

2016¹

HEREND HERALD

46.

MAGAZINE OF THE HEREND PORCELAIN MANUFACTORY

THE ART OF TABLE-SETTING

The banquet

TRAVEL

The most beautiful waterfalls

SECRETS OF THE TRADE

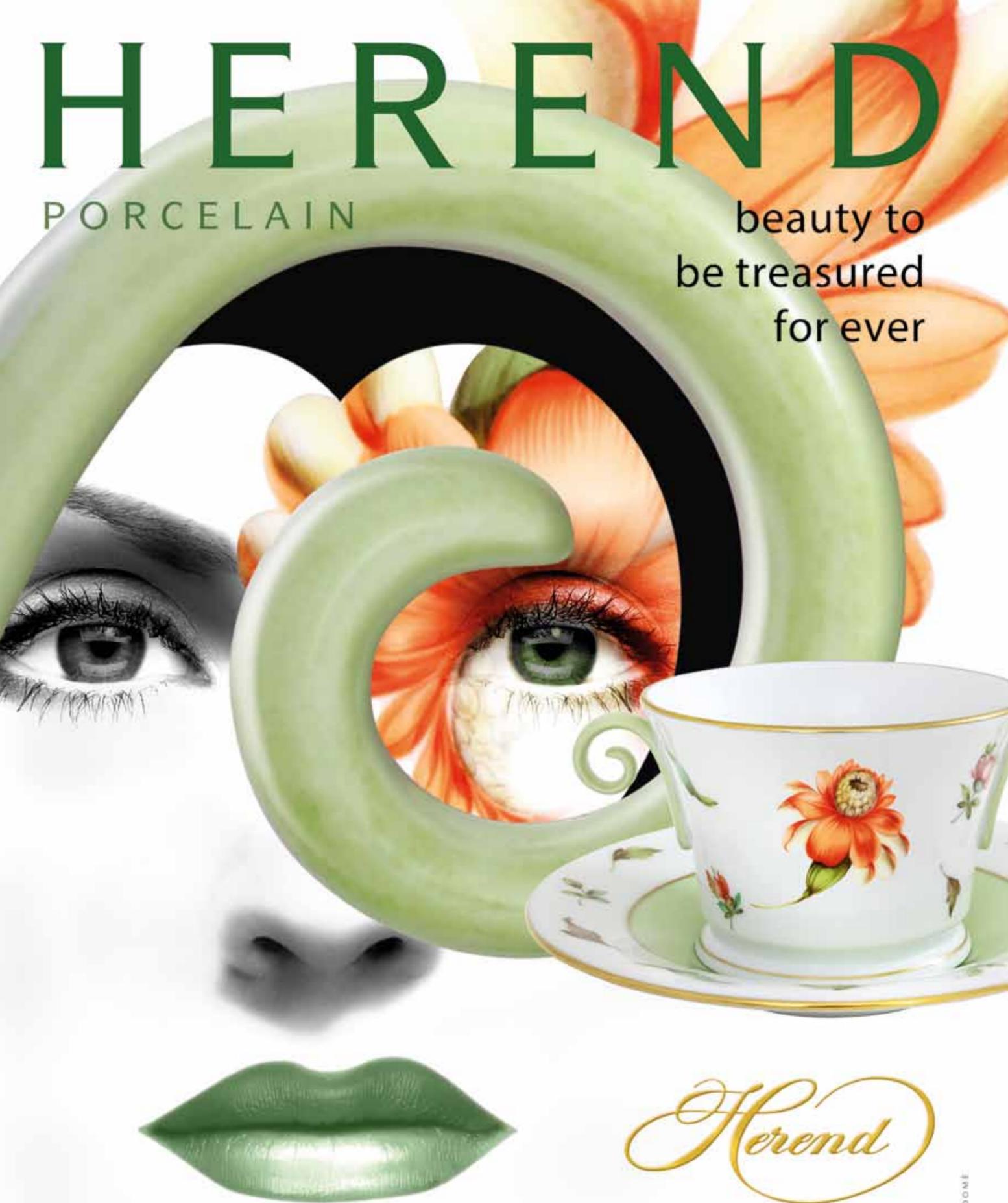
The discreet
emergence of gold



HEREND

PORCELAIN

beauty to
be treasured
for ever



Herend

DOME

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RESPECTED HEREND HERALD READERS,



TIME forms, strengthens, polishes and refines. With time, a planted seed will grow roots and produce valuable crops, in the same way that hard work and effort yield their own values for others, for the future. With time children grow and start life's journey, like fledglings flying the nest they become strong. With time you realize that everything you have was given to you. With time you treasure everything you have and strive to pass on more to the next generation than what was handed to you. With time you gain experience and develop respect, and feel, ever more frequently, the distant watchful eye of your ancestors. With time you no longer complain finding instead pleasure in life's small details, knowing what your strengths are.

