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## HEREND HERALD

Magazine Of The Herend Porcelain Manufactory







# DEAR HEREND HERALD READER,



A wise man was once asked what he considered necessary for someone to do well in life. Wealth? Riches? Power?

"You know nothing about the essence of life," he answered. "What you are pursuing is nothing."Then he continued: "Be able to work, to rest, pray, love, have faith and to dream, be able to take care of others and have respect, be able to be faithful and honest, and always remember who you were when you were born barefooted. Bear the face you got from your father and mother bravely. Bear your name in honour. Never let go of the hand of the spring girl who came with the rainbow, treasure and protect the beauty of the world captured in her eyes. Never forget that we are all imperfect, all of us live within our limits, none of us possesses entirety. And if you have it all in you, if you have nothing, you will still be the richest of all, and the whole world will be lying before your feet. Because little can be more than plenty."

So simple is the recipe of being well. Whether you are in Batyk, or in the world's capital, contemplate the infiniteness of the sea or the Babelic chaos of mankind in the metropolis.

What many don't know is that the most important ingredient in the secret recipe of porcelain making is not kaolin, feldspar or quartz but the soul. There is no art, no creative process without the soul. This holds true for Herend as well. The magic of our porcelain is born from the soul of the Herend Community. We in Herend do not forget our heritage from our grandparents. We are conscious of its value. We know that we have to safeguard it and pass on even more to the next generation than we have received from our elders.

The Herend Community is an organic whole. Each of its members contributing value is part of this whole. It is the task of all of us to connect the past with the future in the present, to pass on the values we have inherited from the past to the future generations, to contribute to the richness of the future with our porcelains.

And now, please allow me to recommend to your kind attention the articles in the present issue or Herend Herald, including the legend of the sunken world of Atlantis, the mystic tale of the dragons, these guardians of the beginning and the end, the thousands of thoughts and feelings that arise in us when reading about perfumes, and we will let you in on more secrets of porcelain making.

I wish you pleasurable moments, fun and joy turning the pages of this latest Herend Herald magazine.

Sincerely yours,

Dr. Attila Simon Chief Executive Officer

**INTERESTING FACTS GUARDIANS OF THE** BEGINNING AND THE END

#### DECORATION A PEARL ABOVE THE CITY





**IMMERSED IN A CLOUD** OF FRAGRANCE



SPORT

Not

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## HEREND HERALD

#### **IMPRINT**

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The Herend Porcelain Manufactory's artisan products enjoyed great success again at Ambiente, one of the world's greatest and most prestigious trade-fairs held in Frankfurt. This year, Herend presented a unique combination of old and new décors, following the "Mix & Match" trend. The Manufactory fascinated visitors with an unbeatable blend of tradition and innovation, the collection and figurines painted with the most recently debuted pattern that

combines natural and scaled decoration. For over 30 years now, Frankfurt has been the most significant place for Herend to introduce its new products. This year's event has demonstrated again that exported to some 60 countries, Herend's permanently evolving porcelain continues to attract growing interest. Herend porcelain is a Hungaricum – a distinguished product we can all be proud of!

#### HEREND A MEMBER OF COMITÉ COLBERT

An organization comprising some 100 French luxury brands, Comité Colbert elected the Herend Porcelain Manufactory as a member in 2011, upon the initiative of France's most prestigious porcelain makers. Herend is the only Hungarian brand to have received this honour. Upon the invitation of Comité Colbert and the French Embassy the Manufactory was most pleased to participate in the conference Luxus-Híd Franciaország és Magyarország között (A Bridge of Luxury Between France and Hungary) held in the building of the Hungarian Academy of Sciences. Herend CEO Attila Simon, France's Ambassador to Hungary Roland Galharague and Comité Colbert's CEO Elisabeth Ponsolle-Des Portes were among the speakers. The members of Comité Colbert visited the Manufactory in April this year.





