancers, fire jugglers and concerts. This year Herend hopes to provide an encore for all those interested. The following is part of the scheduled programme:

The goblins are back: A Goblin Adventure is the title of an exhibition in the Porcelain Museum in which the occasionally grotesque goblins created by ceramist Eva Bubitimar will take the floor. On stage the public will see and hear the Prima Primissima Award-winning Fourtissimo brass quartet, the meditative music of flute player Szabolcs Kovi, and performances by Orsi Kozma and Ildiko Keresztes. The Apicius Cafe will play host to the Vivat Bacchus! singers, artful masters of Hungarian drinking songs. The candlelit singing of Peter Popper with Iza Szeles is also on the agenda.

**THE BALASSI SWORD VENUE  
WITH A HEREND GIFT**

Valentine's Day has been chosen for the 12th year running as the festive occasion and the Gellert Hotel as the appropriate venue to present the Balassi Sword. The prize, named after the father of Hungarian love poetry and established by the journalist Pal Molnar, is awarded each time to a Hungarian poet and a foreign literary translator. During the award ceremony the Catholic army bishop of the Hungarian Armed Forces hands over the prize to the Hungarian poet and Imre Makovecz presents the sword to the foreign literary translator. The latter is a copy of a sword used in a 16th-century Hungarian border fortress. The prize is traditionally accompanied by a special gift manufactured by Herend: a white figurine of Balassi, presented to the winners, Simon Serfozo and Yury Gusev, by Dr. Attila Simon, CEO of the Herend Porcelain Manufactory.



# Herend Porcelain in Hanover

The Herend Porcelain Manufactory and Robbe & Berking, the German market-leader manufacturer of silverware, have worked in close cooperation for years, which means joint participation in exhibitions as well as running shared brand shops. After Frankfurt, the two brands opened their joint shop in the heart of Hanover on 1st March, offering the best of their matching products to the inveterate fans of quality tableware. Customers can purchase silverware from Flensburg, porcelain from Herend and glassware from Murano in an exclusive shop covering 130 m2 floor space. The grandeur and harmonious image of the new shop in Hanover also contributes to the Herend Porcelain

Manufactory's latest market success in Germany. The offer ranges from classic Herend décors to the latest innovations of the past years, as well as the novelties brought out by the Manufactory in a light and breezy style.

*Herend Fachgeschäft bei R&B  
30159 Hanover, Luisen Str. 10/11.  
Phone: (+49 511) 1234144*

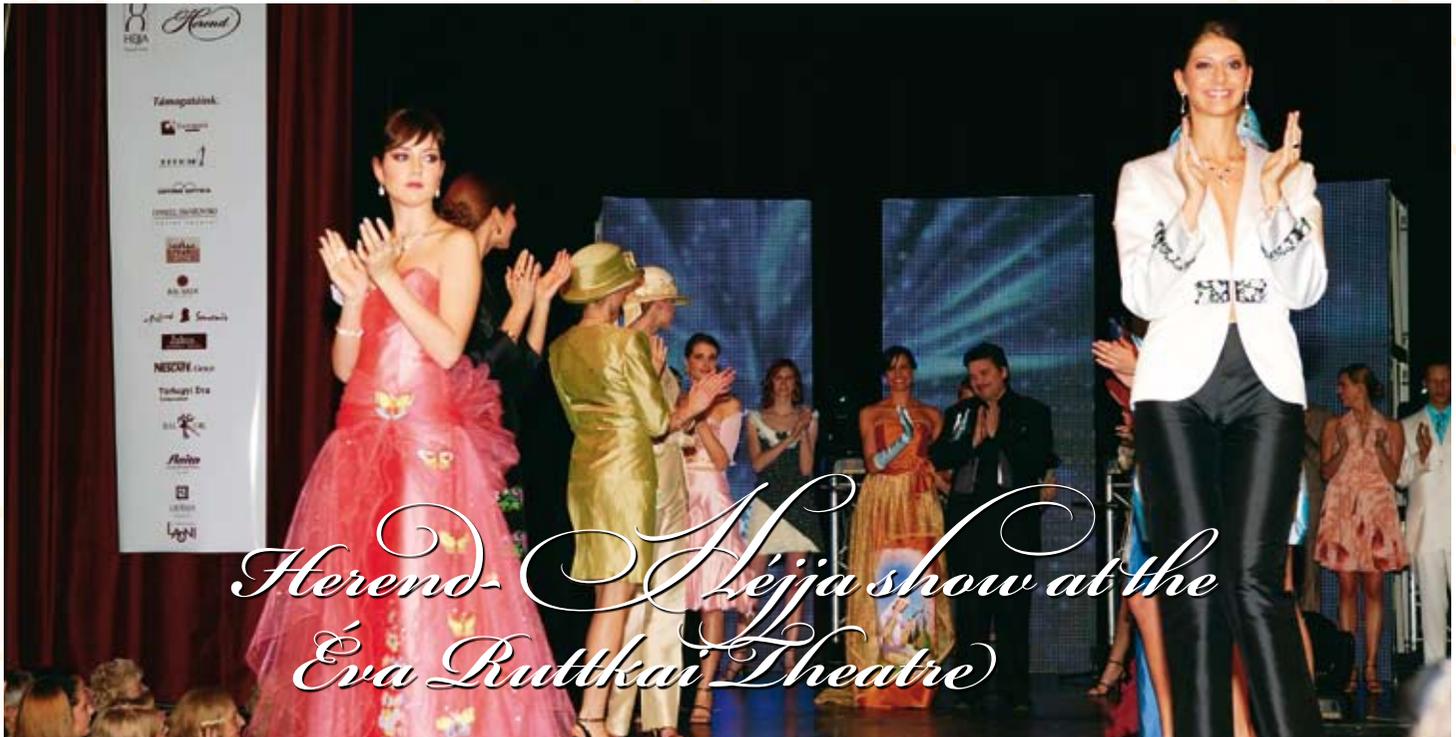


# Herend Porcelain in Zagreb

Herend diplomacy hits another bull's-eye as the Manufactory opens its latest showcase in the heart of Zagreb, the capital of Croatia, with a befitting inauguration ceremony. The first Herend brand shop to open in the territory of former Yugoslavia started serving porcelain-lover customers in November 2007. Attended by prominent personalities of Croatian political and social life as well as the ambassadors of Italy, Austria, the Netherlands and the United States, the opening was a notable event in the Zagreb social calendar. The Ambassador

of Hungary welcomed the arrival of this time-honoured brand name by raising his glass filled with the finest Tokaj wine. The guests, having admired the exclusive stock of Herend chinaware, were invited to a reception in a nearby restaurant where the sight of a table laid with the Victoria-pattern dinner service awaited them. The special exhibition also included porcelain figurines by Imre Schrammel and a live painting demo by Tímea Czérna, a porcelain painter from the Herend Porcelain Manufactory.

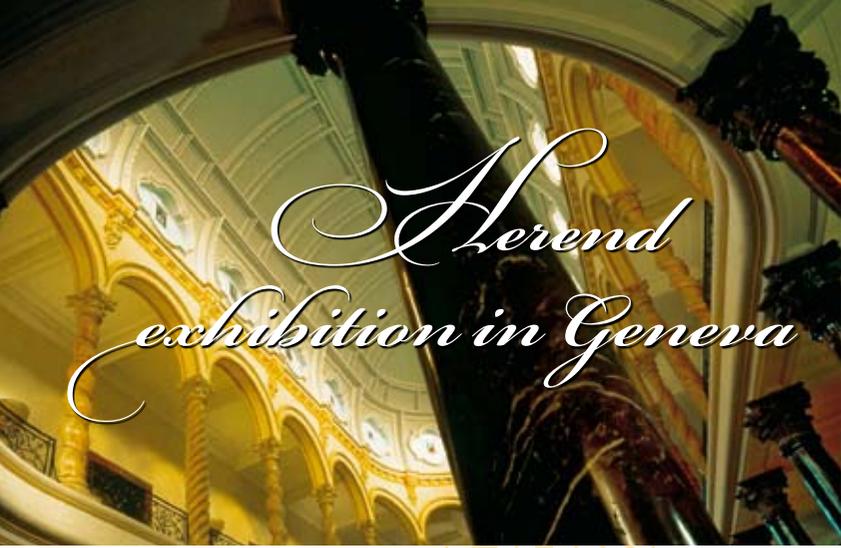




Herend dresses have formed part of the repertory in János Héjja's fashion collection for the third year running. This time the designer presented this season's collection at the Éva Ruttkai Theatre. Entertaining at the show were the pianist Kristóf Darvas, and the singers Erox, Ildikó Keresztes and Adrien Szekeres. During the fashion show the clothes were announced by actors Boglárka Csósz and Mihály Ozsgányi to the musical accompaniment of Bernát Barbicsek on the accordion. A number of Hungarian celebrities attended the event, among others Ilona Medveczky, grand dame of the revue, the actress Ildikó Pécsi, the politician Gabriella Selmeczi, and Feri Varga, best known from the television talent scout show Megastar, accompanied by his partner.

Within the Herend Tour, the latest elegant two-piecesuits were presented, among them one with the Batthyány pattern, the Lichtenstein suit and the Windsor trouser suit. Ball gowns adorned with Tupini and Persian motives also graced the catwalk. Cocktail dresses were not missing from the designer's palette either, this time displaying the QS (Quatre Saisons) and SPROG (Sèvres petites roses en or, grand) designs. The fashion show was rounded up by a reception, where the guests had a chance to taste Mozart chocolate with strawberries or pineapples, and sip delicious Martini cocktails or vodka specialties trickling down from an ice sculpture. ✂





# Herend exhibition in Geneva



The prestigious Ariana Museum in Geneva is to stage a Herend exhibition. The opening is expected for 12th November 2008, and the exhibition will be open to visitors between 13th November 2008 and 9th March 2009. The organisers wish to focus on the history of the manufactory. As they have stated in their concept: the way the Herend Manufactory found its place in the 19th century and became the symbol of the modernisation of the entire country, is of great interest. The organisers stress that in a way Herend porcelain reflects the revival and strengthening of the Hungarian national identity. The exhibition aims to display pieces from the early years of the company's success story, when the goal was to imitate Vienna, Meissen, Sèvres and Chinese porcelain as "replacement pieces". To

produce such copies, sound knowledge and outstanding quality were required. Based on these early copies, little by little, imaginative new products were created, which later on defined the manufactory's profile. In connection with these pieces, the organisers of the exhibition concentrate above all on Oriental designs (among them the Siang noir and the Siang jaune, the Gődöllő and the Ming décors), the presentation of the East-West interaction in china production being the main subject of their museum. Two of their rooms exhibit solely the subject matter of how European porcelain manufacturers adopted Japanese and Chinese ideas; and vice versa, how the Chinese and the Japanese interpreted and executed the ideas of European porcelain manufacturers only to export their products to the West. ✎



## The world's most expensive pálinka dons Herend Porcelain

An exceptional distillation born from the coproduction of the Herend Porcelain Manufactory, Imre Müller jeweller and the Farkas Pálinka Distillery will become pálinka's ambassador. At a price of 5 million forints, the drink sold in an exclusive bottle will be the world's most expensive pálinka.

All the details on the black porcelain bottle produced to hold this noble drink are handcrafted. The bottles are extremely valuable due to the application of the netlike ornamentation of the gold mother-of-pearl Humboldt design. The 70-gram stopper was made of an alloy of 18-carat white and yellow gold, with the top being embellished with black and white diamonds.

The exceptional bottle is filled with an exceptional drink, distilled from fruits ripened in 2006 and assorted according to strict criteria. Out of the 22 bottles marketed 11 were made from apricots from Kecskemét and 11 from pears from Göcsej. Pálinka can only be produced by mountain dew distillation, and ageing can only take place in oak barrels. Göcsej pear pálinka has recently received the seal of origin protection. Its uniqueness lies in the fact that pears are not processed right after picking, but are left to ripen more.

The price of the 0.5 litre bottle is 19,890 euros (5 million forints). "Beside the price that can be calculated on an itemized basis, the cost soars so extremely high from the intangible value of these products," says Imre Müller.

This pálinka will be presented and offered to well-to-do guests at exclusive restaurants all over the world. Negotiations are already underway with restaurants in Hong Kong and New York. The world's most expensive pálinka will probably be sold at the Gundel Restaurant in Hungary as well. ✎

# People and Potteries

The travelling exhibition of People and Potteries – Cultural Heritage in Europe will close on 1st June 2008 in the Herend Porcelain Museum, to coincide with the release of this issue of Herend Herald. The show, backed by the European Commission, was launched in 2005 as the joint project of six prominent European pottery museums. The exhibition takes an unusual look at pottery, focusing not on countless beautiful ceramic objects but on the people working in this field, on the materials and the methods they apply, on the artists and the people who use their end products. Visitors of the “People and Potteries” exhibition experienced a different type of display where modern exhibition

staging techniques, such as plasma television screens, guided them through 300 years of porcelain history. ❧

*Co-operating partners in the People and Potteries Project:*

- *Musée National Adrien Dobouché, Limoges, France*
- *Europäisches Industriemuseum für Porzellan, Selb, Germany*
- *Herend Porcelain Museum, Herend, Hungary*
- *Museo Internazionale delle Ceramiche, Faenza, Italy*
- *The Hothouse, Centre for Design, Longton, United Kingdom*
- *The Potteries Museum and Art Gallery, Hanley, United Kingdom*



# Elek Lux

## SCULPTOR

*Szepesváralja, 18th December 1884*

*– Budapest, 26th February 1941*



**Woman Combing Her Hair**  
Photos: Bianca Otero



“The models for most porcelain statues came from the studio of Elek Lux. His tender language of form and refined finishing touches practically beg for porcelain. When life brought Lux and the Manufactory together, it made for a particularly auspicious encounter. His figures have scored a resounding success among porcelain-lovers and make the most profit for the Manufactory. One such piece is the woman combing her hair, which was made in different sizes,” wrote the Hungarian Journal of Applied Arts in 1939.