With time we can listen and contemplate. With time we long for and treasure the heart-warming smile of a cherished loved one. With time we can be quiet when interrupted or fill the lull with words if needed. With time we know when to step back to allow others to live and thrive. With time we can distinguish between gems and baubles, and recognize the genuine from the fake. With time you no longer give feigned kisses of peace, instead your heart and lips always speak the truth. With time you grow to love clarity, and dislike unnecessary talking. With time we do not need to know our purpose as our purpose knows us. With time you realize a life without challenges is a dull life; we carry within ourselves the desire to solve problems of our own and of those around us. With time you look to the future of those entrusted to your care, it is why you work and what occupies your thoughts before sleep. With time you realize that yesterday has slipped through your fingers, and cannot be changed, but today is yours and carries with it the future.

Yes, TIME shapes and refines

In 1826, in a place situated at the point where Europe's largest lake, the Balaton, meets the picturesque woods of the Bakony hills, the seed of porcelain manufacturing was sown in Herend. In skilled hands the seed developed strong roots, and through quality craftsmanship has today flourished into one of the largest porcelain manufacturers in the world. This is a workshop not a factory where Herend porcelain is still crafted using traditional methods, and is known and acknowledged throughout the world as a symbol of luxury and elegance. To admirers, time has formed, shaped, refined and burnished Herend porcelain, and our journey has taken us from small towns to large metropolises.

1826–2016. Two dates between which Herend has become 190 years old. Herend porcelain - ageless beauty, timeless value.

Thank you for your kind attention I hope you enjoy reading our magazine and articles.

Sincerely yours,
Dr. Attila Simon
Chief Executive Officer



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HEREND HERALD

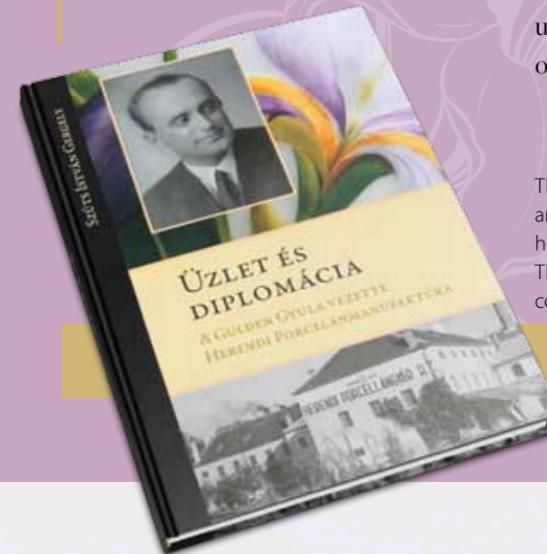
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BUSINESS AND DIPLOMACY THE STORY CONTINUES

In his book, *Business and Diplomacy-The manufacture of Herend Porcelain under Gyula Gulden, István Gergely Szűts* charts two and a half decades out of the two hundred year history of Herend porcelain.



The book covers the period from 1923 to 1948, and is not only biographical in content but also historical. This is the second volume with the first one covering the period from 1898 to 1923.

The author spent three years working on the book in which he researched Gulden's life, his business policies and his day to day life in the company. Researching the book took Szűts to Germany, Austria and America where he found Gyula Gulden's daughter, who had left Hungary in the autumn of 1944. The book has been enriched with the inclusion of personal stories and photographs from his daughter.

HEREND PORCELAIN EXHIBITION IN KOŠICE

An exhibition of Herend porcelain has opened in the East Slovak Museum in Košice. The exhibition, showing the rich diversity and craftsmanship of Herend porcelain, will be open to visitors until the end of summer 2016.