#### A RENDEZVOUS OF CLASSICS





Some encounters are predestined. Part of the Hungarian National Heritage and the European Cultural Heritage, Herend Porcelain gave a classical rendezvous to the Esterházy Castle in the city of Pápa, whose owners once were among the first to buy Herend porcelain. Honouring the memory of this special encounter, the Manufactory now reproduced and presented to the castle some of the masterpieces it had made for the first encounter. These luxury porcelains, along with pieces with the Esterházy décor and everyday objects representing the castle's lifestyle in those days, are displayed in the castle's interiors. The masterpieces are also representative of the Manufactory's vast product range and its ties with Pápa.

#### SUCCESS IN BAKU

Herendi porcelain enjoys great popularity in Baku, the capital of Azerbaijan on the west coast of the Caspian Sea. The stylish Herend brand shop there hosted a spectacular evening show presenting the Manufactory's masterpieces, along with works by a Hungarian painter. The shop's managers say their life has been more colorful and exciting since they began to sell Herend porcelain, which attracts an ever-growing interest in the countries of the Caucasus.

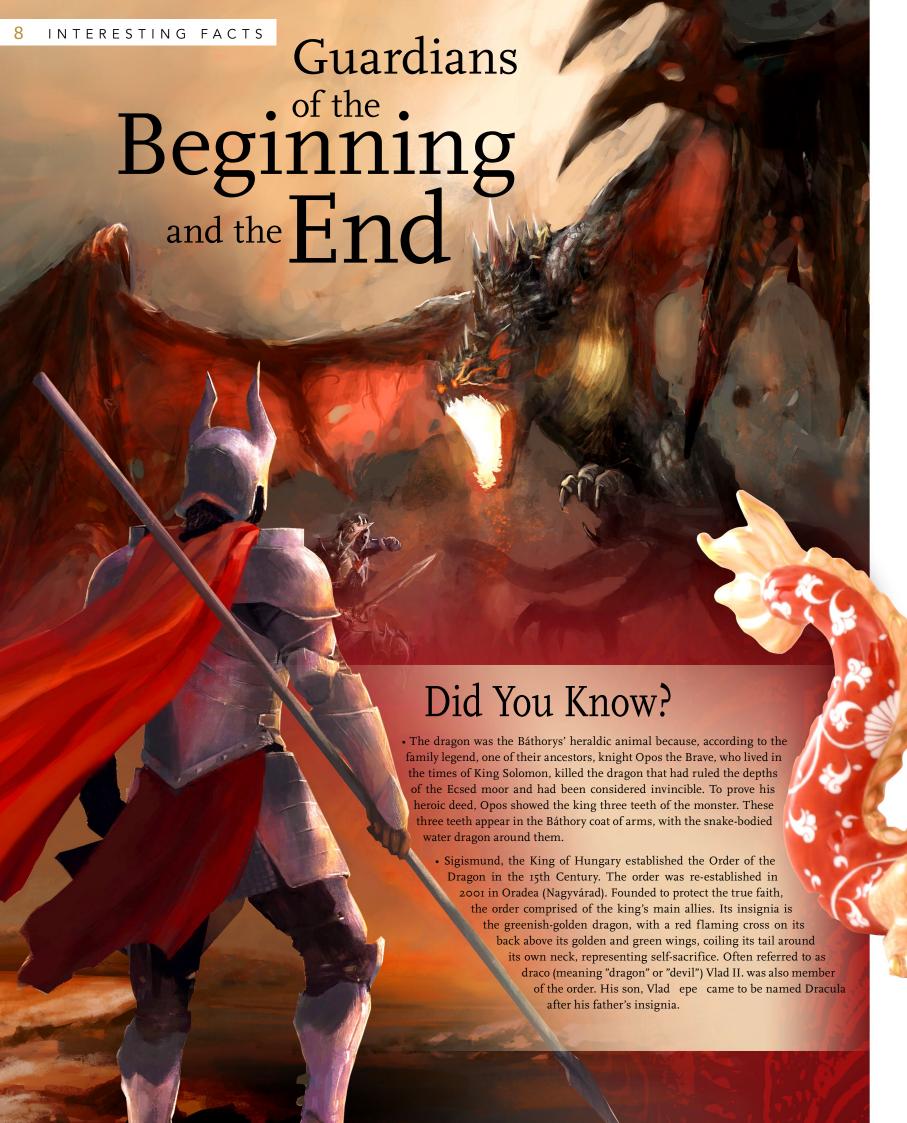


#### MAGIC, CRAFTSMANSHIP, HUNGARICUM

The Herend Porcelain Manufactory considers it its cultural mission to present its products in exhibitions in Hungary as well as in leading cities of culture and art across Europe. This spring, Herend exhibited a thematic selection focused on craftsmanship in the City Museum of Subotica in Serbia. Besides the bestknown Herend décors and masterpieces, the show introduced visitors to Herend's philosophy and processes of product development, blending tradition and innovation. The exhibition showcased some 300 pieces. The importance of the event is shown by the fact that speakers at the opening included the director of the City Museum, the CEO of the Herend Porcelain Manufactory and Hungary's Consul to Subotica Zoltán Plank.



