

MAGAZINE OF THE HEREND PORCELAIN MANUFACTORY

HEREND HERALD

2009/II. NO. 33.



“The instruments
are us”

MEET THE FOUR FATHERS VOCAL BAND

Gift ideas
à la Herend

Herend in the Kremlin

MASTERPIECES OF HANDICRAFT IN MOSCOW



BÁV

Ékszer, festmény, műtárgy, bútor, szőnyeg felvásárlása és értékesítése.

Jewel, paintings, artworks, furniture, carpets bought and sold.

Auf- und verkauf von Juwel, Gemälde, Kunstgegenstände, Möbeln und Teppiche.



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Dear Reader!

Those who follow the everyday affairs of the Herend Porcelain Manufactory are aware that there are many memorable events behind us, and we are preparing for the forthcoming period with numerous plans and surprises. This we do with the quality and elegance that can be expected from the world's greatest porcelain manufactory for nearly 200 years. We always report recent events on our home page, visited by more than 300,000 people last year.

We have taken part in many art exhibitions. For 12 months, we will be visiting ten castles in Hungary. We shall return the porcelain items to their original homes during our "Herend in the Castle" exhibition series: this is how the castle and its rightful contents will reunite. The other goal of these exhibitions is to remind ourselves of the architectural monuments that have endured the hardships of time. We are glad to continue this exhibition series outside the borders of Hungary in the near future.

One of the most important events this year in the life of our manufactory was our exhibition in the Kremlin in Moscow. Its notability becomes obvious if we consider that no other Hungarian products have ever been exhibited between the historical walls of the Kremlin. The appreciation of Herend porcelain and the success of our exhibition are further indicated by the fact that after the Kremlin, our porcelain was allowed to be exhibited in the Russian Parliament. We are proud that the memory of the exhibition will be preserved for future generations with the unique porcelain vase we presented to the Kremlin.

With our exhibitions we propagate the timelessness of art, the appreciation of beauty; we evoke eras that are fundamental parts of cultural history, of the illustrious century of craftsmanship and of history itself.

We are glad that recently we have been able to enrich our public environment as well with many pieces, such as the 13-foot-tall Herend porcelain tree, weighing one tonne, which was inaugurated in the city of Veszprém near Herend. Due to its unique method of construction, it shines with a beautiful inner light during nighttime, enigmatically illuminating the night for the visiting guests. This monumental work of art heralds the expertise passed down from generation to generation amidst the masters of Herend, the creative atmosphere of the Manufactory, the refusal to compromise – the acceptance of a challenge.

People often ask the following question: why does Herend, a renowned, profitable porcelain manufactory, fund exhibitions and works of art in public premises?

To this we always answer that we do these acts because we feel compelled to do so, and hence, it is the Manufactory's mission to take up social responsibility. Our goal is to preserve Hungarian and European artistic traditions, and their transmission to future generations. We proclaim the eternal existence of porcelain as an artistic medium, we present an alternative, and we struggle against the low-grade baubles that are the results of the mentality of our present day and age.

We are convinced that everyone ought to make a reasonable effort to renew and restore their environment. This is required of us with all the recognition Herend has gained in Hungary and other countries, but the international renown of the Manufactory, which is part of



the Hungarian cultural heritage, compels us to the same extent.

We are very much aware that reputation is a complex idea. It denotes an everlasting drive that compels everyone to strive for perfection, but it also indicates expectations that are formed partly by our customers, partly by society itself. It is not enough to be successful and make profits; beyond that, one must be present at prominent events, and tackle every possible challenge. With this, we intend to make an example in our trade, to indicate that even amidst this trying economic situation, the possibility to remain prominent is always there for us.

While we proudly display the values of our past and present, we must also pay considerable attention to our future: restore, preserve, and in the

meantime, renew. To be open to new ideas does not necessarily entail leaving the values of our past behind. On the contrary, it means that we draw on our past to build new things. To prove this, a jewellery collection was made, and the Manufactory's presence at a Milan art exhibition entitled Traid d'Union (Hyphen) stands as an example of this principle as well. During the preparations for this exhibition, the Herend Manufactory challenged itself to a duel: making use of certain details of its most well-known pieces, new, creative and youthful products were made. A part of this new collection was introduced to the public at the Harrods department store in London, and other pieces were on display at the Dubai International Jewellery Exhibition. Also, in February of 2010, we shall present the most beautiful developments in the world of porcelain at the international trade fair of table culture and interior decoration in Frankfurt, on the Ambiente.

In terms of linking the future and past with the present, I respectfully recommend our present issue. Here, you may read about Albert Szent-Györgyi, who received the Nobel Prize for vitamin C, thereby contributing to the reputation of Hungarian scientists. Familiarize yourselves with the thoughts of actor Károly Eperjes, who strengthens our belief in the importance of art. Read about the story of the noon bell and its Hungarian traditions. With the Four Fathers band, learn about the world of music. However, we write not only about intellectual issues; the indulgence of worldly pleasures is also an important feature: we shall tell you secrets of vodka production, the chef of the Apicius Restaurant in Herend bestows upon us some culinary specialties, and fine wines will also be mentioned thanks to the Borbély Family Vineyard. With our Upside Down article, we shall introduce our readers to the exciting world of bullfights.

I would like to wish you a pleasurable read!

Respectfully,

A handwritten signature in dark ink, appearing to read "Dr. Attila Simon". The signature is fluid and cursive, with a large initial "A" and "S".

DR. ATTILA SIMON, CHIEF EXECUTIVE OFFICER

Hungary

A love for Life



Wherever you go in Hungary, you are sure to find something interesting, from charming villages with living traditions to enticing wine cellars, exciting festivals and hundreds of castles, fortresses and mansions.