As well as showing the most well-known Herend designs, visitors will have a chance to enjoy the results of intensive product development through skillfully crafted pieces. One of the special items of the exhibition is a dish specifically made for this occasion, depicting the exhibition venue which was designed by Lechner Jenő. Herend porcelain sees itself as not only upholding Hungarian and European values, but also nurturing and preserving talent, and bequeathing this to future generations. This years first exhibition outside of Hungary goes some way to achieving this.





51 new shapes
17 new designs

HEREND PROVES ITSELF AGAIN IN FRANKFURT

At the Frankfurt Ambiente exhibition – which is the world’s largest commercial trade fair for consumer goods – Herend Porcelain manufactory showcased a product range with 51 new shapes and 17 new designs, bringing together the exciting combination of tradition and innovation.

Did you know?

The Arabian thoroughbred is the oldest breed of horse in the world. According to research the breeding of these horses dates back over seven thousand years. The ancestors of the Arabian thoroughbred are believed to be a mare called Baz and a stallion called Hoshaba. Horses are considered to be Arabian thoroughbreds only if they are included in studbooks or registers recognised by the World Arabian Horse Organisation (WAHO). A new horse is classified as an Arabian thoroughbred only if all its ancestors are registered as such.



The dinner service decorated with violet coloured Vienna roses proved to be the favourite of the large crowds who had come from all over the world.

Among the ornaments, the bird house and limited edition pieces proved to be popular, with the petal bowls a particular favourite.

FRANKFURT

Making its debut at the fair the Arabian Thoroughbred vase caused quite a stir. With its impressive size, imposing presence and special motifs drawing the visitors it was considered the main attraction of the exhibition. The main theme of the vase was inspired by the elegant appearance, graceful movement and superior intelligence of Arabian horses. The main design on the arabesque series is painted in 24 carat gold.

Did you know?

The toughest and most beautiful Arabian thoroughbred horses were bred by the Wahhabi people from the Najd Plateau. As a result of war, a number of these horses ended up in Egypt, where their breeding, at the El Zahraa stud, continues to the present day. These thoroughbreds have played an important role in improving other horse breeds throughout the world.



24 carat

height approx. 210cm, weight 1kg

THE QUEEN OF CULINARY EVENTS - THE BANQUET

GEORGINA FÉZLER

The first banquets had a religious or political tone. Nowadays, a banquet is the most ceremonial of business or diplomatic events.

Did you know?

During a banquet each course, of which there are five and eight, is served to all the guests at the same time, ensuring none of the guests is kept waiting. In the hospitality industry this is sometimes called 'mirror service', and requires a large number of experienced serving staff. Guests can familiarise themselves with the dishes and the order of courses from the menu.

THE ART OF TABLE-SETTING

GASTRONOMIC SPLENDOUR AND ELEGANCE

The exquisite surroundings, elegant decor, fine tableware, exceptional food and eminent guests all add to the splendour of a banquet.

Depending on the time of day we can distinguish between a lunch or dinner banquet which generally lasts for two or three hours. For these occasions the table is laid with the finest porcelain, silver platters and cutlery, a pristine tablecloth, linen napkins and sparkling crystal glasses which all elevate the dining experience. The splendour of the occasion is further heightened with candles, candle holders and flowers decorating the table.

Guests are expected to arrive punctually, and are greeted with an aperitif at the entrance by waiters, who then familiarise the guests with the seating arrangements before leading them to their table to begin the five to eight course meal.

THE TRADITIONAL TOAST

The welcome toast is the event's ceremonial element. This task falls to the host followed by the guest of honour who also proposes a toast. According to protocol, the toast follows the first fish or meat course after the table has been cleared. Banqueting rules dictate that drinking, smoking or talking during a toast are considered bad manners.

Did you know?

Attention to protocol is required when planning a banquet. The first step is to send invites to all the guests, frequently the letters RSVP appear on the bottom of the invite which stands for „Répondez s'il vous plaît" and is French for please respond.

THE MUSIC OF FREEDOM – THE FREEDOM OF MUSIC

The desire for freedom is as old as mankind, and there are as many interpretations of this as there are people on Earth. Music has no boundaries and any limits on imagination are purely technical.

JAZZ

Feelings and spiritual pathways open up at the sound of a voice or the moment an orchestra starts up. Our self-sufficient ancestors living in harmony with nature surrounded themselves with art and sculptures while, at the same time, entertained themselves with rhythms and songs.

In the music world jazz is the hardest branch to categorize with its traditional roots in Africa it established itself in America, before branching out and conquering the whole world. The jazz genre was created by Afro-Americans as a way of expressing their innermost thoughts and giving voice to their feelings, something which their enslavement forbade.

