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Magazine of the Herend Porcelain Manufactory

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Herend

HERALD

Behind the scenes – Hornbills

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An extraordinary journey –
Messages pinned onto flags

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Gastronomy –
Champagne
and caviar





Virtual adventure in the world of porcelain

Herend Porcelain Manufactory's new products for the year 2021 will debut in an innovative way. A total of 15 new décors, 120 new porcelain creations and 25 large-scale masterpieces will be presented to the world in a 3D virtual tour. The new items include 14 special large wall platters that praise the work of master painters; moreover, the Phoenix collection has also been completed. The Herend platinum collection is a forward-looking novelty, while the Animals in Nature series features a variety of protected animals. Some products can be rotated 360 degrees, while others can be watched in the making, featured in a fascinating video film.

Contemporary creators, innovative solutions

In addition to satisfying individual customer needs, an important part of Herend Porcelain Manufactory's innovative activity involves development of new styles. This purpose is served by the scholarships we offer and the symposiums we hold once every few years, which also represent a symbolic call to today's artistic society, communicating that the almost two centuries-old leading manufactory is open to new, innovative ideas that can be translated into porcelain, and that it seeks to involve external intellectual capacities in its daily artistic development activities. The temporary opening of Herend's gates will help to keep the porcelain design profession alive – and will also have a positive impact on the entire domestic porcelain industry. A contemporary exhibition launched at the Herend Porcelain Museum showcases the work of artists who have worked here over the past two decades.

New Herend porcelain store opens in Almaty, the largest city in Kazakhstan

A new shop selling Herend porcelain has opened in the Intercontinental Hotel in Almaty, Kazakhstan. Herend porcelain is well integrated into the interior design and tableware culture of the countries in the region, where the people are receptive to its beauty and value, and open to receiving these handmade creations. The newly launched shop offers around 1,000 pieces from the Herend Porcelain Manufactory's vast range of products, in particular a wide selection of Victoria, Rothschild and Vienna Rose designs, as well as limited-edition tea sets.



AFLOAT ON THE WATER

Many people dream of a lakeside or riverside house with a terrace where they can admire the gently rippling water at any time of day, and only need to walk a few steps to take a dip. What could be more special than that? A floating house!

Floating houses, more formally known as floating establishments with a superstructure, are remarkably similar to traditional houses, except that they are built on huge pontoons on water. Their inhabitants spend their days as comfortably as if they were living in a residential building on land: floating houses are fully equipped, with up to 200 or 300 square metres of floor space, and may feature spacious bedrooms, bathrooms, kitchens and living rooms. And, in the lap of Mother Nature, you do not even have to give up air conditioning, fireplaces, saunas and Jacuzzis, which can be incorporated, while for those who wish for a house with a garden, a wrap-around terrace or green roof is available to satisfy their needs. Today, there are also motorised floating houses that are capable of roaming around without the need for a towing vehicle, but the biggest advantage of a floating house undoubtedly lies in the tranquil environment, the clean, pleasantly humid air and the chirping of birds.

Registration number instead of building number

If you plan to build a floating house, you need to hire a naval architect to design it because of the structural and mechanical constraints. Instead of a solid foundation, the building is constructed on a reinforced steel substructure, which in turn is supported by a floating structure - which can be made of a variety of modern materials. Concrete floating hulls, for example, provide a stable feel even when the water is choppy or there are significant gusts of wind, but a variety of heat-treated timbers are also popular. Such lightweight structures can serve for up to 50-70 years. The interior design of a floating house is also a challenge for interior designers, who need to consider, among other things, how to keep furniture and accessories in place even when the structure is rocking. The completed floating structure will also be given a registration number and a certificate of registry - just like a houseboat.

Afloat also in the city

Floating houses are popular not only in pristine nature, but also in many of Europe's big cities, particularly where the waterfront had to be made habitable due to overcrowding. Floating cottages have long been part of Amsterdam's cityscape, but they have also been seen on the River Thames in London and on the Seine in Paris since the turn of the 20th century. Not surprisingly, Europe's largest floating house district was also built 15 minutes from the Dutch capital: the Waterbuurt is a community of nearly 100 modern floating homes.

village life, but differently

Floating houses are nothing new in architecture: in Asia, complete floating villages were built centuries ago. Nearly 170 floating villages have been built on Cambodia's Lake Sap, Asia's largest freshwater lake, while the fishing villages of Halong Bay in Vietnam are a UNESCO World Heritage site. The floating blocks are connected to each other by boardwalk bridges. Hungary's first floating village is currently being constructed in Abádszalók. Each of the 17 properties will be built on piles - the idea is that the houses can float up when the water rises and then sit back on the piles when the water recedes.

Protecting the environment

Floating houses are also a great housing alternative for those who consider environmental awareness an important factor when choosing a home. Built mostly from sustainable materials, they can be completely self-sufficient: solar panels provide sufficient electricity, they have very low emissions and some even have their own water filtration system.