One thing is certain, pack for more than a single day if at all possible. In 2010 don't forget to visit Pécs, the European Capital of Culture as well.

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in any of the Tourinform Offices
or visit our website: www.hungary.com.



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10



16



20



28

NEWS AND EVENTS 4

HEREND IN THE CASTLE

• Exhibition series 10

OUR DESIGNERS

• The lady who never “bugs out”
Porcelain jewels
by Regina Kaintz 12

HISTORY

• For whom the bell tolls
A papal bull announced and later rewritten 14

INTERVIEW

• “The instruments are us”
Meet the Four Fathers vocal band 16

HUNGARIANS AROUND THE WORLD

• Albert Szent-Györgyi and vitamin C 18

NOVELTIES OF THE HEREND MANUFACTORY

• Gift ideas à la Herend 20

ART

• Turn hard days into holidays
“I would like to live a responsible life” 23

FINE WINES IN HUNGARY

• Tradition under the buttes
Quality and craftsmanship at the Borbély Family Vineyards 24

APICIUS RECIPES 26

EXHIBITION

• Herend in the Kremlin 28

PRIVATE HEREND COLLECTIONS

• Herend is his life 30

CULINARY DELIGHTS

• Eating pork revisited
The feast of meat 32

UPSIDE DOWN

• Bravery? A sport? Slaughter? An art?
Bullfighting 34

WORLDLY PLEASURES

• The worldwide career of “little water”
What we know about vodka, and what we do not 36

DYNASTIES

• Crowned connections
Kings have not only been preserved in card games 38

RETAIL 40

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Artistic series vase

AUTUMN EVENTS OF APICIUS CAFÉ

The autumn season at Apicius Café commenced with an evening devoted to the artistic performance of Károly Eperjes on 8 September. The actor, a Kossuth Prize winner, cited works of 20th-century Hungarian poets. The inspiring performance loaded with personal experiences was accompanied by Katinka Négyessy on the cello, and followed by a tasting of wines from Jásdi Cellar.

September saw another wine-related event – a tasting of products by János Eszterbauer from Szekszárd. This winemaker with ancestors mentioned as grape growing people in the records of 1746 produces red wine chiefly to preserve family traditions.

On 6 October the programme of the café featured an evening devoted to literature with Pál Oberfrank, with high-quality wines from Szabovari Cellar in Somlo-hegy complementing the event.

On 15 October, the Nyakas Wine Cellars proved again that the grape-growing and wine-producing culture of the Etyek-Buda wine-growing area is increasingly growing in esteem.

On 5 November the Café had a number of guests – musicians headed by Gábor Szigethy with the surname Orosz (meaning Russian). The formation included concertina player Zoltán Orosz and singer Kátya Tompos, accompanied by libations of Gábor Orosz, a wine producer from the Tokaj-hegyalja wine-growing region.

On 19 November the Café featured high-quality wines of the Molnár Wine Cellars. One of them was awarded premium qualification at the Pannon Wine Festival.

December's first event features a gold medallist wine producer, when on 3 December the representatives of the Pannon Tokaj Wine Cellars will be present. Their essence of old Tokaj wine won first-place honours at a wine festival held in France. ✎



Season opening at the Apicius Café

ANNA BALL ENHANCED BY DELICIOUS DISHES SERVED WITH HEREND



The beauty queen of the 184th Anna Ball

The long-lived Anna Ball at Balatonfüred traditionally features the Herend Porcelain Manufactory as the event's major sponsor since 1997. This year the feast was opened by Lajos Kósa, Mayor of Debrecen. The Ernő Kiss Prize, brought into existence five years ago, is awarded to someone having greatly enhanced the culture and intellectual life of Balatonfüred. This year poet Géza Szőcs was awarded. The prize was presented to him by Dr. István Bóka, Mayor of Balatonfüred, and Dr. Attila Simon, CEO of Herend Porcelain Manufactory Ltd. The prize was a statuette moulded to represent Ernő Kiss, a martyr of Arad, in the gala uniform of the Hannover Hussars. In another tradition of the event, the ladies arriving were presented numbered porcelain hearts from Herend. The Queen of the Ball was selected by the jury from a group of 15 ladies. The beauty queen of the 184th Anna Ball was Viktória Farkas, an 18-year-old student from Budapest. The Queen of the Ball was given a chalice vase with a Victoria pattern, a golden apple, and a trip to Egypt. Runners-up were given smaller chalice vases made by Herend with patterns of Rothschild and Apponyi. The guests present were served their appetizing dishes in porcelain bowls and plates made by Herend. ✎

BRAND-NEW BRAND STORE IN KAPOSVÁR

The fact that the Herend Porcelain Manufactory Ltd. regards establishing a brand store system – opening stores of high standards not only worldwide but here at home as well – should be considered a key strategic move of their business policy. In spite of the crisis and the narrowing market prospects, a new brand shop opened in one of the most dynamically developing towns in Hungary, Kaposvár – which received the title “Town of the Year” and a Herend vase decorated with Victoria patterns in January. The store, called Borostyán Sarok (Amber Corner), is hosted in

Európa Park, its opening the result of a fruitful cooperation with the Borostyán '95 LLC. The Kaposvár store guarantees exceptional quality and offers the same prices as other Herend stores. ✎