Through songs, rhythm and instruments they were free, they cited the voices of their ancestors, and, even if only for a short time, they were able to conquer their masters. For a few moments they could raise their heads high with dignity, boldly and unrestrained, because beyond the feeling of freedom it gives the true virtue of jazz is in its limitless variety. Perhaps one of the most difficult music genres to play jazz reflects the individual personal emotions in the history of western music.

It has the effect of liberating the artist and the audience.

In the way that gospel and blues come from an inner instinct with the experience of liberation enriching the musician, so members of the audience are elevated in a similar way as they clap, tap their feet and add their own voices to the solos.

Both restrained and elegant like the refined sound of the Modern Jazz Quartet's discerning harmony or elegiacal like Bill Evans piano playing, this music enchants its audience. It speaks from deep within the soul through Ray Charles's voice, Miles Davis's trumpet and makes the air quiver through Wayne Shorter's saxophone.

It can break through a single piano as in Keith Jarrett's solo concert in Cologne and split the air even when Glenn Miller's classic big band perform tightly packed on a huge stage. Those voices able to emit sound like Ella Fitzgerald are only heard in jazz. In other words jazz itself is the universe with all its constraints and, at the same time, limitless freedom. Sheet music is only a map, the musician has to travel the road finding harmony with his or her contemporaries, sometimes in competition, at other times united in order to win the audience's ovation.

For a long time Hungarian jazz existed only as an underground genre.

Those organizations that limit freedom and observe everything with suspicion have always disliked anything they cannot understand or control.

Today in Hungary jazz enjoys the same popularity as other established music genres. It is thanks to Janos Gonda that jazz is represented in high schools, Béla Lakatos Szakcsi and László Dés, both jazz musicians, have received the Kossuth prize and many of today's young talent have the opportunity to perform on international stages where they achieve success.

We could say Hungarian jazz has come of age.

Did you know?

Jazz originates from blues. Jazz is the first art form that have evolved in the United States, although its roots go back deeper into blues, which was the folk music of African American people. Blues is the forefather of popular music of our days.





Did you know?

During the second world war it was difficult if not impossible to obtain gold paint. The artists at Herend replaced gold with other vibrant colours to harmonize with the decoration on each piece. For example in the Victoria pattern gold was replaced with green.



DR. ISTVÁN KÖDMÖN

THE DISCREET EMERGENCE OF GOLD

White gold, gold decoration, gold ornamentation and gold stripes, these are all terms used in the production of porcelain.

The terms porcelain and gold are interwoven from many strands.

White gold. We often refer to porcelain in this way. The origin of this name for porcelain reaches back into the distant past.

During the first years of the XVIII century Johann Friedrich Böttger, a German alchemist, discovered porcelain while 'making gold' which he presented as white gold to August the Strong, elector of Saxony.

Due to its special, exclusive qualities porcelain deservedly bears the name white gold to this day. Another strand that links porcelain to gold is decoration.

If we look at a classic period piece of porcelain we can be sure of finding a gold stripe, a gold spot or some other form of gold decoration present on its white shape. Gold has become an integral material used in the decoration of porcelain, and even today this elevates the status of porcelain.

Gold manifests itself on the many different Herend products in a number of ways; some pieces are heavily gilded while on others gold is used sparingly. The one thing all the pieces with gold decoration have in common is that the gold used is 24 carat, applied by a fine brush in the skilled hands of porcelain painters specially trained for the job.

On some pieces, for example the classic Victoria design, gold is used sparingly to complement the item. On others, such as the József Ferenc pattern, only gold is used for decoration.

Some classical patterns such as the Vienna Rose, which usually uses no gold, have in recent years, due to customer demand, been produced with gold decoration.

Also in response to demand gold decoration has been added to Herend's VH figurines with gilded VH figurines as well as the classic figurines available mainly in the USA.

Gilding requires great patience, attention, concentration and precision. Not only because of the price of gold - gold and other paints from precious metals make up half the costs- but because of the properties of gold.

In a diluted, fluid state gold is a dark reddish brown colour. This colour shows up well on white porcelain but on red porcelain this presents a



24 carat



real challenge as there is little difference in colour between the porcelain and the gold paint in its liquid form.