Elek Lux attended the School of Applied Arts in Budapest and went on to study at the Academy of Applied Arts in Munich and the Academy of Fine Arts in Brussels. In 1922 he became a teacher of sculpture at the School of Applied

Arts in Budapest. He made his name mainly with figurines shaped with fine simplicity. Although he dreamed of making monumental sculptures, he is best known for his female nudes and busts. His works were exhibited in the Exhibition Hall and the Ernst Museum in Budapest on several occasions. He was active in the work of the Miklós Ligeti Ceramic Art Workshop. Porcelain as a material was especially suitable for his finely arched figurines, which is how he came into contact with Herend. The porcelain copies of many of his works, including *Woman Combing Her Hair*, *Ludas Matyi* and *Matyó Madonna*, were made by the Herend Porcelain Manufactory. The series was completed with a posthumous exhibition of his works at the 1st Hungarian National Ceramic Exhibition in 1942. Nine of Elek Lux’s statues are kept in the Hungarian National Gallery, and many of his other works can be seen in museums abroad.



**The artist’s model** Photos: Herend Porcelain Museum Foundation Archives

# The fleet of yore

## IMPERIAL AND ROYAL FLEET



HMS Szent István Battleship

*It is a little-known fact that Hungary, as part of the Austro-Hungarian Monarchy – notwithstanding its geographical position as a continental country just like Austria – ranked among the world's eight most important naval powers, though its navy was not the largest.*

That power status required the maintenance of a fleet, and the Monarchy did indeed build one, which served the defence of its coasts and merchant shipping, not the purpose of conquest and colonization as in the case of other world powers.

The Austro-Hungarian fleet ceased to exist on 31st October 1918, at the end of the lost war: the ships were allotted among the victorious countries of the Entente, leaving only morsels for the successor states as well. This year marks a sad anniversary, as it was in 1918, ninety years ago, that the crown jewel of the fleet, the SMS Szent István battleship went to its watery grave.

### THE SMS SZENT ISTVÁN DREADNOUGHT BATTLESHIP

The building of the SMS Szent István battleship was the greatest achievement of Hungarian shipbuilding ever, and it was the only large floating unit in the fleet of the Monarchy that perished in battle and sank to the bottom of the sea. All other ships were allotted among the victorious powers and dismantled as scrap metal.

The SMS Szent István battleship meant just about the same for Hungary as the doomed Titanic for Great Britain, as both ships symbolised man's faith in irreversible progress and human creative

### THE WRECKAGE OF HMS SZENT ISTVÁN

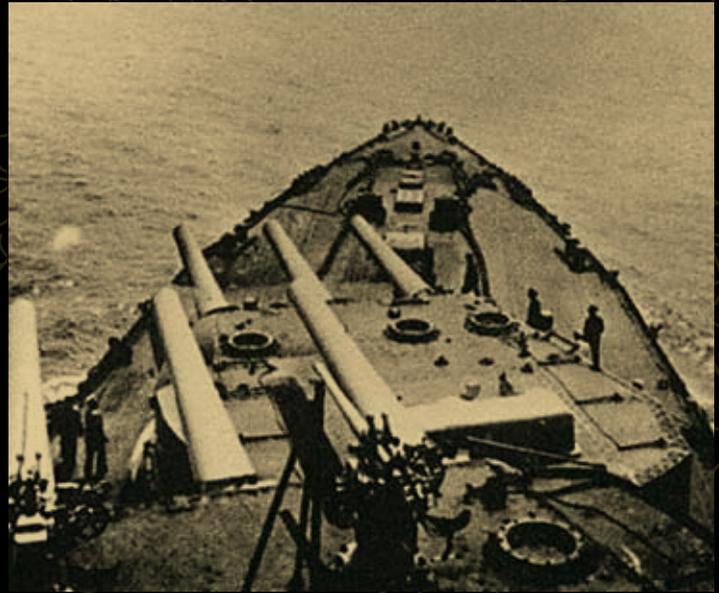
*The exact location of the wreckage was not found until the 1970s. Italian divers managed to take footage of the wreck in 1990. Between 1995 and 1998, a team of Croatian and Hungarian divers, sponsored by the Hungarian Association of Divers, scrutinized the upside-down wreckage at a depth of 65 metres. Hungarian divers entered the ship's hull and from the admiral's cabin brought up a few porcelain plates, an officer's binoculars, a piece of a life belt, bracket lights and the box of the compass from the bridge. The Croatians, in turn, found 20x30 cm copper letters, which had once spelt out the name of Szent István. The wreckage is currently a no-go area. All items salvaged are Croatian property. They were exhibited in the Military Museum of Budapest in 2002.*



The HMS Szent István sinking

## THE MONARCHY'S FLEET

*In 1914 the Austro-Hungarian Monarchy prided itself on the sixth-largest fleet in Europe, which was the eighth-biggest in the world. At the time of the Compromise of 1867, which established the dual Monarchy of Austria-Hungary, the imperial and royal fleet consisted of the following vessels: 1 screw-steamship, 7 screw frigates, 8 smaller screw man-o-wars, frigates and corvettes, 13 screw gunboats, 16 paddle gunboats and 14 armoured paddle steamboats of different functions, altogether 59 engine-powered vessels. Beyond this it had 34 sailing ships and rowing warships worth mentioning, among them 2 frigates, 2 corvettes, 7 brigs and 4 goëlettes. In 1914 the imperial and royal fleet consisted of the following warships: 16 battleships, 9 cruisers, 26 destroyers, 77 torpedo gunboats, 6 submarines, 8 monitors and 6 patrol gunboats. In the second half of the 1870s, the navy of Austria-Hungary started to build so-called torpedo boats, larger than gunboats, overtaking all other naval forces. The Hungarian shipyards had the lion's share in the construction of sea and river war vessels by building 88 warships, including 3 submarines, for the navy. Of these, the SMS Szent István was the largest, weighing 20 thousand tons.*



*HMS Viribus Unitis*

power. Moreover, the SMS Szent István became the symbol of Hungarian political autonomy and world-power status equal to that of the Austrian half. This might be the reason why this battleship has come to epitomise Hungarian fate, and her tragedy was later seen by many as the symbol of the ordeals caused by the lost World War.

With a length of 152 metres, displacement of 20 thousand tons, 12 units of 305 mm cannons, which could fire 5,400 kilograms of projectile during a single barrage, the SMS Szent István was a grand ship indeed.

The SMS Szent István belonged to the Tegetthoff class of battleships of the Austro-Hungarian Monarchy's navy. Her construction

started in 1912 in the dockyard of Ganz-Danubius in Fiume, and she was launched in 1915 as the largest Hungarian battleship. From then on she lay at anchor in the harbour of Pula, which she left only for gunnery practices. She also took part in the anti-aircraft defence of Pula. She stood out to sea for her first and last deployment on 9th June 1918 as one of the flotilla sent to break the Otranto Barrage. At dawn the next day, 10th June, Italian torpedo boats attacked the formation. The Szent István was hit by two torpedoes. The Tegetthoff battleship attempted to tow the Szent István away, but the towline broke. The vessel capsized and sank within a few minutes due to errors in her design:

the relatively low centre of gravity, together with the tremendous weight of the 12 pieces of artillery. 89 out of the 1,087 crewmen lost their lives. The morale damage was even greater, the Szent István being the first battleship ever sunk by torpedoes.

She is also one of the few ships whose loss was captured on film.

## THE SMS VIRIBUS UNITIS

The SMS Viribus Unitis was the first Tegetthoff class, bearing the name of "With united forces", the motto of Emperor and King Franz Joseph I. She was built in less than a year and was launched in 1912. Practically simultaneously with the Italian SMS Dante Alighieri, she was the first dreadnought in the world with triple gun turrets and great firing power. She stood out to sea on 8th June 1918

*The Guns of HMS Szent István*



as the flagship of Admiral Miklós Horthy, heading a flotilla to attack Otranto Barrage. The manoeuvre was called off after her sister ship, the SMS Szent István, had sunk at dawn on 10th June. On 31st October 1918 rear admiral and commander of the fleet Miklós Horthy signed the document surrendering the Austro-Hungarian fleet to the National Council of Slovenes, Croats and Serbs on board the SMS Viribus Unitis in Pula. The Austrian, Hungarian and Czech crew left the ship and were replaced by the men and the future officers of the SCS fleet. During the night, Italian divers placed a mine under the flagship, which exploded. She capsized and sank within 14 minutes. As many as 400 men lost their lives.

## THE REMAINS OF THE FLEET

From the pride of the one-time fleet, the bell of the SMS Prinz Eugen is at the Heeresgeschichtliches Museum (Museum of War History) in Vienna, Austria and that of the SMS Tegetthoff in Graz, Austria, at the church of the garrison. The main anchors of both the SMS Viribus Unitis and SMS Tegetthoff can be seen outside the entrance of the Museo Storico Navale (Museum of Naval History) in Venice, Italy, and another anchor is kept in Rome. A piece of the bows of the SMS Viribus Unitis can be seen at the naval arsenal in Venice, together with the stump of the deck and the anchor chain with its orifice. There are two 305 mm grenades in front of the Faro della Vittoria (Victory Lighthouse) in Trieste, Italy and two 280 mm thick armour plates on which the ships' 305 mm cannons were tested, are kept in Vienna. A downsized silver-cast copy of the anchor of the SMS Szent István hangs on the effigy of the Virgin Mary in the Serbian Orthodox church in Szeged. It was placed there as an offering by the late Ferenc Pintér, scribe and quartermaster of the ship, in memory of his lucky escape.

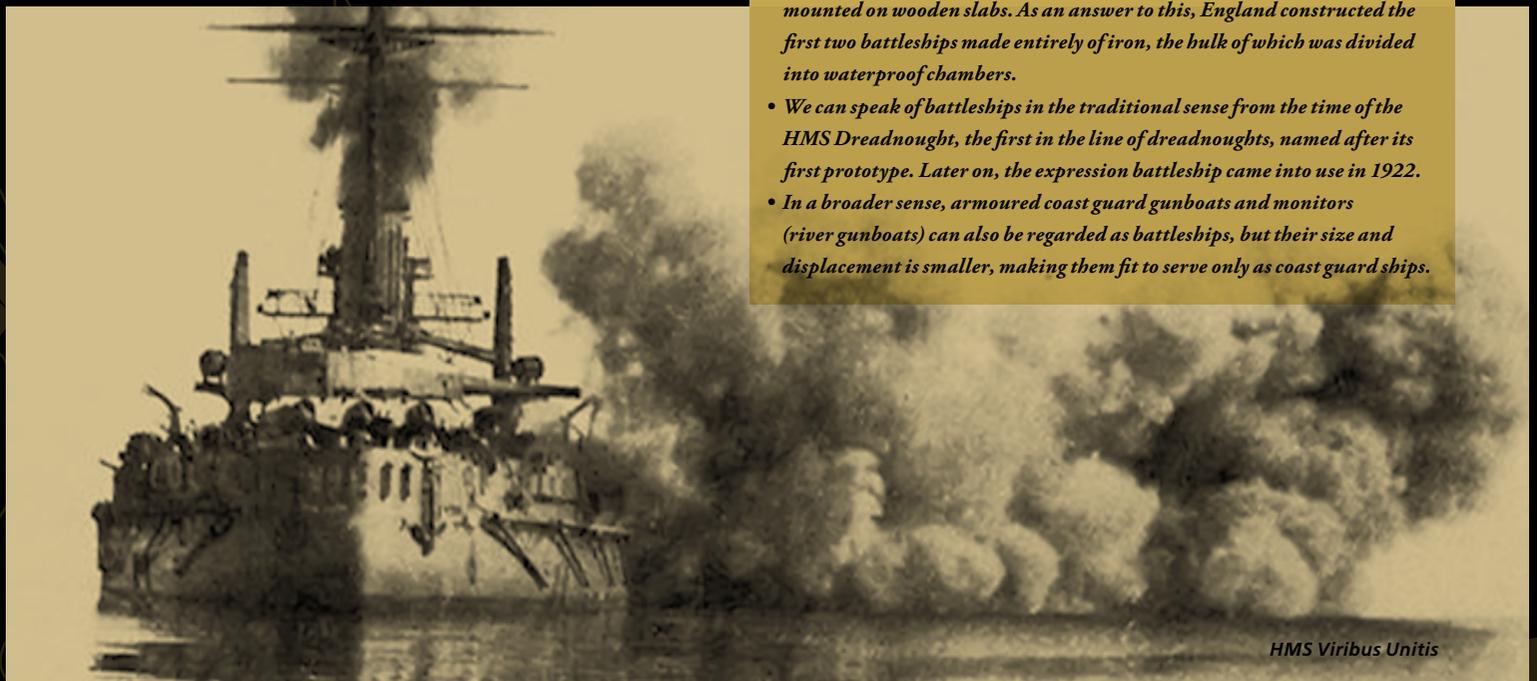
[www.kriegsmarine.fw.hu](http://www.kriegsmarine.fw.hu)



Sea Battle Photo: archive

## DID YOU KNOW?

- A battleship is a 30,000-60,000-ton displacement naval vessel, equipped with the largest-calibre artillery and the strongest armour plating.
- Before the construction of armoured ships, man-o-wars, which have ceased to exist, were the battleships par excellence, in which category, whenever it was called for, frigates were also included.
- With the construction of the first seagoing armoured warship – the French *La Gloire* – in 1859, the era of the so-called ironclad battleships started. The basic idea had come from the Vikings, who had shielded their boats with iron girders as early as the 12th century. *La Gloire* was still made of wood, but was sheathed with 12 cm-thick wrought iron armour plates mounted on wooden slabs. As an answer to this, England constructed the first two battleships made entirely of iron, the hull of which was divided into waterproof chambers.
- We can speak of battleships in the traditional sense from the time of the *HMS Dreadnought*, the first in the line of dreadnoughts, named after its first prototype. Later on, the expression battleship came into use in 1922.
- In a broader sense, armoured coast guard gunboats and monitors (river gunboats) can also be regarded as battleships, but their size and displacement is smaller, making them fit to serve only as coast guard ships.



HMS Viribus Unitis



Tête-à-tête with VRH (Vieille rose de Herend) décor Photo: Bianca Otero

# The tastes of Herend Tea 1.

## OUR SPECIAL TEA BLENDS

*The Herend Porcelain Manufactory has launched a surprise assortment of four special types of tea. This issue of Herend Herald is featuring Green Tranquillity and Assam Black Himalayan Delight, while the second part of this article will present Scent of Africa rooibos tea and Passion for Fruit tea in our next issue.*



### THE HISTORY OF TEA

The first written record mentioning tea dates from 2737 BC. Legend has it that Shennong, the Emperor of China at the time, was the first man ever to drink tea. Shennong was sitting under a big tree boiling water one day when a Camelli Sinensis leaf fell into the water. A wise

man, the emperor left it there. The resulting brew pleased his palate well. So this is said to be the origin of drinking tea. Centuries passed before the Orient opened up to the West. Yet the first shipment of tea from China to England did not happen until about 300 years ago. Tea, having gained popularity in aristocratic circles, eventually passed



**GREEN TRANQUILITY SENCHA GREEN TEA WITH THE FLAVOUR OF THE ORIENT**

*Ingredients:* sencha green tea, pineapple cube, blue mallow, English marigold, rose petal, natural aroma.