BOROSTYÁN SAROK – HEREND GIFT SHOP

7400 Kaposvár, Fő utca 7. (Európa Park)

Telephone: +36 82 317 518

E-mail: herendi@borostyan95.t-online.hu

Opening hours: M–F: 9.00–17.00, Sat: 9.00–12.00

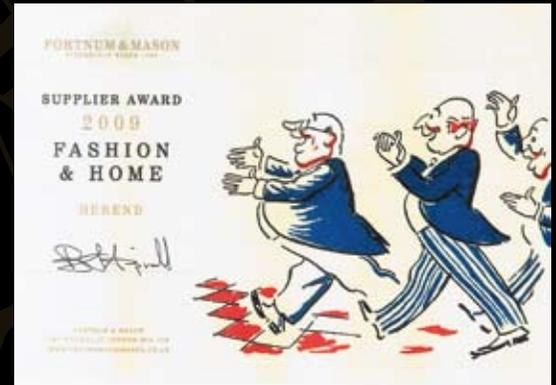


TEDDY BEAR IN HARRODS

Thanks to the successful co-operation of Harrods department store and Herend Porcelain Manufactory, the collection of porcelain figures is expanded with a new and exclusive item. A teddy bear sized to a length of two-and-a-half inches was “dressed” in the green and golden colours of Harrods. The large Harrods ‘H’ painted on its paw attests to its pedigree. Herend is represented with an independent outlet in the Luxury Dining Department on the second floor of the department store, which is one of the most famous shops of the world, and this teddy bear is only available there. There are plans to expand the collection with two or three new figures per year, garnering the happiness of Herend collectors. ✨

SUPPLIER AWARD 2009

The best of delicacy shop Fortnum & Mason – commemorating its 301st birthday this year – is found in the heart of Great Britain’s capital, in Piccadilly. The five-storey building welcomes everybody wanting to experience the traditions of Britain, tempting patrons with several hundred salami types, honey specialities, and different sorts of tea and coffee lighted by crystal chandeliers. The luxurious department store awarded a supplier’s prize to Herend Porcelain Manufactory this year, thanking Herend for its work of recent years with a certificate, especially honouring the birthday exhibition of 301 different Herend teapots. ✨



PANNON WINE SHOW, THE DECENNIAL



Gyula Kucs (Sauska Winery), the winner of the Wine Show, with the Champion Prize

The annual wine festival initiated by the Magistri Nobiles Vinorum Pannonie was held for the tenth time this year. The jury, consisting of both native and foreign experts, determined the top wines of the Pannon Wine Show – only bottled wines which are available in commercial distribution were allowed to be entered. The results of the Gál Tibor Bikavér (Bull’s Blood) Commemorative Competition were announced for the fifth time. The winner of the red-wine category, the Sauska Pincészet, also won the overall grand prize with their Villányi Cuvée 7 – and with it the exclusive Herend ornamental plate. Herend has supported the competition from its very first years, and along with the grand prize offers unique hand-painted plates to the makers of top wines. In the category of sweet wine, the 1993 5-puttony Aszú entered by Tokaji Kereskedőház was deemed the best. The St. Andrea Merengő won the category of best Bikavér (Bull’s Blood). The special prize for best selection was awarded to the Bujdosó Winery, and Söptei Winery of Csopak was awarded best new competitor. From this year onwards, the best white wine is dedicated to the late Mihály Figula; Mihály Figula Jr. presented a special prize for this year’s winner – a new medium-burnt aging barrel, given to György Várszegi, chief winemaker of Tornai Winery. ✨

SAINT MARTIN AWARD

This year, the award named after Saint Martin – handed out for the tenth time – was given to professor Dr. László Tringer by the founding members (Pannonhalma Archabbey, Herend Porcelain Manufactory Ltd., and Bábolna Nemzeti Ménesbirtok LLC). At the awards ceremony, the greeting speech of Archabbot Asztrik was

followed by Bach pieces performed by the Franz Liszt Chamber Orchestra, the Canemus Choir of Nyíregyháza, and reflections on the festival by Evangelical Bishop Tamás Fabinyi. According to tradition, the formal part of the festival was completed with the blessing of the new crops and wine. ✨

CONTEMPORARY HEREND PORCELAIN ARTIFACTS AT THE CSÓK GALLERY



There is a place on Budapest's Váci utca where contemporary artists have been able to exhibit works for over 50 years. One thing is for sure – the Csók Gallery is an art headquarters right in the heart of the capital.

There is a place close to Hungary's largest lake making exquisite porcelain artifacts for over 180 years. It is an applied-art headquarters right in the heart of the Bakony Mountains – the Herend Porcelain Manufactory.

What one can see at the exhibition is not a set of works characteristic of Herend, but rather a fashionable collection made by a group of experimenting specialists aiming at the revival of the company.