EVENTS 7



Dragons, these majestic lords of Chaos have been present in our cultures for thousands of years. The dragons of the Game of Thrones and The Lord of the Rings are the successors of the great predecessors, the monsters with one or several heads, guarding the golden fleece of Colchis, the golden apple tree of the Hesperides or the beauteous princesses of folk tales.

Reminiscent of reptiles of the age of dinosaurs, these creatures of human imagination bear the signs of darkness and light, earth and sky. Their horn resembles that of deer, their heads that of camels, their eyes the Devil's, their neck a serpent, their belly a snail's, their skin fish's, their claws an eagle's, their paws a tiger's, and their ears an ox's. Some dragons have the head of a horse and the tail of a snake, while some have no ears but can hear with their horns. Their heads represent their multiplied strength and intellectual power. Male or female (!) guardians of the beginning and the end, they are the keepers of great secrets. The celestial dragon carries the palaces of Gods on its back, the divine dragon stirs wind and brings rain. The earthly dragon defines the flow of rivers and creeks, the dragon living under the ground guards treasure not meant to be seen by humans. The dragon of the sea revels in pearls and opals in his underwater castle, and sometimes it fries a fish in its hot breaths. Although they represent two different traditions, the origins of the dragons of the east and the west alike can be related to people's fear and aversion to reptiles.