Of course the customer sees nothing of this as the true miracle happens during the firing process. Fired at 700° celsius the paint changes and takes on its gold colouring though after firing it has a dull, matt finish. The manufacturing process is completed by carefully hand polishing the gold decoration to reveal its true gold colour. In recent years, according to market trends, silver decoration has become more popular. The silver effect on Herend products is achieved by using real platinum paint rather than silver paint.

Did you know?

- It is not possible to correct mistakes when working with platinum paint, therefore concentration and a steady hand are essential to ensure the work is flawless at the first attempt.
- Unlike gold, platinum is not polished after firing, in fact it is strictly forbidden, as any tiny scratch or mark left by polishing would be clearly visible on its smooth surface.

SUN-WORSHIPPING INCAS

A mysterious people, who did not use the wheel for transportation, nor did they have a written language, and yet somehow managed to establish an empire stretching 3,680 kilometres high up in the Andes. How were they capable of this?

PERU

Did you know?

Fast and efficient - Inca 'courier service'
Rest houses (tambo) provided food and clean clothes to couriers, who had the task of carrying information to remote regions of the empire. Running played an important role in the life of a courier (chasquis) as he had to run with the news to the nearest tambo where he would hand over the quipu, that contained the news, to another courier who would continue the journey.

Did you know?

In place of writing the Incas used a system of knotted cords for keeping records of important information such as major events, laws, population census or as part of the accounting system for their gold reserves. We call this system of writing, quipu or talking knots.

The indigenous South American Indian tribe set off from the Peruvian mountains, eventually settling in its new home in the Cuzco valley. The tribe grew into an empire of 10 million people made possible by a strong army and well-organized public administration.

NATURE'S PEOPLE

The supreme ruler of the Inca Empire was the revered Sapa Inca (son of the sun). According to Inca belief man's responsibility was to protect nature in the same way that it was the responsibility of the Sun gods representative, the

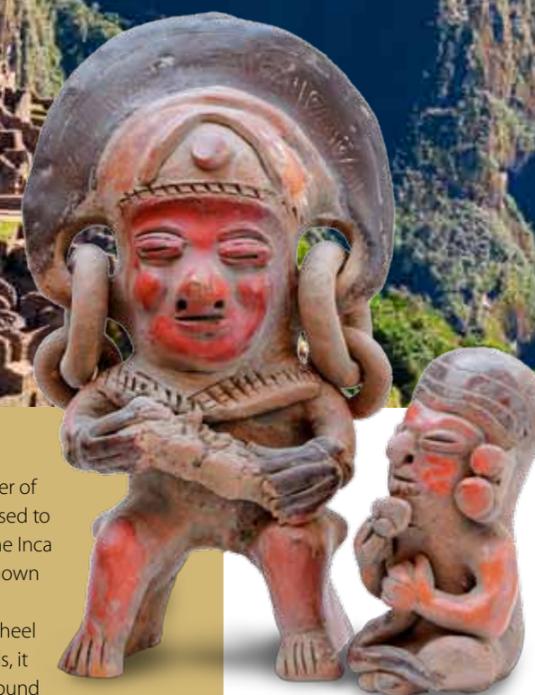
ruler, to protect the people. The Incas believed the land belonged to everyone and lying, laziness and theft were considered the worst of crimes. Severe punishment, including the death penalty, was meted out to anyone convicted of these crimes.

MASTER GOLDSMITHS

An imposing sight in the Inca region are the houses built from irregular sized stone blocks fitted together without the use of mortar. The upper corners of the buildings were embellished in relief. Inside the rooms were adorned with

Did you know?

- Originally the name Inca meant leader of the Quechua tribe it was only later used to name the Inca people. These days the Inca empire, its people and culture are known by this name.
- Though the Incas knew about the wheel they did not use it to transport goods, it was used only in toy making; small round pieces of pottery were made as game pieces.
- Until the arrival of Spanish conquerors the Incas were unfamiliar with the horse. Consequently, they were also unfamiliar with the use of animals for transporting goods.
- Even though they were master goldsmiths the Incas did not use metal objects.



gold and silver objects, and the walls were decorated in colourful carpets. In history books the Incas are depicted as master goldsmiths and often placed gold statues in burial chambers.

Machu Picchu (old peak), situated in the southern Andes, covers an area of 13 square kilometres. Together the temples, palaces and observatories made up the residence of the ruling class. Through observation and calculations the high priests mapped the changes in the night sky providing them with spiritual and worldly authority.