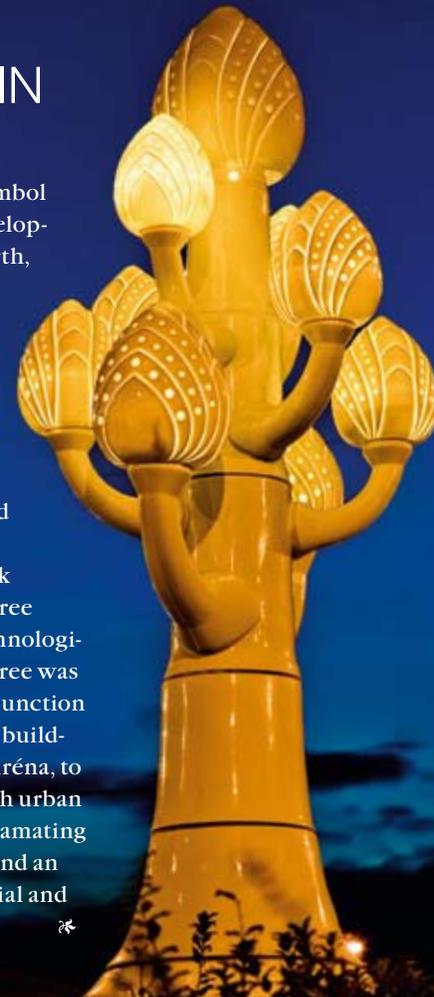
HYPHEN EXHIBIT

April saw the opening of the exhibition entitled "Trait d'Union" (meaning "Hyphen") in the historical building of Palazzo Ponti in Milan. The internal space was formed for the sake of Herend Porcelain works. The material of the unusual and novel exhibition was compiled by Massimiliano Locatelli. (He is the head of CLS Architetti, founded by him and two other businessmen in Milan in 1993, with a second seat opened in New York in 1997. They build and renovate shops using a unique style and outlook on life. They regard including traditional values in contemporary design and architecture as a challenge.) The many attendants of the opening ceremony were really complimentary of Herend products and the valuable exhibition. It was an experiment testing the opinion of

HEREND PORCELAIN TREE

A tree is a universal symbol of vim and vigour, development, continuity, rebirth, and of the connection between the heavenly, the earthly, and the underworlds. Every civilisation in all ages applied this expressive living symbol.

Recently the Herend Manufactory created a modern public artwork evoking the form of a tree – an extraordinary technological achievement. The tree was erected at a busy road junction in front of the modern buildings of the Veszprém Aréna, to unite living nature with urban environment by amalgamating a traditional material and an organic form in a special and innovative quality.



the general public. Herend challenged itself to a duel by turning the usual order and the standard laws of patterns upside down to reconstruct them anew. It has created new elements projecting details of the most characteristic and best-known patterns. The glittering surfaces have become dull and unglazed, the golden stripes have disappeared and the décor elements have become parts of a game. All that has resulted in the birth of a creative but uniform product line. The public and the consumers are the beneficiaries of this extraordinary attempt as they are free to "create" a personally tailored product – a product that has become natural and younger preserving its peculiarities and prestige. The following exhibition of the creative collection will be presented in London.



HEREND AND GOLF

There were nearly 80 contestants taking the challenge of winning the prizes of the second Herend Balaton Golf Cup on the wonderful pitch of Royal Balaton Golf & Yacht Club in Balatonudvari. The prizes were marvellous Herend vases with the exquisite Fleurs des Indes design painted on them. The contest also attracted those developing an interest in golf and wanting to have a rest, besides those committed to the sport. That was by no means an accident, as laypeople also had a chance to experience the skills of the painters of the manufactory in addition to the contest. They saw nail- and body-painting, but what highlighted the event this year was golf balls decorated with patterns of Herend in line with the contest.

All this goes to say that Herend has represented itself for the second time in the world of golf with its own sports contest. Moreover, the manufactory was also interested in the Senior Golf European Championship held in August, as the winners were awarded prizes made by Herend. The championship of the old continent took place in three venues; they were the Old Lake Golf Club in Tata, the Pannonia Golf & Country Club in Máriavölgy, and the Royal Balaton Golf & Yacht Club in Balatonudvari. The 252 players representing 21 different nations competed with each other in two tracks at the same time. In the framework of the European Championship, the

cup of the presidents of the national senior associations, and the women's cup of those accompanying the contestants, were also held. In the net total of the championship, Hungary came in second. The winners were presented with their prizes on board the legendary Jókai ship by Dr. Attila Simon, CEO of Herend Porcelain Manufactory; Tamás Erdélyi, CEO of MKB Bank; and Tibor Sarlós, president of the Royal Balaton Golf & Yacht Club.



The Royal Balaton Golf & Yacht Club



Ágnes Szávay (on the right) after her success in the female singles

SZÁVAY RECEIVES THE HEREND ORNATE VASE

In the competition organised by the GDF Suez Grand Prix – held at the Római part (“Roman coast”) in Budapest, with a total grand prize of 220,000 dollars – many players who rank among the world's best participated. One of them was Patty Schnyder, world champion, but Alona Bondarenko, Monica Niculescu, and Ágnes Szávay also appeared. The single and double matches were played true to the level of the competition. The Herend Porcelain Manufactory Ltd. supported the contest with prizes. The success in the female single category is particularly delightful, as Ágnes Szávay won the finals against her Swiss opponent, who had been leading the chart. Szávay received a special ornate vase from Dr. Imre Galambos, chairman of the Herend Porcelain Manufactory Ltd. Supervisor's Office.

HEREND STAMPS IN THE LAND OF THE RISING SUN

The Japanese and Hungarian Post Offices jointly issued a stamp sheet on 16 October to honor the 140th anniversary of diplomatic relations between Japan and Hungary, and the 50th anniversary of resumed diplomatic relations. The stamps bear national treasures of Japan and Hungary; Hungarian motifs are a special ceramic bottle, embroidery, and the Elisabeth Bridge arching over the Danube River, while Japanese icons include a tea caddy and the landscape of Fuji. In the Japanese series there are four more stamps with the motifs of the Hungarian Parliament and Herend Porcelain.