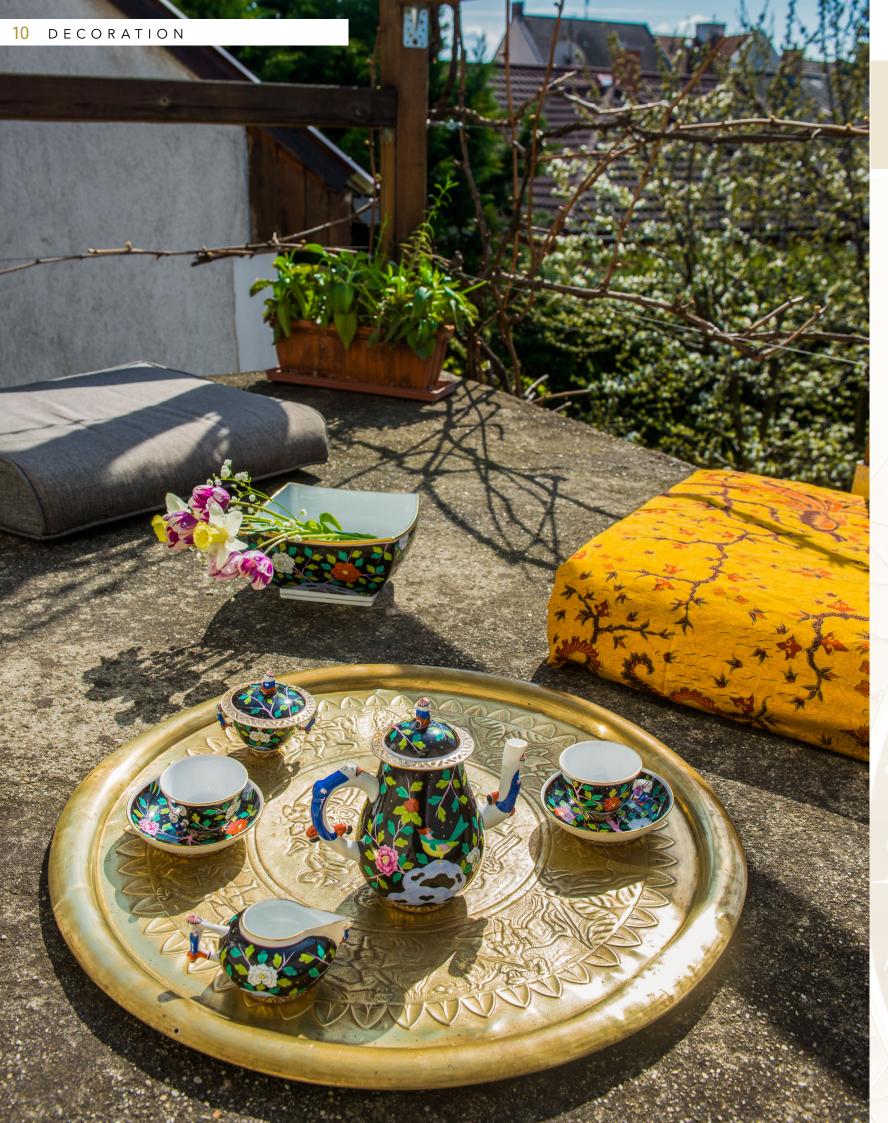
#### Western Dragons

Western type dragons were already present in ancient Greek mythology. In the Renaissance, they were transformed into evil, winged fire spitters – as an effect of the descriptions of the Leviathan in the Bible and of the Revelations of John. The people living in the German mountains lived in terror of the Lindwurm, a dragon resembling a giant snake. In Krakow, a monstrous dragon called Wawel ate virgins, while the bat-winged cuélebre of northern Spain was infamous for its greed. These dreaded monsters inspired the birth of "superheroes" too, like Saint George, the dragon-slayer.

(sources: Jorge Luis Borges, Margarita Guerrero: The Book of Imaginary Beings, Hungarian Translation, Európa, 2000; Christopher Dell: Monsters: A Bestiary of the Bizarre, Hungarian translation, Corvina, 2010; Mihály Hoppál - Marcell Jankovics - András Nagy - György Szemadám: Jelképtár (On symbols), Helikon, 1997)

Anna Rajkó





# APearl Above the City

Spring is here at long last, the romantic May, the herald of summer. We no longer have to stay closed up inside: terraces and balconies are opening up. We can open our homes and our souls. Let us bring our rituals of the morning coffee or the intimate evening tea over to the balcony or the roof terrace.

The sunshine breaking through the foliage, the gentle breeze, bird song or, in the evening, the starry sky make a backdrop to our rite impossible to create artificially. And the porcelain set with the Macau décor may make these moments even more memorable.

This unique east erntype pattern was created around the turn of the 19th and 20th centuries by Jenő Fischer, owner of the Herend Porcelain Manufactory at the time. Evoking notions of the faraway land of China, the cups, plates and pots are ornamented mostly with light, pastel coloured shapes shining in their contrast against the black fond. The peonies, the tree with pink branches and a rich foliage, and the bird of paradise all symbolize the idyl of spring. The composition is animated by the complementary colours. All the five elements are present: wood, water, metal, earth and fire in a mesmerising unity.

Shiny surfaces, delicate symbols and rustic parts are combined to create a unique effect. Cushions with oriental patterns, flowers or candles, soft chill-out music or classical – whatever you need to be fully absorbed in the quiet moment – may help you create the perfect ambience.

Sarolta Szálka



#### Did You Know?

The Macau peninsula is named after a goddess, A-ma, the protectress of sailors and fishermen. The Chinese erected a temple in her honour in 1488. Portugese sailors landing there named the peninsula A-ma-gao, the bay of A-ma in 1513.