*Colour:* glassy transparent, bright light green.

*Scent:* typical green tea infusion with a striking fruity (mainly Jasmine) fragrance, a characteristic eastern scent.

*Flavour:* fresh, slightly bitter and dry, light, traditional green tea flavour.

*Preparation:* 1 spoonful of tea leaves, 1 cup of hot (70-80°C) water, steep for 2-3 minutes.

down to lower social classes as well, becoming widespread in other countries too as time went by. In those days tea was part of the social scene. Imports from China slowly began to fall away and purchases were made from new plantations in Kenya, India and Sri Lanka.

**GREEN TEA**

Sencha – a traditional, light-coloured tea with a mildly dry flavour. The word sencha means green tea (ten thousand or multitude). Possibly one of the best-known green tea types and certainly the most popular in Japan. It is described as a fresh, mild and slightly sweet infusion. It originates from China. Green tea is usually preferred in Southeast Asia and China. Due to the size and excellent conditions of the country a wide variety of green teas are produced on tea plantations in China, which are characterised by strong flavours. This type of tea is generally harvested twice a year: the first flush (sencha) is milder with a lower tannic acid and theanine content than the second flush (bancha). Sencha tea is regarded as a source of inspiration and vitality. Green tea is unoxidised but heated and dried soon after picking so that it does not wilt. Some types are pressed, rolled into balls and then dried.

**BLACK TEA**

Organic tea – the discovery of the use of pesticides in the case of tea cultivation has caused quite a stir, as the detected chemicals were found

in a high concentration in the samples. Pesticides are used mainly to increase the yield, but as stopgap materials of the broken food chain they themselves also widen the gaps even though modern chemicals act selectively and most of them, unlike the long-term agents found in tea, decompose. The organic label means strict adherence to an internationally accepted level. It does not mean the total absence of pesticides but warrants abidance by western health norms.

Nevertheless, south of the Darjeeling plantations man makes good use of pests for an increasing number of tea varieties. This is all due to the rain forest, a more balanced biodiversity. The tea plant lives in symbiosis with some of its neighbours such as camphor trees, citrus fruits, orchids and wild grapes, which help keep away its natural pests.

Assam – Assam tea is an important and widespread category. It is more full-bodied and dynamic than Darjeeling tea, which is also borne out by its darker colour. Assam tea also has a first flush and a second flush. Categories may vary from estate to estate. Similarly to other tea types, the first flush has a rich and fresh aroma, while the second flush produces the so-called “tippy teas”, which make a more full-bodied infusion. Darjeeling and Assam blends are extremely popular and are widely used as English breakfast tea or five o'clock tea.

MÁRIA HORVÁTH

**HIMALAYAN DELIGHT ORGANIC ASSAM BLACK TEA WITH PASSION FRUIT FLAVOUR**

*GFOP (golden flowery orange pekoe):* the two topmost tender tea leaves and the golden tip.

*Ingredients:* black tea, pineapple cube, English marigold petal, passion fruit (also known as maracuja, from Central and South America, grows mostly on tropical highlands, plantations are usually at an altitude of 1,500-2,000 metres, but thrives in a subtropical climate as well) and natural citrus aroma.

*Origins:* this type of tea originates from the northeastern province of India. Assam is the single largest tea-growing region in the world with a subtropical climate which guarantees constant good quality. Rani is an area in lower Assam at 48 metres from sea level with organic tea plantations.

*The infusion:* not too strong, pleasant fragrance, mild taste.

*Colour:* glassy transparent, copper-like light caramel.

*Scent:* malty, slightly spicy infusion with a touch of citrus and tropical flower fragrance.

*Flavour:* mild, smooth, malty in character.

*Preparation:* 1 spoonful of tea leaves, 1 cup of hot water, steep for 2-3 minutes. (Ideal for both hard and soft water.)



# Famous Hungarian inventors

## JÁNOS IRINYI AND LÁSZLÓ JÓZSEF BÍRÓ

*These Hungarian-born innovators invented objects which have played an important role in science and technology to this very day, even though in some parts of the world people may not associate their names with the objects. In this issue we feature János Irinyi, inventor of matches, and László József Bíró, inventor of the ballpoint pen.*



János Irinyi Photo: MTI



László József Bíró Photo: wikipedia

### JÁNOS IRINYI, CHEMIST

Few other inventions of everyday use are better known in the world than matches. The man who invented matches, or rather the man who developed and finalized the idea of matches, is the descendant of a prominent Hungarian family, János Irinyi.

János Irinyi was born on 17th May 1817 in Nagyléta. His father was a first-class agriculturist, who sent his son to study law in Debrecen after graduating from secondary school in Nagyvárad. At the age of 19 he was already studying chemistry at the Politechnikum of Vienna under Professor Meissner. He invented the “noiseless match” in Vienna in 1836. It was an aborted experiment by Pál Meissner that led



Photo: Feldmaus

him to hit upon the idea of making a match that was noiseless and safe. Irinyi told the story himself in the following words: “Meissner was lecturing on lead dioxide, grinding the brown powder with sulphur in a glass mortar, promising his audience that the sulphur will light. When that failed to happen, it occurred to me: what if we replaced sulphur with phosphor? It would be burning right now. That’s what it’s all about. A young man with the initial F. told me to go ahead and make it my own.”

The matches used in those days had such chemical composition in their head that lit up with a strong sound and flame, often causing fires and injuries. Irinyi’s idea was to mix the white phosphor in the head of matches with lead dioxide instead of calcium chlorate. That is precisely how he obtained the prototype of the matches we know today, a great deal safer to light than before: no more explosions (producing the name “safety matches”) and soundless when struck.

Irinyi sold his invention for 60 pengo forints to a Viennese tradesman by the name of István Rómer, who launched its large-scale production and made a fortune on the patent he registered as Irinyi’s invention in 1836.

The sum of money Irinyi received financed his further studies abroad, namely in Berlin and at the famous Hohenheim Agricultural College. In 1838 he wrote a book about the theory of chemistry, devoting a great deal of attention to acids and opposing Lavoisier’s finding that oxygen is the source of acidity. A year later he returned to Hungary and published a whole series of articles on theoretical and practical aspects of chemistry. He wrote a thesis on alkali soils in Hungary and was the first to recommend soil amelioration with gypsum.

Upon his return in 1839 he soon realized that he was to hold no academic position. So he founded a factory of matches in Budapest. He presented his petition to the city on 8th April 1840, requesting permission to manufacture his invention of “small lighting sticks” which “make no noise, can be made without sulphur and emit no smells” when ignited. Producing five hundred thousand matches a day, the factory was a resounding success – so much so that it meant serious competition for István Rómer’s factory in Vienna. Irinyi’s rivals did their utmost, therefore, to bring him to ruin, which finally bore fruit: Irinyi closed down his factory in 1848.

His treatise *The Elements of Chemistry* came out in 1847, expounding the basic theories of chemistry together with the elements and the compounds. Unfortunately, only the first of the planned three volumes was ever published, as the revolutionary events of 1848 interrupted the process. In 1849, Kossuth entrusted Irinyi with the running of the factory making guns and gunpowder. A Hungarian nobleman of zealous patriotism, Irinyi had already taken part in revolutionary movements. Legend has it that he even helped to draft the famous 12 points sent to Pest.

After the failed revolution, he and his younger brother were sentenced to jail and served time in the Neugebäude prison in the capital until they were granted amnesty in 1850. He retired from political life and took up farming in Vértes. However, his experiments in agriculture left him destitute. First he was obliged to work as an accountant and later, in 1863, became the director of István Steam Mill.

The fall of the revolution broke János Irinyi’s spirit and he published no more. The most talented and most dedicated Hungarian chemist of the Reform Age actually failed to live up to his potential. He died on 17th December 1895 in Vértes.

### LÁSZLÓ JÓZSEF BÍRÓ, POLYMATH

A man of many talents, László József Bíró was a hypnotist, graphologist, insurance agent, customs officer, painter, sculptor, journalist and inventor. He is famed, among other things, for the ballpoint pen, automatic transmission, the washing machine and deodorant.

László József Bíró was born in 1899 in Budapest. At the age of 18 he was conscripted to serve in the First World War, but he and some of his friends deserted. Following the war he enrolled at the Medical School only to quit within months. He was interested in hypnosis but stopped practising after a case that went awry.

His 1930 “Dream Wash – the Perfect Steam Washing Machine” slogan was meant to propagate a type of washing machine that was powered by an ordinary cooker. At the 1931 Budapest International Fair he presented a big pen with a ball at its tip. Later he came up with the same solution but in a smaller size, which could serve as a writing pen. He noticed that the ink used in newspaper printing dried quickly, leaving the paper dry and smudge-free. As the ink was too viscous, he developed a new tip consisting of a ball that was free to turn in a socket, and as it turned it would pick up ink from a cartridge and then roll to deposit it on the paper.

His experience as a race car driver led him to invent (1932) the automatic transmission. Bíró sold his patent to General Motors but

paid the price of his own gullibility: he was never paid the royalties, only a mere 200-dollar annuity. Between 1932-1934 he worked as the editor of a contemporary Hungarian art review called *Hongrie-Magyarország-Hungary* and as a journalist of a weekly by the name of *Előre*. It was precisely writing that paved the way for his invention, the biro.

He filed his

ballpoint pen under the name of “Fountain Pen” at the Hungarian Royal Patent Office on 25th April 1938. His invention, the “Biro pen”, was eventually put on the market by the Argentinean Enterpen Company. The press went wild with the new invention that could write without a refill for up to a year. Bíró filed yet another patent on 23rd November 1938 as a “viscous ink fountain pen”. Due to the shaky political situation, he left his family and country behind on New Year’s Eve 1938 with nothing but his patent in hand. His timing was just right, as taking intellectual property out of the country became illegal in Hungary as of 1st January 1939. He chose Argentina to be his new country very consciously. He had met a man at a spa in Yugoslavia who had invited him to do some research in Argentina. On his calling card it said: “Augustín P. Justo, President”. It wasn’t until the day after that Bíró realized the man whose acquaintance he had made was not the president of a company but that of a country. In Argentina Bíró is still regarded to this very day as their number one inventor.

In 1939, the Germans adopted his invention and his ballpoint pen was marketed by the name of “Exakt”. In the same year, barely 12 months after the *Numerus clausus* came into force in Hungary, Bíró and his family – for their own safety – sought refuge in Paris and emigrated to Argentina, where they settled for good. The first biro pens for the market, then called Enterpen, were manufactured in Buenos Aires on 10th June 1943. The ballpoint pen as we know it today has been with us since 1945. László József Bíró died in Buenos Aires on 24th November 1985.

LÁSZLÓ CSÁSZÁR

### DID YOU KNOW?

- In 1944, the British government bought the patent for the Royal Air Force because the ballpoint pens worked much better (no leakage) than fountain pens at high altitude.
- The French have a joint stock company to this date for the use of this invention.
- The ballpoint pen was patented under the name of BIC, the abbreviation of Bíró Crayon.
- The Parker brand began to sell ballpoint pens in 1957.
- The biro spread all over the world in 1960 and is now known and used in every country.
- Ballpoint pens are still generally referred to as a “biro” or “biro pen”, the name used constantly in Orwell’s works.



Széchenyi Bath Photo: MTI

## LIFE-GIVING WATERS

# Retreats for bathing and healing

*“Healing waters pervade your body, invigorate your soul, calm your nerves anguished by work and by the world. Health spas are waterworld retreats, where you can surrender your body and soul to sober and equitable relaxation” writes Sándor Márai in his Book of Herbs.*

It is becoming more and more fashionable for people to travel to thermal baths not only to seek healing – that is when they are ill –, but also when they are completely healthy and wish to stay that way. A growing number of guests visit spas to exercise their spine, relax, to be reborn, or just to ride out bad weather. Those wishing to heal or just to recharge their energies here don't have to travel far, Hungary being one of the countries richest in medicinal springs on the continent and its thermal water supplies being unique by European standards. Most

of the mineral and healing waters found here contain solved mineral substances, thus having healing powers and being suitable for both baths and drinking cures. Currently the number of wells rendering waters with a temperature of over 30°C and in a significant part healing waters exceeds one thousand. There are some 150 hot-water health spas in Hungary, of which 36 are special, their waters containing radioactive saline-bromide-potash and iodine. Europe's only cave bath functions in Miskolcápolca. Hévíz is the most widely known

lake with medicinal hot water (33°C), and Budapest has been the “spa capital” of the world for decades. Spas of international renown can be found (among others) in Balatonfüred, Hévíz, Zalakaros, Bükkfüdő, Sopron, Balf, Eger, Parádk, Kékestető, Lillafüred, Hajdúszoboszló, Debrecen and Gyula. Based on these facts we can safely claim that the thermal waters of Hungary have become one of the major attractions for both inland and international tourism.

### GOALS OF THERMAL WATER TREATMENT

Thermal waters are a real elixir, used in the form of baths for chronic locomotor disorders, for chronic inactive spinal inflammation and arthritis, follow-up care after accidents, and following operations of the joints. It is also prescribed for dermatological problems, digestive disorders, osteoporosis and gynaecological complaints. Beside healing, prevention can also be the aim of thermal bathing. Evidence shows that colds and different locomotor disorders occur much more infrequently among people who swim regularly, use the sauna or go to thermal baths than among those who do not benefit from aquatic or hot air treatments. As a result of healing water treatments the course of existing locomotor disorders will slow down considerably, and those who visit health spas regularly tend to need less analgesic medication.