A HEREND PRIZE GOES TO HEREND

An interesting event of this summer was the Howard Draft Polo Cup held by the Hungarian Polo Club. There are just a few thousand people in the world pursuing this refined and gentlemanly sport these days, though polo presumably developed from the equestrian games of Central Asian people inhabiting the plains. It became popular in Persia as early as before the birth of Christ, later finding its way to China, Japan, and finally to India, whence the English colonizers "imported" it. By now it has conquered North and South America, becoming a national sport of Argentina. Count Géza Andrassy spread it in Hungary, and in this year's competition (where the patron was the ambassador of Argentina, Domingo Cullen), four excellent teams including Herend competed in the "sport of kings". After the exciting game, the team of Herend Porcelain Manufactory was presented the Herend Cup as the winner. ✨

HUNGARY HOSTS ITS FIRST JUNIOR WORLD ENDURANCE CHAMPIONSHIP

On 5 and 6 September in Bábolna, the Hungarian citadel of Arabian horse breeding, the fifth Junior World Endurance Championship was organised with the participation of 93 racers of 26 competing nations. This type of horseback riding takes great tolls on the endurance and mental capacity of both rider and horse – it is a test of the rider's determination and professional skills; however, success also depends on the horse's abilities. The race progresses through forests and plains, the full course being 120 kilometres long.

As this sport is very popular amongst the countries along the Gulf, it was no surprise that the first place was taken by Hussein Ali el-Marui from the United Arab Emirates; France won the team championship, whereas the Hungarian contestant Patrícia Fekete finished at sixth place. The prizes for the competition organised by the Bábolna National Ménesbirtok Ltd. were granted by the 183-year-old Herend Porcelain Manufactory Ltd. ✨



REMEMBERING TRADITIONS IN KECSKEMÉT



Kecskemét saw the return of the Driving World Championship for Pairs after ten years, complemented by shows, exhibitions and other programmes. The three-day event was commenced by a spectacular show with an exuberant audience. The Hungarian participants were happy at the prize-awarding ceremony after the dressage, the marathon and the obstacle riding contests, as six-time world champion Zoltan Lazar won the bronze medal in the final individual category, and the Hungarian national team won the silver medal. Péter Varga, the only contestant who flawlessly completed the race within base time, came in first. The 13th Driving World Championship for Pairs was closed with a dual success for the Netherlands. In the individual category Harrie Verstappen came in first, beating Beat Schenk from Switzerland, and in the category of national teams the Dutch team, comprising Benny Gosschalk and Mieke van Tergouw besides Verstappen, came in first. Germany won the bronze medal. The supplier of the prizes of this riding sport that preserves ancient traditions, and the cooperating partner of the world championship, was, as you may already have guessed, the Herend Porcelain Manufactory, being so proud of its traditions. Therefore the medallists of the final individual and the team events, that is the main categories, were awarded prizes from Herend after the noble sports contest. ✨



ONCE AGAIN THE WINNERS OF HUNGARY'S FORMULA 1 GRAND PRIX RECEIVE HEREND TROPHIES

This year again, for the fourth time, the victors of the Formula 1 Hungarian Grand Prix were presented with a very special porcelain trophy supplied by the Herend Manufactory. The shape of the vase trophies remained unchanged; it is neoclassical, reflecting the form and style of the ancient world. The design, though, is always new. This time the master painters of the Manufactory featured the Chain Bridge on both the vases and the wall plate (the team trophy). The exciting race was overshadowed by Felipe Massa's accident, but in the end it was Lewis Hamilton (McLaren-Mercedes) who won – for the first time this year – making him the first driver to own a second winning trophy provided by Herend. The runner-up was Kimi Räikkönen (Ferrari), whose effort produced the best result this year for his team. Kimi also possesses a trophy manufactured in Herend. The team trophy was won by McLaren-Mercedes.

THE SKY KINGS RECEIVE HEREND PRIZES

On the anniversary of the foundation of the Hungarian state, exceptionally talented pilots competed once again in Budapest at the Red Bull Air Race sports event. Speed, precision and skilfulness are the most important characteristics of this competition. After having supplied trophies for last year's Budapest round and the Red Bull Air Race World Championship, the organisers of the race this year again entrusted the Herend Porcelain Manufactory with the creation of the Championship Trophies. This is hardly a coincidence since precision and craftsmanship are qualities mastered in handcrafted porcelain manufacturing. Moreover, this year's prize-winners of the Spanish round – held on the first weekend of October – earned the privilege of holding aloft Herend Trophies. This year in Budapest, American Michael Goulian won the race and received the first place eagle trophy designed in the Herend Manufactory.



Paul Bonhomme (center) is the world champion this year



BEAUTY AND HARMONY

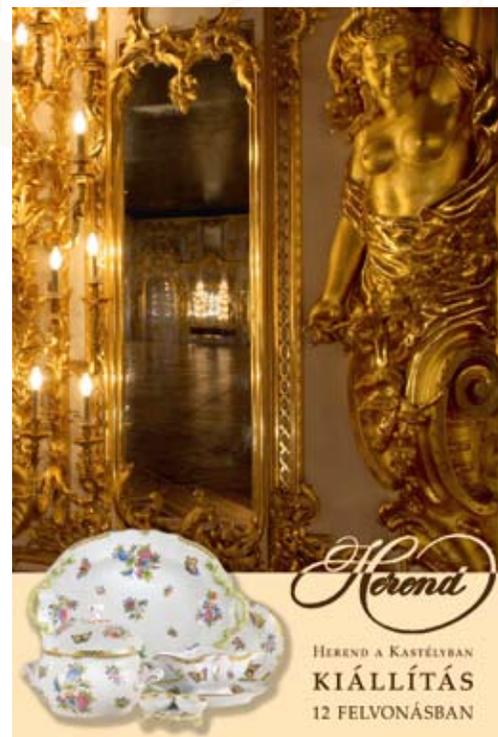
Dressage tests are considered to be the queen of equestrian sports, perhaps because they represent perfect harmony between the horse and the rider, and are spectacular and beautiful sights as well. That was put to the test by spectators attending the races at the second Pulai Horse Fleet Cup in Balatonvilágos. The aforementioned statement was also echoed by the prizes of the winners of the two main events, as the Herend porcelain works they got for the victory are also the amalgamation of harmony and beauty. It is of special interest that the winner of both main events of the contest was Zsófia Dallos, who was thus awarded – among others – both chalice vases from Herend.