UP HIGH WITHOUT WINGS

GEORGINA FÉZLER

That true test of endurance and stamina known as alpinism or mountaineering took its first steps with the scaling of the alpine peaks in the 18th and 19th century.

Did you know?

Sagarmatha, meaning sky head, in Nepal is the name given to the world's highest mountain, though it is better known by the Tibetan name of Chomolungma meaning Mother of the Universe. Prior to the work of British surveyor George Everest in 1841 Mount Everest was known as Peak XV. It was renamed in his honour in 1856, though George Everest himself never saw the peak.



In the age of discovery, scientific pursuits together with an increased interest in climbing drove people to climb higher and higher. Today this has developed into a leisure and sporting activity. Climbing, which demands a high level of fitness and professional equipment, inspires large numbers of people driven by a passion for climbing to scale the highest peaks.

SAFETY AND DIFFICULTY

There are different varieties of mountain climbing determined by weather and terrain conditions. Originally, the difficulty of a climb was graded on a scale of one to six by the International Climbing and Mountaineering Federation (UIAA). Climbing guidebooks detail the level of difficulty and estimate the time it takes to complete a climb. Interesting fact: Today the most difficult climb is a grade XII.

THE HIMALAYAS - THE HOME OF SNOW

The name Himalayas comes from the Sanskrit words hima meaning snow and laya meaning home or dwelling. Apart from the endless covering of snow, it is here that we find the world's highest peak. At a height of 8,850 metres Mount Everest waited until the 17th century for its first European conquerors, and rightly bears the title King of Mountains.

SNOW LEOPARD

This is the title given to those climbers who conquer the five peaks in the former Soviet Union that are higher than 7,000 metres. To this day the only Hungarian to achieve this has been Zsolt Eröss in 1994. He was Hungary's most successful high altitude mountaineer and succeeded in climbing 10 of the 14 eight-thousanders (these are the 14 mountains on Earth higher than eight thousand metres).

SHERPAS

During mountain climbing sherpas play a vital role in transporting essential equipment up the mountain. The Sherpa are an ethnic group who live in the north-east region of the Himalayas. Their name means 'eastern people'. The first and most notable sherpa was Tenzing Norgay who, on May 29 1953, helped Edmund Hillary reach the top of Mount Everest. Together they entered the history books as the first pair to scale Mount Everest. Today the terms sherpa and mountain guide are synonymous and they have become an indispensable part of Himalayan expeditions.



"Tears are often the telescope by which men see far into heaven"
Henry Ward Beecher

PRACTICAL AND VERSATILE

- THE TELESCOPE UNDER THE MICROSCOPE

GEORGINA FÉZLER

THE ABILITY TO SEE INTO THE DISTANCE

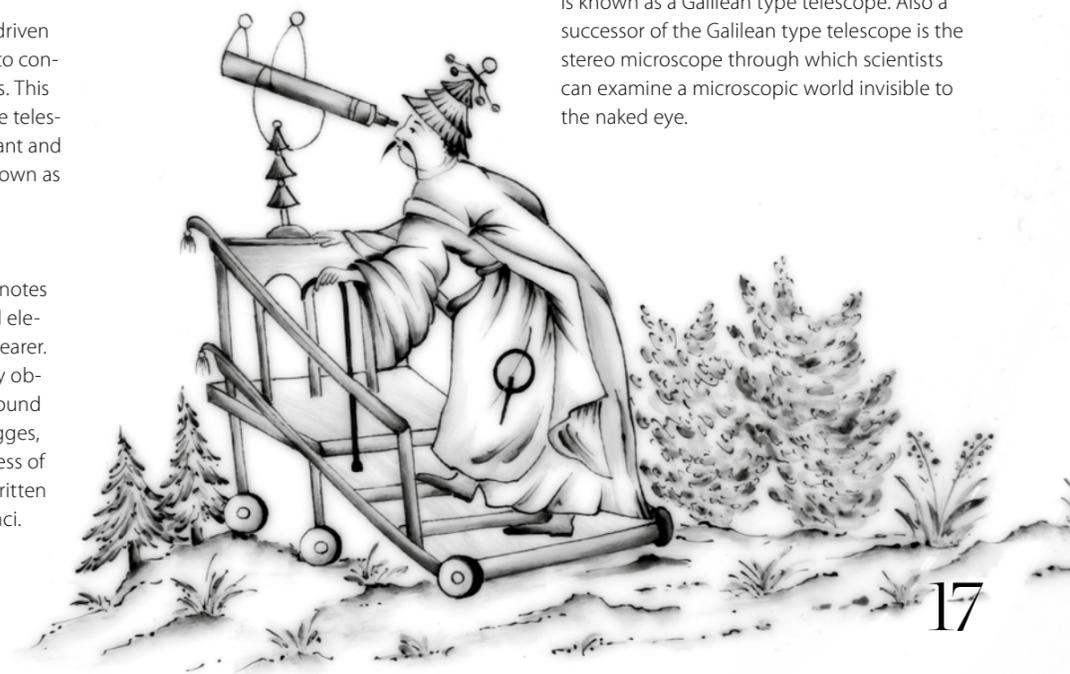
Throughout history mankind has been driven by a desire to travel further and higher, to conquer distance and make new discoveries. This ancient craving led to the creation of the telescope (from the Greek tele meaning distant and scope meaning to look at) otherwise known as the spyglass.