### THE DIFFERENCE

**Mineral water:** water containing 1,000 mg of dissolved mineral substance per litre.

**Thermal water:** mineral water with a temperature over 34°C.

**Healing water:** water with high mineral content, possessing healing powers proven by research.

### THE EFFECTS OF THERMAL WATERS

The effects of thermal waters are complex. First and foremost are the physical qualities of water: the temperature (in which muscles and joints relax); then there is its lifting power (getting rid of the “load” in the moment of immersion, as if you lost part of your body weight, the muscles relax, the spine is relieved, movements become easier, and exercise you could not do “on dry land” becomes easy); and the current, which relaxes you and reduces stress levels with its soothing massage. Equally important is the chemical effect of the substances solved in the water, which can reach the cells by absorption through the skin or the digestive system. In the water the organism itself exudes certain substances, thus turning bathing into a wholesome way of detoxification. Moreover, while in the water, you inhale substances evaporating in the steam, which exert their benign effects in the respiratory tract and the lungs.

### WHAT ARE THE SPECIALITIES OF EACH MEDICINAL WATER?

- Calcic and iodine waters are useful in case of inflammatory locomotor disorders.
- Bathing in waters containing sulphur is recommended to those with complaints of the spine or the joints of the limbs, but it is also beneficial to patients with skin problems.

### SOME BASIC SPA AND WELLNESS NOTIONS

**Spa** – A word of Latin origin, short for sanus per aquam (healthy through water). Today the benign power of water is put to good use by baths, wellness centres, clinics and health resorts in a number of ways. The word spa has become a concept in the field of sauna baths, swimming pools, vapour baths, beauty farms and wellness centres.

**Wellness** – Wellness is partly lifestyle, partly a frame of mind, the conscious pursuit of personal well-being. It is based on a sense of responsibility for our own health and quality of life. Wellness is a lifestyle, including the corporal and the spiritual projection of our lives alike, an art of living which, when cultivated and augmented consciously, can considerably improve one’s prospects for a better and more complete life.

**Hydrotherapy** – Healing with water. The totality of healing methods, in which the physical qualities of water are used, e.g. temperature, flow and lifting power. Weight baths and underwater jet-stream massage also belong to this category.

**Massage** – The body is submitted to kneading, purposeful tapping, stroking, rubbing. Blood flow is invigorated, and skin functions are restored. Breathing becomes more profound. The use of heat therapy with infrared light is advisable before a massage. In different therapies different types of massage should be applied: classic massage, acupressure, relaxing massage, lymph drainage, foot reflex zone massage, connective tissue, brush, underwater pressure and meridian massage.

**Aromatherapy** – Essential oils are not only used as a base substance in medicine. Smells affect our emotions, which is why they can also be used in the treatment of spiritual complaints. The first and foremost goal of aromatherapy is to stimulate and cleanse body and soul. Elements of treatment are inhalation, bathing in essential oils and their application in massages.

**Finnish sauna** – High-temperature sauna (120°C), at an approximate humidity of 10%. As a result of cooling down in the open air or plunging into cold water after having used the sauna, the blood flow quickens and the immune system is strengthened.





Széchenyi Bath Photo: MTI

## A SHORT HISTORY OF BATH CULTURE

*"And you should know that you are mortal, but in the meantime you owe your body something. For example, visits to a health spa, twice, or at best three times a week."*

Sándor Márai: Book of Herbs

Reverence for life-giving water is as old as mankind itself. The Chinese and the Greeks regarded and used water as a basic element in their religion and healing culture. The Greeks and the Romans of the Antiquity developed significant bathing cultures. The Romans and, later on, the Turks brought their love of water to Hungary, where a significant bath culture took root during Roman times. This is well illustrated by the Aquincum ruins, a place which reflects its connection with water even in its name ("aqua" meaning water in Latin). The water of today's Lukács Bath was already known in those days. The next great revival of bath culture occurred during the years of Hungary's Turkish occupation. The Turks, otherwise frugal with water, could use it exuberantly here and built baths abounding in water (Rudas Bath, Király Bath). With the retreat of the Turks, bath culture also left Hungary for a time. It wasn't until the 19th century that it started to flourish again.

- Waters containing carbonic acid and calcium-magnesium-hydrocarbonate are recommended to cardiopathic patients and those battling vascular lesions.
- Waters with common salt are suitable for diminishing gynaecological and urological inflammations.
- Spa waters containing radon can be used primarily to relieve pain.
- Thermal waters over 25°C invigorate blood circulation and soothe the pain thanks to their calorific effect, and can be used in the treatment of arthritis, problems of the nervous system, sciatica and various gynaecological complaints.
- Certain medicinal waters ease gastric and intestinal complaints in the form of a drinking cure, while others can be used for respiratory disorders by means of an inhalation cure.

LÁSZLÓ CSÁSZÁR

## UNIQUE EXPERIENCES AND RECREATION AWAIT THE WHOLE FAMILY AT HOTEL EURÓPA FIT\*\*\*\* SUPERIOR IN HÉVÍZ

Whether you seek simple relaxation or wish to do something for your health, Hotel Európa fit is your best choice.

This health and wellness hotel is located in peaceful surroundings, only 400 metres from the thermal lake. All our guests can find wellness, fitness, beauty and health offers best suited for them.

The hotel ensures carefree relaxation for its guests with a recreational centre (adventure bath, thermal bath, whirlpool, indoor and outdoor swimming pools, Acapulco family adventure pool, Finnish saunas, Turkish bath, tepi-caldarium, frigidarium, infrasauna), a well-equipped therapeutic section, with a beauty and wellness institution and varied sport and programme offers.





# The cigar

*Incredible though it may seem, the cigar, which is a status symbol these days, in its land of origin used to be the tobacco of the poorest who could not afford to smoke a pipe. However, in a matter of a few hundred years (no time at all from a historical perspective) even clothes have been designed for the true enjoyment of the cigar.*

Photo: Northfoto

There are many indications around the world that man has smoked for time immemorial. Yet smoking as we know it today has existed only since Columbus discovered the New World en route to India. This is partly so because the tobacco plant had been unknown in other lands and partly because it was the natives of the New World that took up the custom of smoking not only during their rituals and as a method of healing but for pleasure as well.

When Columbus and his crew set foot on the island of Guanahani on 15th October 1492, they came face to face with smoking natives. According to the account of one, a man by the name of Rodrigo de Jérez, those Indians were smoking not only pipes but rolled up tobacco leaves as well. In other words, they were actually smoking cigars. The natives gave the newcomers a friendly welcome, offering them all sorts of fruits and tobacco. Rodrigo de Jérez was so taken with the forerunner of the cigar, an apparently dangerous thing emitting smoke, that he simply could not resist trying it and was soon hooked. All the crew followed suit and ended up as addicts to the vice already during their stay on the island. Unable to quit smoking, they returned home with a shipment of bales of dried tobacco leaves. Arriving back in Spain, however, Rodrigo de Jérez, the first European to smoke, fell victim to the first anti-smoking campaign in history. People who saw him walking down the street with smoke coming out of his nostrils and mouth thought he was in a league with the devil and he soon ended up facing the Holy Inquisition. The inquisitors would have none of his newfangled practices and threw the “sailor from the Indies” into prison for ten years.

Cigars and smoking in general was not to be done away with, though. On the contrary, the custom spread throughout Europe and other parts of the world fairly rapidly. Moreover, British colonies in North America, such as Virginia and Maryland, did not only consume but also started to produce tobacco from the early 17th century onwards. While in the richer North American colonies it was pipe smoking that caught on, in the poorer Spanish-speaking Central American lands of Cuba and Mexico cigar smoking spread. When the cigar eventually conquered what was by then known as the United States of America in the mid-19th century, it did so as a symbol of wealth and power. That explains why caricatures drawn at the time always show capitalists sitting on their money bags smoking a cigar.

Cigar making in Europe established a solid foothold in Seville, Spain in 1717, when tobacco leaves from Cuba were first used. The smoking of cigars, though, did not become widespread in other countries in Europe until the Napoleonic Wars, when British and French soldiers serving in Spain began to propagate the habit. In Britain the manufacture of cigars started in 1820, and Parliament passed a bill the following year to regulate the production. The demand for cigars soon started to grow in France, Switzerland, Holland and Germany too, and smoking cigars became so popular that smoking compartments had to be introduced on trains in Europe, and clubs and hotels opened special smoking salons. The new vice influenced even men's attire, the “smoking jacket” being a living symbol of this. By the late 19th century smoking an after-dinner cigar and drinking a glass of Port wine or cognac had become a must at social events.

Tax cuts in the US in the 1870s gave further momentum to the popularity of cigar smoking, as more and more people were able to afford the habit. It even boosted domestic production. Demand for cigars had grown so astronomically by the 1920s that the automation of production was urgently called for. In a matter of thirty years no more than 2 percent of cigars made in the US was rolled by hand. As a direct consequence of automation, the price of cigars generally decreased but, strangely enough, that of hand-rolled cigars kept on rising, making the product all the more a status symbol. The US trade embargo imposed on Cuba in 1962 only made matters worse. Cuban cigars disappeared from the legal American market. The fact that even President Kennedy of the US, a great fan of Cuban cigars, ignored the measure speaks volumes about the embargo. A certain White House employee was rumoured to have the sole task of supplying the president with his favourite cigars without the CIA and the media getting wind of his shady transactions.

The cigar is a true symbol these days. It epitomises a stress-free life, the feeling that time is not of the essence: there are certain moments in a day when one can afford the luxury of withdrawing from the world and lose himself in the blue haze, listen to some music and have a soothing drink.

✽

GY. V.



Photo: Béla Kása

## MÁRTA SEBESTYÉN

# Music is my mission in life

*She is world-famous and has been honoured with myriad awards. In her heart of hearts she deals with all things and situations with a song. If she could, I bet she would grant me an interview singing rather than speaking. Márta Sebestyén and folk music are as one as you can get. She was literally weaned on it.*

***To what extent did your family background influence you?***

I was born into a musical environment. My mother never stopped singing. She would sing whatever she was doing. Just like all peasant women did in the countryside, singing about happiness and singing away their troubles. Moreover, music and singing bring people closer together... My father was an economist and my mother a singing teacher, a student from Békéstarhos who became a pupil of Zoltán Kodály majoring in folk music research. Later she studied to become a choirmaster. I was a mere toddler of five when I greeted Zoltán Kodály on his 80th birthday, something I'm eternally proud of. I have studied music of many kinds, I learnt to play the piano and even sang in a choir, but it was folk music that most impressed me. As the winner of a folk song contest, at the age of 12 I was given a record with a unique selection of folk songs from the archives of the Academy: they were songs sung by an old woman from Moldva, a swineherd

from Transdanubia and some Palots girls. It was then that I realized how colourful and fantastic Hungarian folk songs are. The voice of that old woman from Moldva, Aunt Anna, guided me to where I am today. Singing is my be-all and end-all; it is the language I can make myself understood in. Songs bring out the most elemental feelings in me.

***With this incredible wealth of knowledge you have amassed, shouldn't you be passing it on? Shouldn't you be teaching?***

Teaching is a great responsibility. Many people of my generation teach folk music, folk instruments and singing; fortunately, there is a wide circle of teachers under 25-30 now. I don't do teaching as such, but I do have followers who have become familiar with authentic folk music thanks to me. I was never taught this technique of singing, I had to master the ins and outs myself. In those days there were no teachers trained in this genre. Whenever I heard a melody, I listened. As I had

a flair for these sounds, I picked up what I heard instinctively. There is no way to explain how that is done. This tells you why I don't teach.

***It is no coincidence then that Márta Sebestyén's answering machine plays old songs?***

I've been singing for thirty-three years and I grow more and more convinced that folk music stands the test of time. It offers not the elusive promises of the moment but a lifelong experience, a treasure that determines our entire life.

***The East has really touched you, hasn't it?***

It is a well-known fact that the oldest layers of Hungarian folk music are rooted in our Asian heritage, which means that it is in close contact with the melodies of the East. I have recently visited China, have been to Taiwan three times and to Hong Kong once, where we performed highly successful concerts. The Chinese were intrigued with our familiar songs and welcomed the music of our people with admiration and cheer, like someone who finds a long-forgotten treasure... I am interested to find out how the young people of the 21st century relate to their roots and how conscious they are of their identity.

***Beside the countries mentioned, you have also been on tour in Japan, the land of the rising sun as well...***

I've been to Japan thirteen times. There, like anywhere else in the world, Kodály is a key figure in Japanese music culture. It is interesting to note that the primary music school where my mother taught for twenty-five years, and where the professor often turned up too, groups of Japanese music teachers who admired that particular method of music teaching were regular visitors. They mastered the method perfectly well and went on to adopt it in Japan. In Hungary, alas, just the opposite is happening... I was fortunate enough to sing a "musical bouquet" for the imperial couple visiting Hungary and to see how the language of the folk songs collected by Bartók and Kodály elicited an immediate, spontaneous and joyful reaction from them.

***This highlights your role in "music diplomacy" as Ambassador of Hungarian Culture. Beyond the countries we have just mentioned, your latest ventures took you to Baku, Madrid, Amsterdam and your constant and natural medium of Transylvania, not to mention the first Márta Sebestyén concert you directed yourself at the Academy of Music.***

Music is my mission in life. This undertaking that goes beyond music is beautiful and carries responsibility because it can, as the case may be, influence the way people relate to Hungary. Through my interpretation they meet Hungary or may get to know the music of their own ancestors.

***It is well known that you are a fan of the visual arts too...***

I have been drawing since I was a child. I am such a visual person that I can actually envisage images when I sing. I respect and love artists who carry on traditions, be it in the field of folk art, architecture or applied arts.