Did you know?

The most famous floating house is certainly the one that Tom Hanks' character Sam Baldwin lived in in the 1993 romantic film, *Sleepless in Seattle*. The charming Seattle house sold for over two million dollars in 2014.

A COLOURFUL WORLD

Colours are an integral part of our lives; they affect us and carry meaning. But what they symbolise also depends on which part of planet Earth we live on.

Sometimes, on a dull grey weekday, something happens to us that makes us see everything through rose-tinted glasses – and it is possible that some people will turn green with envy. See, how many different colours we use to express our emotions? It is no wonder that there is a whole discipline devoted to the creation, perception and characteristics of colours: from biology through physics to fine arts, colour theory links a whole range of fields. The factors that influence colour perception include our culture - which is why the same colour may have opposite meanings in two different countries in the world.

Red

In China, red is a symbol of happiness and prosperity. The positive connotations also explain the Chinese tradition of handing over cash gifts in red envelopes on holidays and other special occasions. In Thailand, where each day of the week has a colour and a god assigned to it, red is associated with Sunday, which is also the day when the sun god Surya is born. Thai people believe that one should wear red on Sundays for luck.

Yellow

This cheerful, eye-catching colour has a surprisingly negative connotation in some cultures. For the French, for example, it symbolises jealousy, betrayal and weakness. In 10th century France, the doors of traitors and criminals were painted yellow. In Japan, quite the opposite: it has been the colour of courage, wealth and refinement since the 14th century, when all knights wore yellow chrysanthemums during the dynastic wars going on at the time.

Blue

In the English-speaking world, blue is used in a number of expressions that refer to melancholy and sadness, yet it is clearly considered the most pleasant and calming of all colours. It is also associated with various feelings, such as trust, security and authority – it is no coincidence that many US banks have blue logos. The Greek regard this colour as protective, believing that blue amulets protect them from being bewitched by an evil eye and from malicious glares.



Big dragon 05480000SBCH-OR
Soup tureen with branch knob 00023002AV
Bonbonniere with rose knob 06005009AL

Green

The colour most frequently seen in nature enjoys the greatest popularity among the people of Ireland, also known as the Emerald Isle. The Irish associate green with shamrocks, leprechauns and of course their patron saint, St Patrick; the colour represents faith, hope and luck for them. Meanwhile, in the Arab states of the Middle East, green symbolises strength, fertility, abundance and youth.



Purple

For centuries, purple counted as a very exclusive colour, as it was very difficult to produce – which is why it was a favourite of monarchs. However, in several cultures it is the colour of death and mourning: for example, in Brazil many people mourn wearing purple clothes. In Italy, the colour is also strongly associated with funerals, so anyone who wraps a gift in purple paper is considered rather tactless. In fact, it is better not wear purple to an Italian opera house, as it is said to bring bad luck.

Did you know?

There are many differences in our cultures, but the structure of our eyes is roughly the same: most people are trichromats. This means that we have three different types of cone cells in our eyes, and our brains use the signals sent from those to form a colour image.



BIRD OF LOYALTY

The Herend Porcelain Manufactory has once again stretched the technological boundaries of handcrafted porcelain to create a unique masterpiece: the latest magnificent figure is a life-like representation of a hornbill bird.

EXOTIC BEAUTY

The endless canopy of subtropical and tropical forests is home to this enchanting and little-known beauty, which the masters of Herend have chosen as the subject of a bravura art piece. The hornbill, or kalao, is the most spectacular member of the hornbill family. The hornbill has a long neck, a slender body and very large tail feathers. Its plumage is inconspicuous, but the bright yellow or reddish colour of its large beak, which also features a large projection, is all the more striking – hence the name. The kalao couples join for life, making the bird a symbol of loyalty, but also, according to the Dayak tribe of Borneo, it symbolises the spirit of God. The Dayak believe that if a hornbill bird flies over their house, they will have good luck. The name Sarawak also means “land of hornbills” in Malay, so it is no coincidence that the largest Malaysian state even features the animal on its coat of arms.

NATURE’S MIRACLE MADE OF PORCELAIN

The porcelain bird, which is nearly a metre tall, almost half a metre long and weighs more than 13 kilograms, took 220 hours to sculpt from plasticine. Another 650 hours were necessary to make the moulds and porcelain props needed for the production. Consisting of 22 pieces, the artwork was delivered to the master painters after weeks of casting, gluing, bisque firing and glaze firing, where they were decorated by careful hands for 126 hours to become a spitting image of its natural counterpart.

Did you know?

The hornbill faces a number of threats, as its habitat, the territory of the rainforest, continues shrinking, and the kalao is hunted by poachers for its meat, feathers and special beak. Since 2018, it has been listed as a threatened species on the International Union for Conservation of Nature (IUCN) Red List.



Hornbill 16235000CD
Wall plate 08439050SP747





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