FROM BOOKS TO THE STARS

Roger Bacon, a 13th century friar, wrote notes in which he described the use of optical elements to make distant objects appear nearer. The first telescope, which could magnify objects by up to three times, was made around 1540 by the British surveyor Leonard Digges, and guidance for improving the sharpness of telescopic images were among notes written by the famous inventor Leonardo da Vinci.

The first patented telescope was made in Holland and named after its maker Hans Lippershey, though many others laid claim to the title of inventor of the telescope. However, it was Lippershey, an spectacle maker with excellent business acumen, who introduced this device to the world, which went into production soon after.

When news of this new invention reached Galileo Galilei's ears he too built a telescope which he used to study the four moons of Jupiter, and to observe Venus and the Moon. Most telescopes produced today are based on the working principles of Galileo's telescope which is known as a Galilean type telescope. Also a successor of the Galilean type telescope is the stereo microscope through which scientists can examine a microscopic world invisible to the naked eye.



THE VEILS AND PEARLS OF ROMANTIC LANDSCAPES

VIKTÓRIA KISS

Resting by a waterfall, taking in the beautiful view laid out before us, enhanced by the scent and mist of the water as it cascades down, is one of the highlights of hiking.

Did you know?

- There are 16 lakes in the Plitvice national park linked by between 190 and 200 waterfalls. This number can change depending on the amount of water in the lakes resulting in periodic waterfalls.
- The largest falls are between 30 to 40 metres, and the most beautiful are the Korana and Plitvice falls
- In CNN's 'The world's most beautiful waterfalls' the Plitvice Falls were ranked third after Niagara Falls and Hanakapi'ai Falls in Kauau, Hawaii.

PLITVICE LAKES (PLITVIČKA JEZERA), CROATIA

In 1979 the magical series of Plitvice lakes was added to the UNESCO World Heritage register. The lakes situated in a valley surrounded by forests, hills and craggy rocks is one of Europe's most beautiful natural sights. Over thousands of years water from small rivers has cut through the limestone resulting in a series of lakes, waterfalls, rapids, springs and caves of unequalled beauty.

IGUAZU FALLS, IGUAZU, SOUTH AMERICA

The exhilarating Iguazu Falls straddle the Argentine-Brazilian border with 270 larger and smaller waterfalls in the Iguazu National Park. The highest fall is the Union which cascades into the abyss below known as the Devil's Throat. This chasm is named the Devil's Throat because of its size and U-shape, and at 150 metres wide and 700 metres long it has an average flow rate second only to Niagara Falls.

PEARL SHOAL WATERFALL, JIUZHAIYOU, CHINA

The Pearl Shoal Waterfall in Sichuan province is a magical cascade which plunges from a height of 28 metres. At its widest point it forms a 300 metre wide curtain of water.

Did you know?

Despite being the most famous waterfall in the world Niagara, at a height of 51 metres, is not the biggest. In fact three waterfalls make up Niagara: the American, the Bridal Veil Falls and the Horseshoe Falls. The Indians called Niagara thunder of waters.

THE DRAGON, THE STAR AND THE TREE MELON



Did you know?

- The white milk from unripe papaya was used by the natives to treat various ailments. Modern science has isolated six enzymes used in the breakdown of protein and fats making it an excellent dietary supplement.
- Tropical fruit, such as pineapple and papaya, contain enzymes that break down protein and when ingested can counteract wrinkles.