***Coming back to folk music, to what extent is it a special-interest category?***

It definitely is a special-interest category. The children of today live under the spell of the music of our age. When I was a student, I also listened to the music of those times, but what affected me above all else was folk music. The seventies are a thing of the past, and life has changed radically. To deal with folk music in those days meant a certain conspiratorial touch against the regime. To cultivate this kind of music

### MÁRTA SEBESTYÉN'S AWARDS

1974	Young Master of Folk Arts
1984	Singer of the Year (Rock Opera King Stephen)
1988	Niveau Prize for Hungarian Culture
1991	Liszt Ferenc Prize
1993	Emerton Prize
1994	Officer's Cross of the Order of Merit of the Republic of Hungary
1996	Grammy Award in World Music category for the Deep Forest Album – La Boheme
1996	Golden Giraffe
1997	Emerton Prize, Folk Singer of the Year
1998	International Interlira Prize
1998	Déri János Prize
1998	Academy Award in the Best Film Score category and for the Main Theme in the film The English Patient
1999	Kossuth Award
1999	For Budapest Prize for making Hungarian folk music world-famous
2000	Hungarian Arts Award
2000	Hungarian Heritage Award
2003	Prima Primissima Award, folk art category
2004	ISFOA, Diploma alla Carriera, Italian cultural achievement award
2004	Honorary citizen of the 1st District of Budapest
2004	PREMIO, Chianciano Fellini Award, Italian prize for international success
2005	Decoration by the Minister of Culture of Bulgaria for disseminating Bulgarian culture
2005	Commander's Cross of the Order or Merit of the Republic of Hungary
2005	Knight's Cross of the Order of Merit of the Republic of Italy
2006	Honorary citizen of Kispest
2007	Ambassador of Hungarian Culture
2007	Honorary Member of the Hungarian Academy of Arts
2007	Hungarian Freedom Award
2007	St. Martin Award

no longer amounts to heroism, but your soul constantly craves edification. Unless you know your roots, unless you know where you come from, you become homeless. To this very day the sense of belonging and patriotism are still the most vital moral issues in my upbringing. Wherever I may be singing in the world, I represent my country with these songs, which fills me with pride. It is not about me but about the treasures of our culture, which the British or the Spanish monarchs as well as the Emperor of Japan acknowledge... But going beyond our own music, we must see that the music of the different peoples is really world music that carries a universal message which people who do not speak the same language will understand through music. I can transmit every song of every people and the lyrics is not so important anymore. ❧

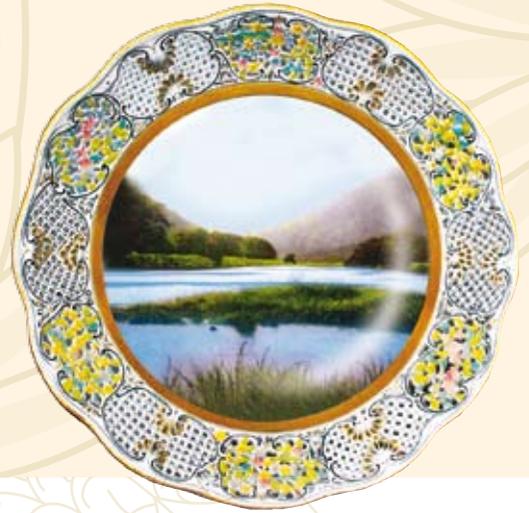
## HEREND NOVELTIES

# Herend in waters charted by Sindbad

Unconquerable fortresses on the Seven Seas come alive on Herend Porcelain commissioned by the Palace of HM The Sultan of Oman.

The latest porcelain artwork the Herend Porcelain Manufactory has made for the Palace of HM The Sultan of Oman conjures the maritime theme at its best. No random choice by any means, the motifs

recall the legendary sailor Sindbad, who set sail from those shores. Of course, Sindbad is not the only person of world fame to have graced that land; Marco Polo is known to have crossed the Sultanate of Oman and the Biblical figure of Job is also thought to have found his final resting place there. Natural wonders abound in this enchanting



## Water, water,

Ambiente is the world's largest ceramics, porcelain and glass fair held every February in Frankfurt. For the Herend Porcelain Manufactory this is traditionally one of the peaks of the calendar which provides an excellent opportunity to display the latest novelties. This year's fair, which was visited by 150 thousand people in five days, saw a display of innumerable products from 4,600 exhibitors. Similarly to previous years, Herend occupied the same place as it has for decades, in the

vicinity of other world-famous luxury porcelain manufactories such as KPM (Königliche Porzellan-Manufaktur Berlin) and Meissen.

This year's Herend stand chose the "World of Waters" theme with a huge aquarium displaying porcelain aquatic animals and an awesome imitation of deep-sea life. The Herend Porcelain Manufactory came up with a deluge of fascinating products for the fair, including playful clownfish, sea motifs and other picturesque shapes and dé-

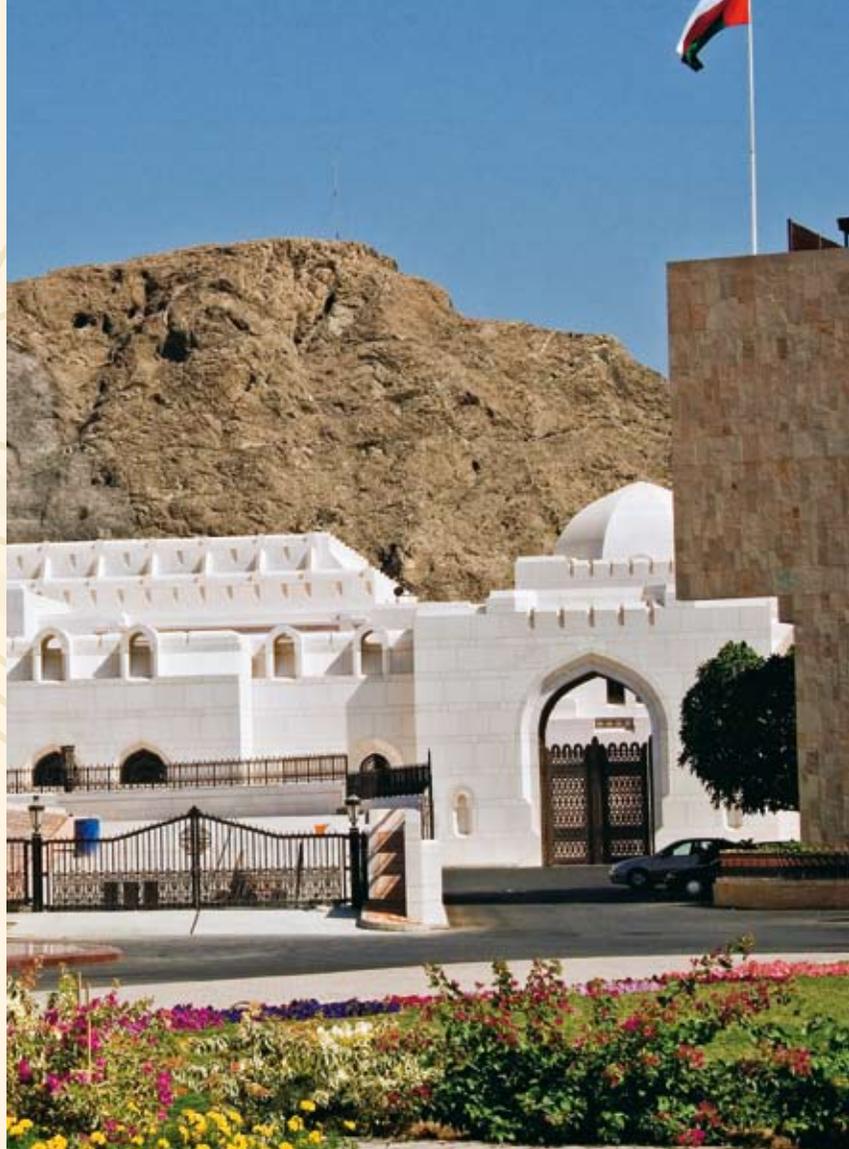


country, from lacelike mountain peaks through extraordinary cliffs, magical waterfalls, breathtaking sand dunes, idyllic oases, groves of trees producing incense to endless sandy beaches of indescribable beauty. The Palace of HM The Sultan in Muscat, home now to the Herend works of art, is situated in the old harbour district of the capital. The capital boasts of three fortresses dating back to the time of the Portuguese, in addition to Bahla Fort – part of UNESCO’s World Heritage – and many other forts spread around the country, which must have inspired choice theme.

The Herend Porcelain Manufactory has made ornaments, special pieces of limited-edition works of art with special patterns, for the Palace of HM The Sultan of Oman for the past ten years. The images to be portrayed by the artists of the Herend Porcelain Manufactory on the unique pieces of porcelain have been selected by the design studio of the Palace embracing five themes: forts, seascape, birds, wildlife and landscape.



*The Palace of HM the Sultan of Oman* Photo: Róbert Karádi



## everywhere

cors of our waters and water world. Sea creatures, e.g. fish, snails and corals, have dominated this year’s services, ornaments and figurines, which has lent the Herend display a strikingly homogeneous air. Beside this show of the sea world, the Herend stand also featured masterpieces and luxury items produced by the Manufactory. On display was the Royal Herend Butterfly too, offering the Frankfurt public the perfect harmony of porcelain and majestic precious stones.

This year was no exception to the rule as the Herend stand staged its live painting demo. Visitors were able to admire the expert dexterity of a lady porcelain painter who recreated the birth of magnificent pattern after pattern.

*Dolphin (ECANVT 5398-0-00)*





# Tradition and Modernity

## THE REVIVAL OF BUDAPEST

Office building in Vörösmarty square Photos: Marcell Badits

*At the turn of the 20th century Budapest radiated the image of a dynamically developing metropolis which truly measured up to the standard of the age. During the decades of uniformity, until the change of regime, progressive, unconventional architecture practically did not exist at all. Catching up with the latest trends, with architecture appropriate for the age slowly gaining momentum in recent years, eliciting considerable social and professional debate. This article will feature two buildings which played an important role in the history of Budapest 100 years ago and which have been restored in an exemplary way, and matching them, two office buildings, flashing the virtues of modern architecture at an international level.*

### **JEWEL CASE IN THE HEART OF THE CITY**

The Art Nouveau palace of the Gresham Life Insurance Company was erected in 1907, in a downtown square with the most startling view, using the plans of Zsigmond Quittner and the Vágó brothers, with the founder of the London Stock Exchange – Sir Thomas Gresham – admiring the sight from the façade. Prominent Hungarian masters of applied arts of the turn of the century laboured on the rich ornamental and figural decorations of this four-storey corner building.

While the peacock-motif wrought-iron gates credit the talent of Gyula Jungfer, the characteristically Hungarian-patterned majolica tiles originate from the Zsolnay factory in Pécs. The varied sculptures on the building were made by Géza Maróti, Ede Telcs and Miklós Ligeti. The glass mosaics and the stained glass windows were entrusted to the workshop of Miksa Róth, the wooden furnishings were produced at the joinery of Endre Thék. The building housed 6-8 room apartments for rent, with steam heating, central vacuum cleaners, electric lighting and hot water. A fireplace was fitted in every apartment and red carpet covered the whole staircase.

The building was acclaimed not only for its enthralling elegance, but also for its outstanding social and cultural life. Well-to-do officials and the cream of public life and the upper-middle-class moved into these luxury homes. Among others Ferenc Kossuth, movie director Viktor Gertler and editor Miksa Fenyő lived here. The actress Ida Turay rented for almost fifty years what used to be the apartment of the legendary actor, Gyula Csontos. The café of the Gresham became one of the trendiest spots in the city right from the moment the curtain went up, with one of the significant groups of Hungarian art putting up their seat here in the early '20s. Pódium Cabaret opened in the autumn of 1921 in the basement of Gresham Palace, in one of the rooms of József Feszli's restaurant. It was directed by Nagyvárad-born writer Endre Nagy, a phenomenal emcee, father of the Hungarian cabaret. Although the cabaret was banned in January 1923, the audience was back reeling with laughter within the walls of the Gresham in a matter of a few years. László Békeffi, a talented compère, and Károly Komjáthy, composer and conductor, opened a new stage in the basement of the Mérleg Street side of the palace in October 1936 by the name of Pó-



Gresham Palace



dium Writers' Cabaret. After a long period of vicissitudes the 12,000 m<sup>2</sup> palace facing Chain Bridge found a new owner in 1999, in a dilapidated state. The inauguration originally scheduled for 2001 had to be delayed until May 2004, as the renovations had taken up much more time than anticipated by the Hungarian and American architects. The reconstruction cost in the region of 110 million euros. Comfort and luxury naturally have their price. An average room costs 300 euros a night, while the price of the royal suite tops one million forints. The Four Seasons Gresham Palace awaits heads of state, businessmen and celebrities with 179 rooms, 34 of them apartments, with a conference hall, restaurant, café, luxury boutiques and a fitness centre with a swimming pool on the sixth floor. And on top of it all, the place looks great from the outside as well.

### FROM LUXURY CAFÉ TO LUXURY HOTEL

As the capital was preparing to celebrate the Millennium, the turreted headquarters covered with carved stonework of the New York Insurance Company was erected between 1891 and 1894 at No. 9-11 Erzsébet Boulevard, housing a café on the ground floor furnished

with breathtaking luxury. The three-facaded, four-storey, eclectic-style palace was designed by Alajos Hauszmann, with the collaboration of Flóris Korb and Kálmán Giergl. The first floor was occupied by the offices of the insurance company, the second floor by the Home Circle of Writers and Journalists, while luxury apartments were planned for the upper floors. The New York Café soon became the most outstanding and most beautiful example of café interiors, with artistic quality spaces, made from elaborately formed materials. The light of its Venetian chandeliers, the brazen statues of the gallery stairs, the twisted marble columns in neo-Baroque style, the gilded stucco ornamentation and the fountain lent the place a unique air of perfect representation, functionality and use of space. This café became an important meeting point for city intellectuals, where they played the leading roles in the intellectual reforms of the turn of the century and in the perfection of modern Hungarian literature. They sat around waiting for money, fame, the departure of a train, a woman, inspiration. At the Nyehó – as it was called by many – young, talented graphic artists and painters would gather around the Szomoró table. Ferenc Molnár, Ernő Szép, Sándor Hunyadi, Jenő Heltai, Frigyes



New York Palace



Office building on Dózsa György street

Karinthy, Dezső Kosztolányi, Gyula Krúdy and Sándor Bródy were frequent guests at the table reserved for the Nyugat literary journal. The members of the nascent Hungarian movie theatre and film industry were the first ones to settle on the Dohány Street side of the New York Palace, such as directors Alfréd Deésy, Márton Garas and Béla Balogh, Sándor (Alexander) Korda, who was to become the founder of British filmmaking, and Mihály Kertész (Michael Curtiz), member of the Hungarian Theatre, who gained immortality with *Casablanca*. Country folk and foreigners visiting Budapest would not miss the evening show for the world.

Its guestbook was signed by countless foreign and Hungarian celebrities: Josephine Baker, Thomas Mann, Ravel, Harold Lloyd, Shalyapin and many others. The building was nationalised in 1951 and became the headquarters of the state-owned Newspaper Publishing Company, where magazines such as *Nők lapja* (Women's Magazine), *Ország-Világ* (World and Country), *Filmvilág* (Filmworld) and a dozen other weeklies were edited. Stripped of its former splendour, the café was allowed to re-open under the name of Hungária in 1954.