## FIERY TENDERING

WHAT IS IT THAT MASTERS CALL SLIKKER IN THEIR TECHNICAL JARGON? AT WHAT TEMPERATURE IS HEREND PORCELAIN FIRED? WHY DOES FIRED PORCELAIN SHRINK? WE HAVE COLLECTED THE SECRETS OF MAKING HEREND PORCLEAIN FOR YOU.

The porcelain products sold in the shops go through numerous stages of transformation before they reach their final shape and size. They do not grow from small to large – in fact, the process is just the opposite: they shrink gradually during the making. One of the things that make Herend porcelain special is that it is made from environmentally friendly natural materials: quartz, kaolin and feldspar. Quartz makes up about half of the raw material of porcelain, the rest is kaolin and feldspar.

At first, the three raw materials are mixed with water to make the paste called slikker in technical terms. From this raw stage, porcelain objects are made by way of moulding or shaping. When it has dried, the first firing takes place. Shrinking starts before the first firing. As the porcelain dries it loses water, and raw porcelain gets 2% smaller than it is when still wet. Shrinking continues during the first firing – this is called zsengélés (tendering). The porcelain loses another 1% of its original size during the first firing at 900-1,000 degrees Celsius. Even after this stage, the

porcelain is only halfway towards its final shape and size. At this stage masters call it zsengéltáru (tendered product), and this is when it gets glazed. When glazed, the porcelain is fired at a higher temperature, at exactly 1,400 degrees Celsius. During the glazed firing the porcelain's crystal structure is transformed significantly, and it reaches its final density. Part of this process is a 10% to 15% shrinking. Then the product is decorated, and after the pattern is painted on it comes the last firing.

The photos show these phases of the production with a figurine in the making: the raw product, the tendered product, the white product and finally, the painted porcelain. The raw doggy in the example is 178 mm tall. After drying it is 173, after tendering it is 172 mm. It reaches its final size after firing, in this case 150 mm.

András Horváth

## WE INTERVIEWED PRODUCTION DIRECTOR ISTVÁN KÖDMÖN PHD ABOUT THE PROCESS



#### What is the function of firing in making porcelain?

Firing is a key part of making porcelain, and it is rather risky. To put it simply: it is not possible to make porcelain without firing. The technology and conditions of firing have a decisive influence on the porcelain's characteristics and quality.

#### What are the stages of firing?

Often, an object is fired six to eight times before it reaches its final beauty. Each time, firing consists of three main phases: heating up, keeping the temperature and cooling.

#### What is the most important result of firing?

In making the white product, the most important result is the birth of hard porcelain by way of transforming the paste's crystal structure. In Herend, this process takes place in chambered ovens, several cubic meters in volume. The largest is 9.8 m³.







EVEN SCHOLARS STILL DEBATE WHETHER IT EVER EXISTED, BUT NEITHER ITS EXISTENCE NOR THE OPPOSITE HAS EVER BEEN PROVEN. MEANWHILE, THE FACT IS THAT THE LEGEND OF ATLANTIS HAS INTRIGUED PEOPLE IN GENERAL AS WELL AS HISTORIANS FOR AT LEAST 2200 OR 2300 YEARS.

#### "Bringing The Flood Upon the World..."

What everyone agrees on is that the legend of the Great Flood is related closely to the story of Atlantis. In European culture the best known description of the island is by Plato, according to whom Atlantis lay some 980 km to 1150 km west of Egypt in the Atlantic Ocean, some 11,000 years ago. Its people were blessed with outstanding morals, were highly advanced in technologies, and also rich from the proceeds of sea trade. Plato's State also takes this ideal empire as its model, taking his information also from Solon's travels to Egypt. In the idyllic society of Atlantis there was no class division among people, everyone had access to sufficient food and they were very peaceful by nature. However, this idyll was destroyed by human frailty –perhaps they offended their gods? –, according to other sources by a giant earthquake and the ensuing tsunami. Atlantis was literally swallowed by the ocean...