Herend in the Castle

The Herend in the Castle series of exhibitions spectacularly evokes the lifestyle of the ancient times, and also draws our attention to the beauties of the renewed and restored castles. Some sites can even be more closely linked to the Herend porcelain through samples or through former clients. So far, eight castles have been opened to host the impressive touring exhibition. The

series will continue, and will evoke the aristocratic way of life also next year. Visitors will experience an exclusive atmosphere provided by the exquisite encounter of the castles and the Herend porcelain.

The pictures of our photo gallery were taken on previous exhibition sites.





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The lady who never “bugs out”



PORCELAIN JEWELS BY REGINA KAINCZ

She is a young and serious woman with spectacles, wearing an ordinary brown T-shirt and jeans. No makeup, no jewels, her hair in a ponytail – she would rather be taken for a teacher than for an artist.

We learn that Regina really gives lessons in goldsmith skills at the Secondary Vocational School of Applied Arts, which she used to attend herself. Before the interview takes place I cannot help thinking about whether designing jewels is a branch of fine arts that requires skills such as consistency, careful work, and attention to be the most important. However, determination may not be sufficient; what one also needs is a sort of passion suppressed, which is indispensable for the creative work of an artist.

Regina Kaintz is one of the most talented contemporary jewel designers, which is proved by a number of outstanding prizes. She even prepared an exciting composition of works of art made of silver and porcelain for the Porcelain Manufactory of Herend. The art manager of the Company requested five artists to make a collection each. Regina was selected as the one they later commissioned to manufacture the works of art.

It is hard to tell about jewels, and of course it is not necessary, but we should mention FŰ-SZER (GRASS-WEAR), the most successful and most characteristic piece of the artist's career, which won the Hungarian Design Award. A steel wire was combined with a plastic coating of different colours and a silver tube. We see its picture on the artist's visiting card, so it appears to be the case that it is the dearest work of art for her too. Regina, who graduated as a metal designer from the Department of Design, Hungarian University of Craft and Design, in 1998 (today it is called Moholy-Nagy University of Art and Design), has no aversion to combining different materials in an unusual and successful way. Such a combination is one of porcelain and metal.

“It was a challenge for me to work with porcelain. First of all we went to visit plants where we gained insights into the technology of manufacturing porcelain objects. Having availed myself of this experience I was put in charge of designing a collection that reflected the quality characteristic of manufacturing porce-

Jewellery manufactured by Herend



lain objects as well as the individual set of forms of the artist. The specialists of the product development department in Herend helped me a lot, e.g. when making moulds. The colleagues working for painting workshops gave me consultation on how to make varnishes and decorations. The metal parts were formed after the porcelain elements had been made, and the following stage was their assembly. It was an especially big challenge for me, a goldsmith used to working extremely accurately, that I had to bear in mind the size differences of porcelain elements. All in all I look back on it as an instructive, interesting and wonderful working process,” says the artist.

She also designs medals and statuettes upon clients’ requests, but she is the most passionate about jewellery. Her idea to make porcelain bugs reminiscent of moths, and sometimes scarab beetles, as elements of decoration is surprising and intriguing. The charm of the collection, the beauty of its fragility, and also its theme is reminiscent of the style of art nouveau. Combined with metal, all exhibits look very modern and they are suitable for all occasions and seasons.

The jewels, which are likely to become very popular, are already available in the outlets of the Manufactory, and the designer hopes

for the collection to get into those galleries and shops that sell individual and exciting modern jewellery. What kind of people purchase contemporary individual jewellery these days? Regina says that these people are professionals, artists, and a lot of designers enjoy her works as well. She also counts with businesswomen and caring husbands wishing to surprise their spouses on special occasions (or perhaps on weekdays) and also those who are fed up with plain and worthless jewellery and unimaginative gold jewels.

These porcelain jewels proclaim the eternal beauty of porcelain as a material, the intention of the Manufactory to innovate, and also the creative imagination of the young artist.



LENKE ELEK

A FEW IMPORTANT RECENT EXHIBITIONS

- 2004–2007 “Budafoki Mustra” – ARTÉR M. E., Budapest
- 2006 “Épphétféleképp” – National Theatre, Zikkurat, Budapest
- “Plastic Fantastic” – Museum of Ethnography, Budapest
- “Excursion”, Design Week – NEST Gallery, Budapest
- 2007 “Prizma” die Schmuckkünstler des FISE
- Hungarian Design Award – Museum of Applied Arts, Budapest
- 2007 – Prizma Jewellers of FISE – FISE Gallery, Budapest
- Flora, London Design Festival – Hungarian Cultural Centre
- FISE 25 – Museum of Commerce and Catering, Budapest

AWARDS

- 1994–1998 Art Scholarship awarded by Savoyai Jenő Foundation
- 1997 Art Scholarship awarded by the Municipality of the 22nd district of Budapest
- 2000 Prize of the Ministry of Cultural Heritage
- 2002 Jewellery Art Prize of Kecskemét City
- 2002–2004 Kozma Lajos Scholarship for applied artists
- 2006 Hungarian Design Award, Product category –FŰ-SZER (GRASS-WEAR) Jewellery Collection
- 2007 Prize of Törley Champagne Factory

Regina Kaintz



For whom the bell tolls



Every day, the bell tolls at 12 o'clock

For whom does the noon bell toll then? Without question, it tolls for the (mostly) Hungarian heroes striving to stop the menacing Turkish army; for the men of János Hunyadi and all who fought the janissaries outnumbering them. Three weeks before the victory at Belgrade, Pope Callixtus III announced the Bulla Orationum calling for a prayer for the Christians fighting against these pagans.