The Boscolo Group owned by four siblings won the tender for the extremely dilapidated palace, the former Atheneum press and the neighbouring building at the end of 2000. The one hundred apartments and the café in the part of the building protected as architectural heritage were re-opened in the spring of 2006. In the new wing there are fewer hotel rooms and more common spaces; a conference centre seating five hundred, a fitness centre and premises for shops also opened by the end of 2007. And the café has been restored to its former glory.

### MIRROR PALACE BY THE PARK

When evaluating the overall architectural image of a city, the deteriorated state of its buildings always ranks high on the agenda. Then there is the integration of innovative, up-to-date solutions and their acceptance by the population.

The ING headquarters had become a landmark contemporary architectural creation even before it was inaugurated. No one could remain neutral at the sight of the glass and metal prisms bending over the sidewalk. The building at 84/b Dózsa György Road, opposite 56-osok tere (Square of the Fighters of 56, or Felvonulási tér – Parade Square) and the Time Wheel, was designed by Dutch architect Eric Vab Egeraat in a modernist style. Next to it on one side stands a recently remodelled modern building originally from the 1950s, and on the other side a row of 19th-century villas typical of the neighbourhood. The building has three parts, with an L-shaped ground plan and monolith ferroconcrete framework. Its stone, steel and glass wainscoting, its concave, fragmented facade slanting outwards, models the adjacent villas in its proportions and design. Both the street and the court facade are defined by slanted wall-faces, but while one has plastered surfaces and eye-catching windows of varying sizes, the other is covered in dynamic wrapping. This shiny, divided shell, uniting stone, glass and metal, is entwined by chromium-plated bands. The lighting hidden in the folds works wonders for the building. The undulating reflection of the incessant stream of vehicles and of the trees in the park loosen the massiveness of the building and puts you in the mood for a walk in the grey city jungle.

### CAPTIVATING GLASS BLOCK

The real centre of Budapest's downtown is Vörösmarty Square, with the legendary Gerbeaud confectionery, the marble statue of Mihály Vörösmarty, poet of the Szózat, Hungary's second national anthem, and a number of historic buildings. It was the traditional, multi-functional construction of these that the György Fazekas-Jean Paul Viguier creative team of architects wished to re-interpret with a new, modernist building erected in Vörösmarty Square. Nearly two hundred years ago, until it was destroyed in the fire of 1847, the German Theatre of Pest stood behind the Pesti Vigadó Concert Hall, now also undergoing reconstruction. In its place the monumental, neo-Renaissance Haas Palace was built in 1873. The building was seriously damaged in World War II, but it was 15 years before the ruins were cleared away. A mirror-glass facade, concrete office building was erected on the empty lot in 1971. This building, referred to only as "Elizélt palota" (literally Screwed-up Palace) in Budapest slang, was the hub of cultural policy during the socialist era, but lost its pull after the change of regime. Its owner, the Art and Free Education Foundation, sold it to ING in 2001. The new, extravagant building is basically a shopping centre, and its presence greatly reinforces the shopping area character of the triangle enclosed by Váci Street-Vörösmarty Square-Deák Ferenc Street. Behind the glass scales secured on a diamond construction steel grid, shop fronts, the different levels of rental offices separated by mobile wooden panels and two-storey apartments tucked away behind roof gardens offer something quite extraordinary. The edifice was built in a U-shape around a covered inner courtyard, from where stairs lead to the atrium café on both sides, which will serve as a meeting point, a public place for use even in winter. This metal grid-covered glass block with its rounded corners is quite an amazing sight amid centuries-old buildings, with the film of the city continuously rolling on its immense projection surface. ✎

SÁNDOR CSONTÓ

# MKB Bank Private Banking

THE SKY IS THE LIMIT



*MKB Bank Private Banking services were introduced a few years ago in response to changes in investor culture and client demands continuously becoming more and more sophisticated. These services have since become increasingly more popular. With its 650 customers the by-now nationwide private banking network ranks second on the list of Hungarian banks in spite of the fact that its private banking services are available only to clients with savings over 50 million HUF, we learnt from Ildikó Katona, Director of MKB Bank Private Banking.*

#### **What makes private banking services so popular?**

It is important today for people to be able to manage their finances on their own but with due attention. More than anything else we count on private persons with secure finances and the sufficient assets to invest.

Families and enterprises will often manage their finances jointly, which is why it is important that we offer our customers the most adequate constructions that will ensure the necessary financial background for both the private and the corporate sphere depending on the objectives and the willingness to take risks.

#### **Private Banking is a dynamically developing sector in Hungary as well by now. What makes these services so special?**

There is a growing demand in Hungary too for professional financial services. MKB Bank has always striven to provide exceptionally high quality, exclusive services and consulting for its clients. I daresay we have come up to the mark with flying colours. Our highly trained personal financial advisors are at our customers' disposal around the clock both on our telephone hotline and online. The high level banking services common abroad are now easily accessible from Hungary via our Swiss bank connection. In other words, there is no need for our clients to waste their precious time on tiring foreign trips. They can spend the time saved this way with their loved ones and enjoying their favourite pastimes. I consider this particularly important in our accelerated world.

#### **In what sense does MKB Bank offer more than other banks in this field?**

Similarly to shaping our portfolios, we tailor our administration for the needs of our customers, which guarantees exclu-

sivity. Unlike some service providers in the Hungarian market who also call themselves private banks, we stick to the Swiss model, which means individuals not crowds. Our personal account managers work as advisers, providing advice in a variety of different matters ranging from investment, asset management, portfolio management, financial planning, tax optimization, or even in matters of inheritance and the establishing and running of offshore companies.

#### **MKB Bank takes these areas very seriously too. What is your experience so far in this sector?**

We launched MKB Private Banking over five years ago. I believe we have been successful, as the number of our customers has doubled to 650 this past year. The fact that our total assets, including the yield, are in the region of 110 billion HUF is no mean feat either, I must say. By having developed a nationwide service network we hope to achieve a further rise in the number of our customers.

#### **Who can use MKB's Private Banking services?**

Currently we offer our Private Banking exclusive packages to customers with savings in excess of 50 million HUF, who do not simply wish to open a bank account but hope to have a yield significantly higher than the inflation rate. On the other hand, we guarantee exclusivity, as this type of service is expressly aimed at the well-off strata. Owing to the diverging financial needs, personal liaison and tailor-made portfolio management are definitely called for; so is the provision of our customers with up-to-date, relevant market information. The account opening minimum is justified by our desire to ensure at least a 15 % yield in HUF even with a conservative investment policy.

A glass jar filled with golden honey, topped with a black lid. A branch of white flowers with yellow centers leans against the jar. The background is a soft, out-of-focus light color.

# The story of honey

## LAND OF MILK AND HONEY

*If you have ever tasted the exotic but naturally sublime flavour of honey, you will understand why the word honey can be found in the name of the Biblical Canaan, land of milk and honey. Yet the fact that beehives really existed in ancient times was not tangibly proven until a certain discovery in 2007. The age of the more than one hundred hives made of clay and straw, excavated in the Beth Shean Valley, is estimated at twelve-thousand years.*

So it came to light that it was not only in the Hellenic and Roman period that the “industrial” use of honey spread, but that our forefathers had kept bees well before those days. Beside the honey pots salvaged for the afterlife and depicted on Egyptian wall paintings, archaeologists have thus found yet another proof that the word honey, mentioned 55 times in the Bible, does not refer to the smooth syrup obtained from dates and figs, as it had been believed, but that beekeeping had been a much revered and profitable “industry” as early as the days of the First Temple. It is not by chance that honey, which is not subjected to any processing before consumption, is regarded as a wonderful gift of nature and seen as divine ambrosia, as well as a powerful drug. This rare substance has been put on a pedestal in all cultures for its unique physiological effects, something that has prompted its latter-day renaissance as well.

### THE PHYSIOLOGICAL EFFECTS OF HONEY

Honey is most potent if consumed in its natural form. When not heated, it can be regarded as a full-value nutrient, meaning that it can provide the organism with the substances it needs to survive even in the long run, all by itself. That is when it contains the largest amount of vitamins (C, B1, B2, B6), minerals (above all iron, copper, manganese) and trace elements. While it contains the most important essential amino acids, enzymes and hormones, it is its anti-bacterial effect that is mentioned most often. Moreover, honey-lovers swear by the magic it works on love life and potency. It is worth mentioning that, as opposed to fruits,



honey loses none of its vitamin content even after “harvesting”, gathering and storing.

Honey assists the metabolism, has a benign effect on digestion, enhances appetite and nurtures the muscles. Its antioxidants and bacteria-killing enzymes help fight diseases. Honey is also well-known for its prophylactic effects. It appeals to today’s fitness fad addicts because its fructose content has been proven to be stored in the liver in the form of glycogens, thus not generating fat. This means that while it’s delightfully sweet, it is not fattening. The impact honey has on beauty merits special attention. As it binds water, it smooths dry skin, making it more supple. Thanks to its anti-bacterial effect it is particularly suitable for the treatment of acne and minor wounds. Other substances of beekeeping also play an important role in beauty therapy. Honeycomb is used for its exceptionally high vitamin content, propolis has a disinfecting effect, and royal jelly is rich in protein.

### LITTLE HONEY ABC

Beekeeping in the Carpathian Basin goes back a long way, which can be mostly attributed to the favourable climate and the varied flora. In the days of King Matthias, Hungarian traders supplied the neighbouring countries with this product of outstanding quality. Currently 650,000 bee families of 16,000 beekeepers visit about 8,000 plants, as a result of which many different types of honey can be found in the markets. The smell, flavour and components of honey are determined by the composition of the flora the hive comes into contact with, e.g. the plant from the flower of which the raw material is obtained. The most common acacia honey is regarded as a Hungarian speciality. It has a smooth taste and stays fluid for a long time, but it is not the most valuable type. Darker toned types have a higher mineral content, resulting in a more favourable physiological effect. An expert beekeeper will keep his hives on the move and so consciously influence the diet of his bees in order to ensure that his merchandise is clean. In recent years specialists have come to discover that everybody is kept healthy by the flora of the land where they spent their childhood. This also means that in order to remain healthy, you should complement your daily diet with honey cultivated in your land.

### EVERY HONEY HAS ITS OWN CUSTOMS

Not every kind of honey is recommended for the same use. The most widespread mixed-flower honey and acacia honey are both suitable for consumption in its natural state or for baking. Rare bear’s garlic and chestnut honey are recommended as delicacies. The slightly bit-

### SWEET TRICKS

- When mixed into hot tea, honey loses most of its beneficial effects, so it should be added to lukewarm tea.
- Honey is most palatable together with oily seeds (walnuts, almonds, nuts, sunflower).
- The consumption of honey is generally not recommended on an empty stomach.
- If honey crystallizes (which is a completely natural process), but you prefer its original consistency, warm it for a short time in 40°C water, which liquefies it again.

ter taste of linden honey becomes stronger during baking, so it should not be used in pastries, but you are well advised to keep some on the pantry shelf for its legendary prophylactic effect. For making gingerbread, slightly sour sunflower honey is best, colouring the surface of the pastry golden brown. For the preparation of raw dishes milkweed honey, with its special sweet aroma, seems the best choice.

### HONEY CRAFT MANUFACTURE

The work carried out in the beehive is reminiscent of a perfectly organized factory. The workers gather the nectar from the flowers on their instinctive feeding rounds, fill it into the tiny cells of the hive and seal the full honeycomb cells with bee’s wax. The beekeeper then has to break the wax layer in order to extract the vital juice. ✂

NIKOLETT NIKOLOV



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Opening hours

Mid-April – Mid-October

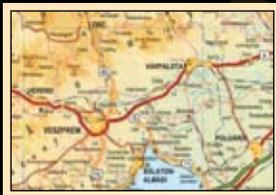
Tuesday – Saturday 12.00 – 6.00

Mid-October – Mid-April

Tuesday – Saturday 12.00 – 5.00

### Serves 4:

- 200 g fish bones
- 150 g vegetables (carrots, parsley roots, celeriac, kohlrabi)
- 20 g garlic
- 1 small onion
- ½ cup of white wine
- 280 g clams (without the shell)
- 40 g glass noodles
- 160 g julienned carrots and scallion stalks
- 20 g soy sauce
- olive oil, salt, peppercorns, ginger, chili



### Serves 4:

- 400 g fillets of salmon
- 400 g fillets of flounder
- 4 cleaned shrimps
- 4 blanched Savoy cabbage or the equal quantity of spinach leaves
- 260 g clean asparagus
- salt, ground pepper, lemon, ginger, garlic
- olive oil
- 50g butter
- 1 cup of white wine
- 1 litre of fish stock
- 4 portions of steamed jasmine rice and wild rice seasoned with ginger
- 4 portions of white-wine shrimp sauce

# Spicius recipes



László Pintér, the chef

## CHILI CLAM CHOWDER WITH CRISP VEGETABLES AND GLASS NOODLES



Use the fish bones, vegetables and spices to prepare a rich fish stock, then drain. Sauté the julienned carrots and scallion stalks in olive oil, add the base soup and the clams. Pour in the white wine and season with soy sauce and chili. Serve the chowder with glass noodles and decorate with julienned and crisp fried vegetables.

Poissons colorées (COPO-H) décors  
Photos: Bianca Otero

## SALMON ROLLED WITH FLOUNDER CROWNED WITH GRILLED SHRIMPS, SERVED WITH GINGER WILD RICE AND TENDER ASPARAGUS

Cut the fillets of fish in four each and using a sharp knife cut and open into thinner slices.

Sprinkle with salt, pepper and lemon juice. Lay the salmon slices onto a chopping board, place the blanched cabbage leaves and fillets of flounder on top, and roll them up into roulades. Wrap in aluminium foil. Simmer the roulades in the fish stock with white wine. Blanch the clean asparagus in salted water with lemon and sauté in melted butter. Season the shrimps with salt, pepper, lemon juice and garlic, and fry them in a few drops of olive oil. Remove the aluminium foil from the cooked fish roulades and slice them. Serve with the garnishes, the sauce and the shrimps.