#### The Egyptian Version

An Egyptian papyrus that has come down to us from the 2nd millennium BC may serve as proof of the existence of Atlantis. The Tale of the Shipwrecked Sailor tells the story of a traveler who gets to an unknown island after a shipwreck. Finding shelter in a snake's den, he enters into a dialogue with the reptile, which tells him that once upon a time the island was the home of happiness and abundance but life was wiped out when a meteor hit the place. The snake also presages that its home will soon be swallowed by

the waves. However, the Egyptians' claim that they still (meaning around 2000 – 1600 BC) have active trade relations with Atlantis seems to contradict this, considering that the island was destroyed almost 9000 years earlier.

#### Scarce Evidence

What seems to be sure — based on the calendars of various cultures — is that sometime between 11500 and 12000 BC a large meteor hit the sea not far from the shores of today's Portugal. This was followed by tsunamis and a major ice age, killing a major part of mankind. The inhabitants of the mini island in the Atlantic Ocean have come to represent wealth and riches, the common subconscious of mankind, living in a world of undisturbed happiness — until the meteor swept it all away. In our days, the people of Atlantis stand for the Golden Age of humanity. An age when various people and cultures lived side by side in peace.

#### Even in Asia

A lost civilization is also mentioned Mahabharata, the longest work in literary history. According to ancient Indians, the real inhabitants of Atlantis populated an island not named in Mahabharata (presumably at the northern coasts of the Indian Ocean) and had the mission to familiarize the original inhabitants of the place with their culture.

Gábor Petrikó



#### Did You Know?

The "lowland" version

Many believing in conspiracy theories insist that in fact, Atlantis, was in today's Black Sea, and the island's civilization was destroyed when the water tore through Bosporus and deluged the island. Such masters of conspiracy theory kill two birds with one stone with this idea: they reveal where Atlantis was and explain the legend of the deluge.

## IMMERSED IN A CLOUD OF FRAGRANCE

WHENEVER WE HEAR THE WORD "PERFUME", WE EXPERIENCE FLASHES OF SENSATIONS, FEELINGS, TASTES, SMELLS AND LANDSCAPES, AND ALMOST INEVITABLY, WE BEGIN TO SMILE.

#### School of Senses

Words have an immense power. It is enough just to write down the words grapes, sandalwood, jasmine, ylang-ylang, cinnamon, lavender, honeydew melon, for my mind to be invaded immediately by a colourful cloud of sensations. The flesh of fresh fruit, their yellow softness, sensual tenderness, the warmth of Christmas, the landscape of Tihany and the tastes of these all whirl in my head. Smelling their scents flashes of landscapes and memories come to my mind, and the fragrances of perfumes can be a motivating force, making us feel more beautiful, better and successful.

#### Ora et Labora

Pray and work – as they say. There is no creation without work. And the place of the work is the laboratory. Perfumes are usually made on order, following a broad survey of the market. The perfumeror the factory has plenty of ingredients, such as essential oils and bottles and small containers of synthetic materials and dyes. The expert needs to know what effect fragrances have on one another, whether one neutralises or intensifies the other. Sometimes it takes several days or weeks for a composition to make. Then follows a process of several phases: mixing, diluting, sedimentation, filtering and fermentation, which may take months.

#### The Sky is the Limit

Those working in the perfume industry know this very well, and therefore, they are also well-aware of the importance of the name the little bottle is sold by on the market. The names and the bottles' shapes express softness, eroticism, a mood of seduction, lightness, elegance, extravagance or perhaps oriental charm, while some designers wanted to get straight to the point and only gave number to a product still popular today.

#### A Fragrance Composer and Professor of Perfume Science

Zsolt Zólyomi is a perfumer. His nose led him to realize that he had something to do with scents already when he was a little child. After getting degrees from several universities in Hungary, he took his own path: he went to Versailles to study at Jean-Paul Guerlain's higher education school, and today, he has his own luxury perfume shop and fragrance school in Budapest. Zólyomi considers it a mission to pass on his knowledge to the next generations. He is very proud of his talented students who are already studying abroad but he makes a point of always reminding them: perfume making is like the art of porcelain – the diploma is only the entry ticket. The trade can only be learnt over long years of hard work.