Now, where exactly does the truth lie? As in so many occasions, it lies somewhere in between. However, if we look back to the 15th century, we will see how the noon bell for prayer became the thanksgiving toll of the Belgrade victory.

THE REQUEST FELL ON DEAF EARS

In 1451, a young sultan named Mehmed II began his reign over the rapidly growing Ottoman Empire – an ambitious and gifted leader, intending to expand the empire towards the north and the east. He initiated enormous military and administrative reforms, established the artillery units supporting the janissaries, and organised armies surpassing the European standards of his age. After their advance in Serbia, the Turkish army was making preparations for

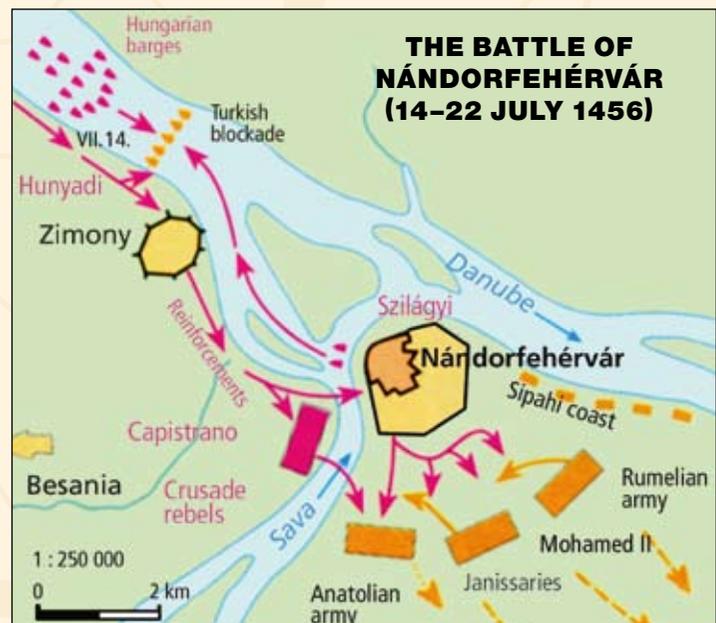
A PAPAL BULL ANNOUNCED AND LATER REWRITTEN

The title of Ernest Hemingway's famous novel, For Whom the Bell Tolls, alludes to a poem of Sir John Donne, a 17th-century poet and diplomat – the bell tolls for those who have sacrificed their lives for the sake of humanity. The noon bell, a widespread custom amongst Christian churches worldwide, is celebrated by Hungarians in remembrance of the victory at the siege of Nándorfehérvár in 1456 – this idea is not completely unfounded, however, it is still not the perfect truth...

occupying the castle of Belgrade, considered as the key to Hungary (and Christian Europe), allowing further northward advancement. It was obvious that Mehmed II could only be defeated by deploying a united army of Western European nations. The repeated requests of Pope Nicholas V urging organisation of crusader units fell on deaf ears in the Holy Roman Empire. No major changes occurred during the papacy of Callixtus III, who ascended to the papal chair in 1455. Regardless of the numerous actions that were taken, the legates could not succeed with the rulers; promises were made but hardly ever kept, as the crusader ideology was once again suppressed by the governmental interest.

THE TOLLS OF THANKSGIVING

In numerous European countries, news about the victory arrived sooner than the Bulla Orationum. Therefore, it happened that the bells tolled to celebrate the retreat of the Turkish army, yet no one knew about the bull itself. In Buda, the report about the victory arrived on 28 July, yet the papal bull only reached Hungary in August. This is why the noon bell was associated with the Belgrade victory from the very beginning. The pope later modified the announced bull as well. In it, he wrote that the prayers told at the sound of the noon bell should be prayers of gratitude.



BELL FOUNDING

The bell is one of few instruments we have that remains unchanged in shape and function after thousands of years. The method of its production has hardly changed during the centuries.

Bell casting is a complex and difficult profession. The bell maker master defines which type of bell sound will fit the others, and designs the clamp mould of the estimated weight.

The core: a furnace is built; in its middle a bell template is made. Base-plate: the bell's exact copy is built on the core, made of clay and fixed with lard; designs and inscriptions are written on with wax.

Coat: a special loam compound is applied to the base-plate in several layers. This way the inner surface will adopt the writings and designs. A metal hook, the crown is added to the upper part.

After these procedures, the heating occurs, and the coat is lifted; the base-plate is removed and the coat is reapplied, as the hot metal (usually copper or tin) is poured between it and the core. It is typically buried, and left for a couple of days before casting. It is cleared and tested; if the sound is not correct, it is destroyed and the whole process is restarted from scratch.

It soon became obvious that the pope could not hope for military aid from the Western rulers, and at the same time troubling news concerning the size of the Turkish army was coming from Hungary. The pope, in his distress, prayed to the Heavens and announced the Bulla Orationum (Bull of Prayer) on 29 June 1456, demanding every Christian church to chime the bells three times at “midday”, to “give a signal to every faithful soul to pray for those fighting the Turks and aid them with their prayer.”