*Wedding  
presents  
from Herend*

Coffee set with PLL (Papillon) décor (4326-0-00, 4310-0-00, 4305-0-15, 4309-0-15, 4306-0-00) Photos: Bianca Otero Spot: viragneked.hu



Coffee cup with QH-OR (Queensberry-Hunt or) décor (4914-0-00)

*Giving gifts always feels good, but particularly on special occasions like the glorious moment of the rite of passage of our loved ones, the day they tie the knot. A wedding present is a gift for a lifetime, a token of the intimate relationship between the person giving and the one receiving it.*

Pair of dolphins with CD décor (15394-0-00)



Lamp with VBO (Victoria avec bord doré) décor (6739-9-00)

*Herend porcelain is an extraordinary gift, be it an ornamental piece to decorate the young couple's home, a tea service for two, or even better, a personalized coffee cup for both to sweeten their awakenings. Your Herend porcelain gift can be made even more personal by having the initials or an inscription with the date of the wedding inscribed on the bottom of the pieces.*

Coffee cup with QHF4  
(Queensberry-Hunt fleur)  
décor (4914-0-00)

Wall clock with  
RO (Rothschild) décor  
(527-0-47)





Photos: Gil's

*Should the vacationing tourist happen to visit the jewel case of the Adriatic, the city of Dubrovnik, this summer, they must make sure to stop by the latest “in” place in town, Gil’s exclusive restaurant named after its French chef, Gilles Camilleri.*

Opened last year, the “haute cuisine” restaurant called Gil’s Cuisine & Pop Lounge has turned into one of the most popular places along Croatia’s coastline, thanks to its 95-strong international staff, the spectacular location of its state-of-the-art building, as well as its excellent food and services meeting the highest standards. Monsieur Camilleri learnt his trade in France’s most chic restaurants, spent

years working in North America and Moscow, but in his own view received the most creative impulses cooking on board a luxury yacht.

It was three years ago that our globetrotter chef first visited the beautiful Dalmatian city of Dubrovnik, a place whose special atmosphere, rich history and unique architecture captivated him at once. He realized in no time that Dubrovnik is the kind of place where one

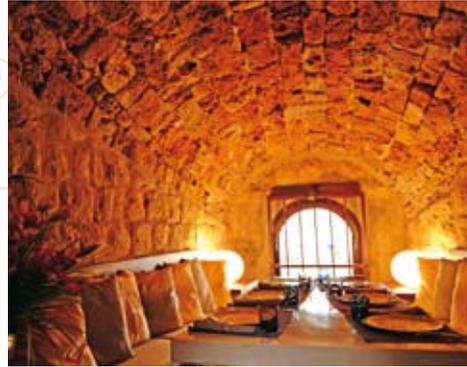
# Milenij Hotels

## REST LIKE A KING IN OPATIJA

Close your eyes and imagine the beautiful villas, seafront hotels and lush parks of majestic Opatija reminiscent of the times of the Austro-Hungarian Empire. If you want to have the holiday of your dreams,

simply visit one of the three Milenij luxury hotels: Hotel Milenij, Grand Hotel 4 and Hotel Agava. The Milenij Hotels are well-known for their luxurious atmosphere, their 4- and 5-star rooms that meet





always longs to return, just the feeling he considers decisive in the case of catering as well. In his opinion, the popularity of a restaurant hinges far more on the magic it can generate than on the specific services it offers. People will invariably return time after time to a cosy little tavern if they enjoy being there, while a top-notch restaurant may gape empty if it has nothing else to offer than “just” good food. In this spirit Camilleri based his undertaking on the concept of luring back his clients not only with superbly prepared food and drinks but with the complex experience created by a magnificent view, fragrance, atmosphere and music.

Creative variety in the widest sense of the word is what best describes Gil’s restaurant. The chef will much rather trust his own instincts than the instructions found in cookery books. The dishes on his menu tend to use fresh local seafood, homegrown fruit and vegetables and the meat of animals put out to pasture in the surrounding hills. On the ground floor the guests may enjoy both the traditional and the more modern evergreens of French cuisine, while upstairs a fashionable sushi bar attracts the addicts of exotic tastes. Whether you visit by day or night, you will always find good music provided by an international band of DJs and a priceless panorama thrown in for good measure.

Gil’s is a place where the international team of chefs is complemented by some 5,000 bottles of wine and spirits, an exclusive assortment of champagne and tobacco, and dishes prepared to suit any individual taste. Situated in the old part of town, Gil’s is also an architectural masterpiece which attracts many a tourist. Its young Croatian architect hit upon perfect harmony between the quaint air of the old castle and the restaurant’s extravagant modern features.

Gil’s is the best place for unforgettable wedding parties, family gatherings and company dos.

NIKOLETT NIKOLOV

**GIL’S CUISINE & POP LOUNGE**  
*Sv. Dominika bb, 20 000 Dubrovnik*  
 T: +358 20 32 2222 • Fax: +358 20 32 2220  
*www.gilsdubrovnik.com • e-mail: info@gilsdubrovnik.com*  
 Opening hours: from 12 to 2.30 p.m. and 7 to 11 p.m. daily  
 The terrace is open from 1st May.

all demands, their grandiose events, and wellness services. Moreover, their restaurants offer a wide variety of culinary delights. And visitors simply love the locally made chocolate.

The Milenij Hotels are situated in the most fashionable part of Opatija, near the pedestrian street called Lungo mare right next to the city’s justly famed parks along the coast. Milenij, the first of the three hotels to open, offers topmost luxury as it combines the historical tradition expected by the aristocracy with cutting-edge architecture. In 2000, it was made a member of the Deluxe Group of World Hotels.

Grand Hotel 4 was the second to open, in 2004. Four of its villas were named after Opatija’s best known flowers: Camellia, Wisteria, Melia and Magnolia. The third, Hotel Agava, stands as a landmark in the main street and has received visitors from all over the world since 2006.

Ever faithful to its philosophy, the hotel complex pampers guests beyond all expectations with the magic of its balconies facing the sea, its special restaurant offers and the bewitching aroma of its home-made pralines called Milenij Choko.

Hotel Milenij pays particular attention to its high-quality wellness and fitness services, which include a swimming pool, a Jacuzzi, a gym, sauna and Turkish bath, as well as personal training programmes. Its convention centre seating 1,500 is fitted with the latest multifunctional equipment and can satisfy all sorts of requirements ranging from wedding parties to conferences.



[www.milenijhoteli.hr](http://www.milenijhoteli.hr)

# The Agárdi

SENSUAL ADVENTURE IN THE WORLD OF DISTILLATES



*Agárdi Pálinka Distillery has become a decisive factor in Hungarian gastronomy in a just few years. Today the name guarantees high quality pálinka.*

AGÁRDI  
PÁLINKASZER

### VENTURING ON NEW ROADS

The Agárdi Pálinka Distillery became known for its individually numbered, vintage brandies of outstanding quality. Since its foundation, the manufactory, established in 2002 in Agárd, only 50 kms from Budapest, has not only won the title of the most efficient national pálinka distillery more than once, but has performed successfully in international competitions as well.

The recipe of Agárdi's success is very simple: it needed nothing but a bold idea, sound expertise to make it happen, unflagging enthusiasm and strong determination.

### WHAT MAKES AGÁRDI DIFFERENT?

The craft of pálinka distillation has changed considerably over time. Nowadays practically the whole production process is controlled by computers, the use of which can – at least theoretically – be easily acquired by anyone. Agárdi Pálinka Distillery, however, has realised that the distillation of pálinka means more than just that: it is a creative process in which the role of the producer who aspires for perfection has not diminished in the course of the centuries because of the development of technology.

This facility has added a new colour to the world of Hungarian pálinka distilleries: a deluxe category has appeared on the market, offering individually produced pálinka, aimed especially at the most demanding clientele. The size of the plant also reflects their commitment to the protection of the prestige of Hungarian pálinka: limited quality Agárdi pálinkas, bottled and labelled manually must never disappoint consumers merely for the sake of production figures. With its irresistibly fruity tastes, fresh and colourful scents, the Agárdi pálinka collection plays a truly leading role in the line of distillates.

But it is the respect for pálinka, this product guarding centuries of tradition, that points beyond professional facts and decisively influences the quality of Agárdi fruit pálinkas. The soul of good pálinka resides in outstanding quality raw materials and production technologies; for this reason Agárdi fruit pálinka can only be made from assorted, top quality, unscathed, ripe fruits. The Agárdi Pálinka Distillery was the first in Hungary to introduce the vintage classification of pálinkas, thus indicating that pálinka, similarly to wine, carries marks of quality depending on vintage. One reason why the plant was set up in Agárd is the existence of first-class orchards in the region.

### THE AGÁRDI COLLECTION – A SYMPHONY OF TASTES AND SCENTS

It is astonishingly sensual, ethereal and harmonious, multi-coloured but still clean like the sun-ripened fruit from which it is made – this is the experience Agárdi pálinka offers when tempting one to explore the world of real fruit pálinka.

The members of the Premium series – among them the cool, citrus quince, the almond forest cherry, the finger-licking savoury blackcurrant pálinka – are primarily recommended to gourmets who like to experiment and cherish extravagant novelties.

The Miraculum pálinka family consists of flavours regarded as classic: pear, apricot and plum. The reserved elegance with which the essence of the exuberantly healthy, juicy, sun-kissed, succulent

fruits is preserved for the consumer is a common characteristic of the collection.

The Benedictine liqueur family, unique on the Hungarian market, based on centuries-old recipes kept safe at the Archabbey of Pannonhalma is also produced in Agárd. The members of this product line – the ethereal and fruity Cherry Liqueur, the restorative Herbal and Bitter Liqueur – are not only produced with a technology identical to that of pálinka production, but Agárdi pálinka also provides the base of these drinks.

Agárdi surprised consumers with a real speciality last autumn: under the name of Agárdi cigar late-harvest marc the essence of Tokaj is bottled on the shores of Lake Velence. This unique late-harvest marc pálinka is ripened in oak barrels from the Zemplén Mountains for a year, in which late-harvest Tokaj wine has been stored previously. The colour of Agárdi cigar late-harvest marc pálinka is golden brown from having been ripened in the late-harvest wine barrels, its scent is intense, oily, revealing the raisins, the typical walnut smell of Tokaj wine, oakwood and, to some extent, the acerbic oils of crushed grape seeds.

The marc pálinka collection of Agárd will be broadened in the spring of 2008 by pálinkas made from the most noble marcs of renowned wineries. There is already vivid interest in the new tastes, which will surely meet with the consumers' approval. ✎



# The master perfumer

## ZSOLT ZÓLYOMI, THE ONLY HUNGARIAN "NOSE"



*Perfumer Zsolt Zólyomi, recently opened his own perfumery on Cukor utca, a street with a telltale name, in the heart of Budapest. We visited him in his exclusive fragrance sanctuary, recalling the Rococo air of the French royal court in the 17th and 18th centuries, and were overawed by the magic of amazing perfumes.*

*Fleur de Narcisse 2006 – Eau de Parfum spray. Special vintage of wild French daffodils, wildflowers, blackcurrant tips, freshly-mown hay, mimosa, iris, honey-sweet virgin tobacco, oak moss and leather. An elegant, fresh, green, natural fragrance that turns into a wild, deep, almost narcotic scent. Limited edition in numbered wooden boxes.*

meadow and the changing seasons. Then at secondary school I discovered “man-made” fragrances, that is perfumes, and I started frequenting perfumeries, teaching myself more and more about all sorts of perfumes. After years of trying, I finally succeeded in winning a French state scholarship to study at the intensive English-French course of the prestigious ISIPCA Superior Institute of Perfume Cosmetics in Versailles, and I haven’t looked back since. It was a nine-month, very intense training course during which we had to sniff, analyse and compose different smells around the clock. This institute of luxury cosmetics was created by Jean-Jacques Guerlain. 12 of us graduated from that course, and I have been the only Hungarian to do so until now.

***What prepared you for this career? What helps you practise this much-loved occupation of your own choice?***

I graduated as a plant research biologist from ELTE University, which gave me good grounding for perfume-making. Later I also read economics, as I was particularly fascinated by the workings of an industry amassing an annual turnover of roughly 30 billion USD. Unfortunately, I found no further opportunities in Hungary, where there has been neither a perfume industry nor perfumer training since this career option disappeared.

***Have there ever been acknowledged Hungarian perfumers?***

Absolutely. Since the late 19th century up to the Second World War there were such prominent perfumers in Hungary that even a Hun-

***Congratulations! This little perfumery is a real gem.***

Thank you. The idea was to conjure up the legendary golden age of perfume-making and land it originated from, France.

***How does a Hungarian young man become a perfumer?***

It all begins with the child’s nose, which smells everything. I started smelling everything at a very young age. Wherever I went, I smelled things. Fragrances must have conveyed a very special message for me even at that tender age. Two stone statues standing side by side had different smells for me; I used to enjoy the scent of spearmint, the old lilac bush, the wooden bench, the sun-baked wall of the house in my grandfather’s yard, as well as the ever-changing smell of the forest, the

garian Perfumers' Ball used to be held. The products of Hungarian perfumers were of such good standing in Europe that they were widely sought after even in France, the home of real perfume.

***Looking around, I can tell that the perfumes you sell are not the brands usually found in shopping malls, perfumeries and drug-stores everywhere.***

That's right. These are special so-called "niche" brands, the very best in perfume cosmetics, creations brought forth by perfumers for their own delight. In a regular perfumery you will find fragrances backed by pushy marketing, created on the basis of thorough market research, with strict budgetary confines and modest artistry. Shoppers impressed by what they see more than by what they smell will inevitably fall for the hundreds of brand-new perfumes launched year after year with the help of impressive packaging, sophisticated bottles, advertising by international celebrities, all meeting the demand of the global market. An independent "nose" like myself, however, tends to go for the "niche" creations instead. (A "niche", in biology, is a hollow area where animals may live, and a specific area in marketing which has its own particular requirements, customers and products, in business.) They use excellent-quality natural basic materials, will make no compromise in their art of creation, hardly spend on publicity and market all their new products in the same exquisite bottles, albeit often made by renowned glass designers. In the world of fragrances they stand for that special touch, really outstanding quality and a genuine sense of luxury in the 21st century. This is why many of the celebrities who advertise "big" brand names on hoardings around town will opt for the "niche" perfumes of small manufactories when it comes to buying perfume for themselves.