Sarolta Szálka

#### The Hungarian Queen's Water

According to the legend, Elizabeth of Poland, Queen consort of Hungary, had a water mixed for herself for rheumatic pain relief. The water based on rosemary and thyme was so effective that Elizabeth regained her beauty and youthful look, so the Polish king proposed to her and married her. The water came to be known by the name *Magyar Királyné Vize* (The Hungarian Queen's Water) throughout Europe, and it is considered to be the very first Modern Age perfume.

#### Did You Know?

Fragrances are characterised by three scent markers that blend in a harmoniousaroma. First we smell the head scent, then the more deeply hidden heart scent, and gradually, we get to feel the base scent. Never choose a perfume on the basis of the head scent. Let the deeper scents come out too. The base scent comes out last but this is what defines the perfume's scent category.



20 SPORT GASTRONOMY 21



## NOT A GAMBLE

PERHAPS ONE OF THE MOST OVER-MYSTICIZED CARD GAME, PLAYED BY SOME 60-65 MILLION PEOPLE ACROSS THE PLANET. A SENSE OF STRATEGY, GOOD SKILLS IN COMBINATORICS, LOGICAL THINKING AND A LITTLE LUCK — THESE ARE INGREDIENTS THAT MAKE THE WINNERS.

Although generally believed to be an Anglo-Saxon game, in fact, bridge goes back to Slav origins. The name of the game is a phonetic derivative of the Russian word birich (биричь). In birich as well as in whist, the players collect points, or more precisely win tricks. From the cards that are dealt to you, you are supposed to make a bid, that is, to state to the other players how many tricks you think you will take. As this involves quite a bit of calculation, mathematicians are at an advantage. It is probably not by accident that one of Hungary's most outstanding bridge players was Géza Ottlik, who was not only a writer but also a mathematician and physicist.

Considered the immediate predecessor of bridge, our earliest known records of whist are from thei7thcentury. The game is probably of Russian origin and spread across Europe thanks to Turks. In those days it was played in closed and quiet clubs, accessible exclusively to the aristocracy. Although bridge is not a gamble, sometimes, large estates changed hands at the bridge table on a night of passionate rounds.

Bridge is primarily a game for players who think. It is a serious intellectual challenge, and so, there is no loud speaking or arguing at the table. The complexity and colourfulness of the game can be demonstrated by the fact that even today there is no bridge software that would be a real threat to human players. By comparison, the chess software Deep Blue, Deep Fritz and Hydra are practically unbeatable.

Gábor Petrikó



#### Did You Know?

- In 1934 and 1938 Hungary won the European Bridge Championship.
- Writer Géza Ottlik was not only a passionate bridge player but he also contributed to the setting of the rules of today's game.
- · Bridge is the only card game recognized by the International Olympic Committee as a sport. Meanwhile, it is not included in the programme of the Olympic Games. At the time of the 2002 Salt Lake City Winter Olympics, the first Olympic contact bridge competition was held as a side-event of the Games.

#### APICIUS RESTAURANT RECOMMENDS



#### GRILLED RACK OF LAMB WITH POLENTA, CAULIFLOWER PUREE, BUTTERED VEGETABLES, CHANTERELLES, JUNIPER SAUCE

Boil semolina and flour in 0.5 liters of hot water, add salt, pepper and garlic to taste. Mix with cold butter when boiling. Pour boiling water on broccoli and baby carrots, stir softly in melted butter with chopped parsley. Brown chanterelle in olive oil and butter with spring onions, add salt, pepper, parsley and thyme. Lightly saute cherry tomatoes in olive oil.

Season lamb rack with salt, pepper, thyme, and rosemary, fry in hot olive oil to seal. rush with olive garlic paste and bake in oven at 180 degrees Celsius for about 10 minutes until medium rare. When cold, spread polenta between aluminum foils to I cm thick, cut to square shape and brown in olive oil.

Serve with sides and juniper red wine sauce.