PAPAYA, YOUTH'S ORANGE HERO

The Mexicans knew about the papaya centuries ago, and as such we can say with some confidence that this is the home of the papaya. The fruit is sometimes referred to as a tree melon, but we should imagine a pear shaped, soft, juicy, honeydew melon which when fully ripe is orange and can measure 20–30 centimeters and weigh up to five kilograms. It belongs to a rare group of fruit in that all parts of it from the roots to the stone are usable. The papaya fruit (*Carica papaya*) grows on a tree that can reach a height of 5–10 meters and looks similar to a palm tree.

CARAMBOLA, STAR OF THE FRUIT WORLD

High in vitamin C, one of the most delicate tropical fruits is the carambola or star fruit. This fruit from the evergreen carambola tree can be eaten unripe and without peeling. However, more often it is served sliced in fruit salads or used as a decoration for desserts.

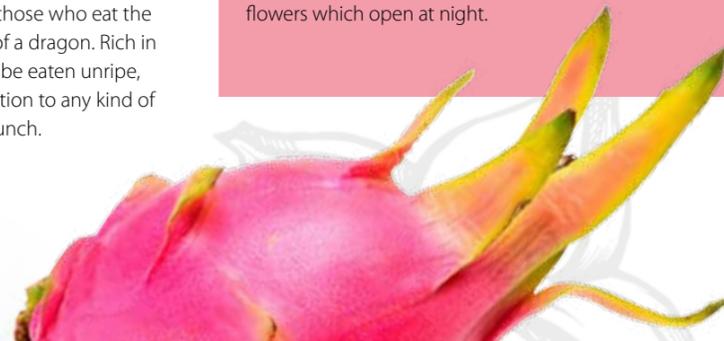
PITAYA, DRAGON'S FRUIT

This scaly fruit known as dragon fruit or pitaya comes from South America and belongs to the cactus family. According to legend the fruit was created by dragons and is in fact a dragon's egg. The legend states that those who eat the fruit will have the strength of a dragon. Rich in vitamins and minerals it can be eaten unripe, and makes an excellent addition to any kind of fruit salad, cocktail or fruit punch.



Did you know?

Similarly to orchids the dragon fruit requires very little soil in which to flourish, taking moisture from the air. It also tolerates changes in environment very well. A peculiarity of the dragon fruit are its cream coloured flowers which open at night.



A APICIUS RESTAURANT RECOMMENDS

TO SERVE FOUR:

- 600 grams foie gras
- 200 grams finely chopped red onion
- 1 tbsl acacia honey
- 40 grams golden raisins
- 1 peeled onion
- 1 clove garlic
- 40 mls Tokaj dry szamorodni wine
- ½ tsp gelatine
- red wine, salt, pepper, thyme, sugar, balsamic vinegar, green pea sprouts, melted goose fat.



Roasted foie gras with acacia honey and red onion jelly, golden raisins, and green pea sprouts

Place the foie gras in some melted goose fat. Add the onion, garlic and thyme. Place in a 80-100 degree preheated oven and cook for one hour, then leave to cool. Caramelize one tablespoon of sugar, add the finely chopped red onion and season with salt and pepper to taste. Simmer the honey, red wine, gelatine and balsamic vinegar. Blend the mixture and allow to cool. Soak the golden raisins in the Tokaj wine and simmer until the mixture forms a syrup. Serve the sliced foie gras on the red onion jelly. Decorate with the golden raisin syrup and green pea sprouts.

TO SERVE FOUR:

- 120 grams white chocolate
- 120 grams dark chocolate
- 20 mls single cream
- 50 grams whipped cream
- assorted fruit



Black & White chocolate cream with fruit

Place the white and dark chocolate into separate heat proof bowls add a 100 mls of single cream to each one. Put the bowls over a pan of simmering water and melt the chocolate. When the chocolate has melted remove from heat and leave to cool. Divide the whipped cream between the white and dark chocolate and mix. Line four serving dishes with foil. Half fill each one with the dark chocolate and chill. Pour the white chocolate on top and chill. Decorate with fruit pieces and serve.



Surprise your loved ones with an example of timeless elegance from Herend porcelain. Choose from among thousands of individually hand-painted pieces.

HEREND FOR PRESENT

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