***They must be considerably more expensive, I suppose.***

Strangely enough, that is not so. It came as a big surprise to me too at first, but there's hardly any difference between regular fragrances and these beauties. That is because while well-known brands spend huge sums on market research, marketing, glass and packaging designers, other creative pundits and have scores of brand shops around the world, "niche" perfumeries do little advertising and sell in few places. They follow the modest business policy of waiting for the expert client to come and find them. They have few shops, often no more than two, one in Paris and one in New York. They believe in quality. Just like Herend: quality, exclusivity, tradition and expertise.

***Does that mean that they work with better, finer, higher-quality and more fragrant base materials?***

Precisely. It makes a world of difference if you use cheap synthetic base materials or real flowers, leaves, fruits, roots, wood, spices and natural extracts produced and processed with lots of hard work. And the price will reflect that, of course: natural base materials, some of which will cost you an arm and a leg, smell really divine and incomparably richer.

***Would you care to illustrate the scale of these products?***

Artificially produced base materials can be purchased at an average price of 10-100 euro/kg, while iris rhizome extract from Tuscany will set a perfumer back by 150,000 euro/kg.

***What determines a scent? Even laymen know that a perfume may vary from person to person, at different temperatures and on different parts of the body.***

It depends on many things. First and foremost is genetics. Your skin is your most extensive organ of excretion and everybody has his



Zsolt Zólyomi Photo: Marcell Mizik, Deluxe magazin

or her own smell, which depends on what you eat and drink, on your state of health, hormonal level, emotional mindset, degree of fatigue and even on your period if you're a woman. A good nose can tell all these and on the basis of what it feels, together with a nice long chat, you can compose and recommend the perfume that is just right for the person in question.

***Do you mean to tell me that you can smell all this on a person? Even on me right now?***

Absolutely. And it is part of my job too. I can tell if the person is nervous, emotionally unstable, if he or she is happy or satisfied. I can automatically smell and analyse his or her body scent all the time. Our sense of smell is as old as our civilization, only most people have lost the knack of using it. Nowadays an average person can distinguish no more than 3 to 5 different smells. It may sound incredible, but not everybody is able to identify the smell of strawberries, raspberries, peaches, oranges and bananas when blindfolded.

***Correct me if I'm wrong, but as far as I know you are the only person in Hungary to offer personal perfume consultancy. Can you describe the steps of a perfume séance like this? How long does it take you to find the most suitable fragrance for a person?***

The personality and the skin are the two fundamental elements I start out from. What does the person's body smell like? What is his or her character like? What is it that he or she can wear well? After all, a perfume is something you wear. The person's reactions during our conversation tell a great deal about him or her and thus help me to reach a conclusion. The course is charted and then, just like in wine-tasting, I present a series of possible scents in order of heaviness. I know very well how a person's sense of smell reacts to each one and how he or she is able to process them. It generally takes around 45 minutes for us to find the most suitable scent for a specific person.

***How many ingredients may a given perfume consist of and how many do you usually use to compose one?***

This day and age the storehouse has approximately 10,000 different ingredients. A perfumer will never use this many, of course. Through the years we all compose our own "palette of fragrances". I for one use about 500 types regularly but am always ready to try

something new. A perfume is composed of at least 100-200 ingredients on average.

**What's the secret of a really excellent perfume? Can composing a perfume be considered an art? Is it anything like making Herend porcelain?**

It is precisely that, an art. Just think, one drop more of any of the ingredients and the outcome will be totally different. New perfumes are born in your mind before anything else. Right now a perfume artist will already be racking his brains on the trends for 2010. Making a good perfume is a real labour of love and may take anything between six to eighteen months. And the end result is a work of art by all means. A good perfume will stand the test of time, which is something that holds less true for many new creations today. Coco Chanel



Chez Moi Oranger en Fleurs, Exkluzív Parfum Diffusor System

**Premier Figuier Extrême Collector – Eau de Parfum spray in a fig-shaped bottle designed by Pierre Dinand. A basketful of fresh figs with coco milk, almond milk and santal wood. A strikingly fresh, daring, Mediterranean composition.**



chose her famous N°5 perfume herself and it is a creation still much sought-after and acknowledged among all the perfumes on the market. Similarly to Herend porcelain, perfumers also strive for exclusivity.

**There are other points in common with Herend right now if I'm not mistaken.**

That's right. A young new talent, applied artist Andrea Buzás, has entered a Herend brand improvement competition with my backing.

This is all the more fascinating, as I see it, because the very first officially recorded scent originated from Hungary. Eau de la Reine de l'Hongrie was a rosemary-scented fragrance from the 14th century, which can still be found and tested in the famous fragrance conservatory, the Osmothèque of Versailles. Every perfumer in the world knows this scent to have originated from Hungary, this being the first recipe of an alcohol-based perfume.

Using this centuries-old Hungarian tradition in the perfume industry and connecting it with Herend porcelain certainly sounds like an exciting creative challenge to me.

**In the course of conducting this interview I have had an opportunity to smell a variety of perfumes. I have been seduced and amazed by the power of the different fragrances and now I think I understand better the message of the world-famous book and film called Perfume. Am I right in saying that perfumes may have very serious effects?**

Quite. That film is no fiction. It is more than real at times. A perfume is like a secret weapon that affects us all even if we are unaware of it. We are not conscious of it but it has the power to decide the fate of a relationship or the outcome of a round of business talks. It may be the key to someone's success or downfall. A scent is power in the hands of an expert.

**Are you planning to launch your own brand? I presume you have a number of scents waiting in the wings.**

As a haute couture service right now I create custom-made perfumes for individuals or enterprises. These are special, personal, really unique fragrances. Sooner or later, though, I hope to launch perfumes under my own brand name because more and more people encourage and expect me to do so. But that is something way ahead in the future. ✂

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# A Herend love story



*My father had given me the four-inch, white-on-white statue sometime around 1987 and I never really took to it. I was excited it was made by Herend and it was my first Herend piece I could call my very own. I didn't even know who the statue was supposed to represent. I packed it away in a box and forgot about it for almost 20 years.*

Viktória, Adrienne and Csaba

During the summer of 2005, I came across the statue and I decided to put it up for sale on the Internet auction site eBay. I was hoping for a great response to it but I wasn't sure how to market it since I could not find any information online. I was a bit disappointed when only two people bid on it and it sold for \$29.95 and it was going to the winner in the United Kingdom.

I sent the invoice via e-mail and the winner noticed my very Hungarian name and he proceeded to write a short e-mail in Hungarian: would I be willing to mail the statue to his sister in Hungary? I wrote back it would be no problem at all and this was the start of our e-mail communication. Csaba seemed nice enough but I didn't think much of the situation at the time.

After a few days of e-mailing back and forth, I'm not sure why, I offered to meet his sister, Anikó, in Budapest since I was going to Hungary anyway for a cousin's wedding. Another few e-mails passed between us and I asked how far he was from Heathrow Airport, and when he responded about 20 minutes, I offered to meet him there (I only offered to do so since my brother John was travelling with me and I felt it would be safe). Upon arrival John and I cleared customs and waited for Csaba for two hours in the terminal and he never appeared. I was livid!! Csaba called after we had returned to the departures terminal and asked would I be willing to meet him and I said there was no way I would try to clear customs again to meet him.

I was due to return to London after my stay in Hungary. Csaba and I actually managed to meet up at the airport this time and we spent three hours together at a restaurant in the terminal and had breakfast and a great chat. As we said goodbye, it was painful to take leave of him. But when I landed in the States, there was a text waiting to greet me on my U.S. mobile and it was from Csaba. And from that moment on, we were in constant contact with each other. On October 25, 2005, we became engaged via the telephone as well as an e-mail. Csaba suggested we get married on September 9, 2006, which would be a year to the day of our meeting.

During this time, Csaba researched the statue he had purchased from me and realized it was St. Elizabeth, the patron saint of Hun-

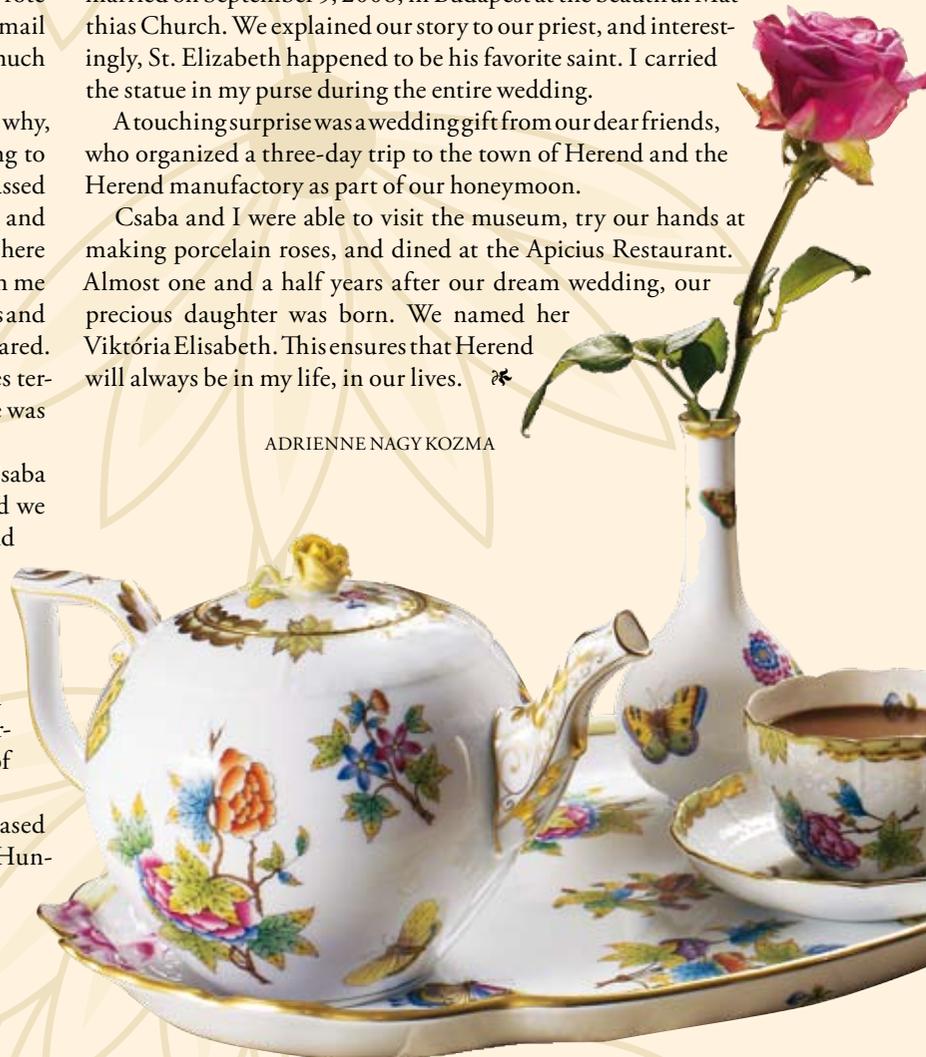
gary and Hungarians, and how ironic that she had brought together two Hungarians in different countries who shared a passion for each other and for collecting Herend porcelain. We both loved to spend hours in antique shops looking for Herend pieces and we both instinctively chose the Queen Victoria pattern as our favorite and as our wedding china.

We met again for the second time on December 5, 2005, and were married during a civil ceremony on January 5, 2006. We were also married on September 9, 2006, in Budapest at the beautiful Matthias Church. We explained our story to our priest, and interestingly, St. Elizabeth happened to be his favorite saint. I carried the statue in my purse during the entire wedding.

A touching surprise was a wedding gift from our dear friends, who organized a three-day trip to the town of Herend and the Herend manufactory as part of our honeymoon.

Csaba and I were able to visit the museum, try our hands at making porcelain roses, and dined at the Apicius Restaurant. Almost one and a half years after our dream wedding, our precious daughter was born. We named her Viktória Elisabeth. This ensures that Herend will always be in my life, in our lives. ✿

ADRIENNE NAGY KOZMA





*The Herend Porcelain world map is 3.6 metres wide and it floats 4 centimetres before the wall of the Map Room. It was handmade by porcelain artist Ákos Tamás from thin porcelain plates in 1984. The porcelain map is meant to symbolise the conquest of the world by Herend porcelain and the commercial ties of the Herend Porcelain Manufactory expanding all over the world.*

*For details on how to contact the nearly 1,000 stores that sell Herend Porcelain visit the Shopping section of [www.herend.com](http://www.herend.com).*

### *Herend brand shops in Hungary*

### *Herend Boutiques abroad*

#### **HEREND**

Viktória Brand Shop  
H-8440 Kossuth Lajos utca 135. Phone: (+36 88) 523 223

#### **BUDAPEST**

Hadik Brand Shop  
H-1014 Szentháromság utca 5. Phone: (+36 1) 225 1051  
Apponyi Brand Shop  
H-1051 József nádor tér 11. Phone: (+36 1) 317 2622  
Belvedere Brand Shop  
H-1061 Andrassy út 16. Phone: (+36 1) 374 00 06

#### **SZENTENDRE**

Diana Brand Shop  
H-2000 Bogdányi út 1. Phone: (+36 26) 505 288

#### **KECSKEMÉT**

Aranka Brand Shop  
H-6000 Hornyik János krt. 4. Phone: (+36 76) 505 316

#### **KŐSZEG**

Imola Brand Shop  
H-9730 Városház utca 1. Phone: (+36 94) 563 150

#### **PÉCS**

Júlia Brand Shop  
H-7621 Király utca 20. Phone: (+36 72) 213 756

#### **SOPRON**

Esterházy Brand Shop  
H-9400 Várkerület 98. Phone: (+36 99) 508 712

#### **SZEGED**

Anna Brand Shop  
H-6720 Oskola utca 17. Phone: (+36 62) 420 556

#### **BERLIN**

Hotel Adlon, D-0117 Unter den Linden 77.  
Phone: (+49 30) 22 940 30, Telefax: (+49 30) 22 940 31

#### **FRANKFURT**

Herend Fachgeschäft, D-60313 Goethestrasse 4-8.  
Phone: (+49 69) 92 039 050, Telefax: (+49 69) 29 724 855

#### **HANOVER**

Herend Fachgeschäft bei R&B  
30159 Hanover, Luisen Str. 10/11. Phone: (+49 511) 123 41 44

#### **LONDON**

Harrod's, Knightsbridge, London SW1X 7XL  
Phone: (+44 20) 7730 12 34



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