#### INGREDIENTS - SERVES 4 marinated rack of lamb 500 gram chanterelle 100 gram semolina 100 gram cherry tomatoes semolina flour butter 50 gram 100 gram cauliflower of red wine sauce 200 gram 4 servings onions, salt, ground pepper, cream 0.041 thyme, rosemary, juniper, broccoli 120 gram baby carrots finely chopped parsley, garlic, olive oil 120 gram







CAFÉ: EVERYDAY 9 AM - 6 PM

## Th

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### HEREND PORCELAIN FOR PRESENT!

The Golden Globe awarded movie legend, former governor of California, Arnold Schwarzenegger bought presents in the Herend Shop on Budapest's Andrássy út during his visit to Hungary. If you want to surprise your loved ones with something unique, we recommend our porcelain objects breathing the gentle air of spring.



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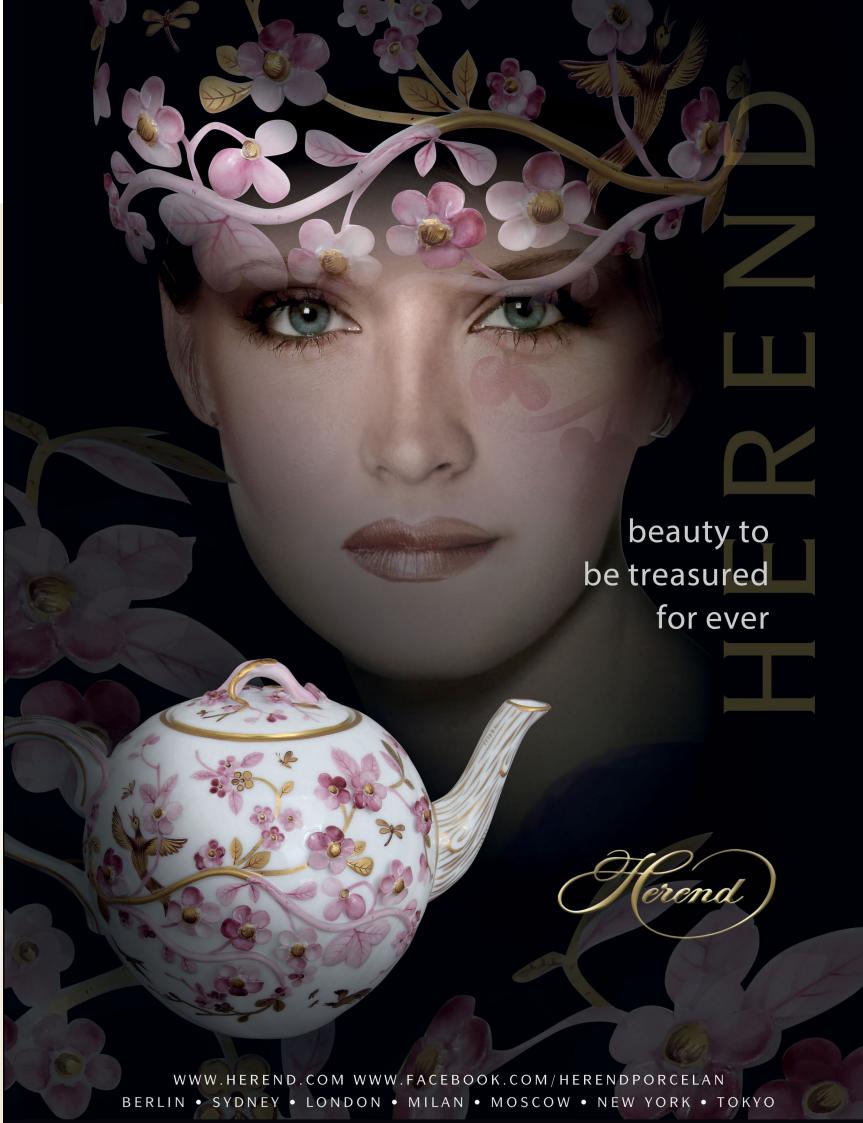
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