As we see the noon bell – at this time – was not a sign of victory but of desperation, an attempt to avoid the collapse of Christianity.

THE BATTLE

In this critical situation, three men were striving to find a solution: Hungarian ruler János Hunyadi, the elder John of Capistrano, and Juan Carvajal, recruiting crusaders in the Great Hungarian Plain.

The Turkish army advancing northward marched towards Nándorfehérvár (present-day Belgrade), a fort important because of its crucial role in the delivery of water supplies; also, shipments of mili-

tary equipment and provisions were manageable via the Danube. The Turkish forces numbered about 70,000 men, while Hunyadi commanded 10,000 troops, Capistrano had 30,000 crusaders available, and the castle defenders numbered about 6,000 soldiers. The siege began on 4 July 1456; the sultan wanted to weaken the defenders by starving them, and he attempted to demolish the walls with his artillery as well, so that the decisive battle would take place on an almost completely flat terrain. In the beginning, the defenders suffered no serious losses, but the food supplies were decreasing rapidly. Hunyadi, coming from outside, had to charge in. The battle of 14 July that took place near the Danube was won by the Hungarians, and so the way to the castle was unlocked to the rescue forces.

The sultan ordered the decisive assault on 21 July. Titusz Dugovics, one of Hunyadi's veterans, committed an act of outstanding heroism which made him the symbol of ultimate sacrifice for the Hungarian soldier – as he could by no other means prevent a Turk from planting their flag on the castletop, he grabbed the Turk and cast himself over the ramparts with his foe. This deed inspired the defenders, and confused the enemy. By the dawn of 22 July, the last of the Turks were driven out of the castle.

The sultan himself fought with his soldiers on the field, but an arrow piercing his thigh made him lose consciousness. To save their leader, the Turkish army began to retreat, leaving behind supplies. When the sultan came to, he was told that the majority of his army was destroyed, and almost all of his generals were dead, whereupon he attempted a barely prevented suicide. The 24-year-old ruler called his forces home and retired to Constantinople.

The victorious forces, however, had no chance of organising a retaliation campaign, as within only a couple of months, Hunyadi and Capistrano had both fallen victim to the plague that broke out at the beginning of the war.

As a result of the Nándorfehérvár victory, the Ottoman expansion came to a standstill for nearly seven decades. When the Turks could eventually take over the city in 1521, it had no such impact on Europe as it would have had it been taken in 1456.



SÁNDOR ÁRVAY

**DID YOU KNOW?**

- On Good Friday and Holy Saturday the noon bell does not toll, as the “bells go to Rome” at those times.
- In Kőszeg the bells toll at 11 o'clock as well, commemorating the siege of August 1532, when Nikola Jurisic and his handful of soldiers fended off the Turkish army headed to Vienna.
- One of the largest bells in the world can be found at the Kremlin of Moscow: it weighs 200,000 kg (440,000 lbs), and has a mouth diameter of seven metres. The Cologne Cathedral has a bell weighing 23,000 kg (50,600 lbs), and the Stephanskirche of Vienna hosts a bell of 20,100 kg (44,220 lbs) in its tower.
- The biggest bell of Hungary is the Sanctus Stephanus Bell of the St. Stephen's Basilica, weighing 9,250 kg (20,350 lbs), constructed by Perner & Co. The second place is held by the Saint Gerard Sagredo (Szent Gellért) Bell of the Votive Church of Szeged, with a weight of 8,537 kg (18,781.4 lbs).
- The first regular tolling that called believers for prayer was ordered by the Pope Sabinianus in 606.

The tsar's bell in Moscow

The Four Fathers band, fresh off a successful concert tour of North America, is among Hungary's most popular a cappella bands. Music is a hobby and a life's work for its four members – this unique band was formed in 1995, and with 80–100 shows a year, they've held more than 1,300 concerts already. After winning the Emerton Award for Vocal Band of the Year in 2001, they still appear at festivals, concert halls, and occasionally in living rooms or gardens, just like they used to.

“The instruments are us”

MEET THE FOUR FATHERS VOCAL BAND



Spirituals, barbershop quartet songs, and Hungarian and foreign hit records are all included in the repertoire of these four singers. They only use their own singing voice during performances. Sándor Boros (tenor), Zoltán Frech (bass), László Batki (baritone), and Gyula Mukli (tenor) believe in the power of singing with such an obsession that even their accompaniment is pre-recorded by themselves. Indeed, it is a unique method of ‘playback’.

“The instruments are us. We sing without ever stopping; our work and hobby are the same: singing,” says Sándor Boros, one of the founding members. He then proudly adds that even his one-year-old twin sons are already trying their singing voices.

“We are all professional musicians,” says the other founding artist, Zoltán Frech. Sándor and Gyula also sing in the National Choir, while Zoli and Laci sing in the male choir of National Defence.

And why did they decide upon barbershop style when their band was formed? Their answer to this is that this was appropriate for the strict musical rules they found suitable for themselves; also, they had the sheet music for these songs. They enjoyed the professional challenge this style posed: the second tenor leads the main solo, to which the other tenor provides the accompaniment on a higher scale. However, according to László Batki, this style was only really prevalent during the beginning of the band’s career. Throughout their constant renewal process they focused their attention to reworking the Hungarian hit songs of the sixties and the seventies.

László Batki then proceeds to tell us the secret of their special half-playback: “We came up with four modal registers that imitate the sound of certain musical instruments. We recorded it, and this is what provides the accompaniment to our songs during a live concert. There is simply no other solution.” About the next step of their musical career, he says: “Our next era started with our album titled *Ősbemutató*. This is when we reworked the songs of Golden Gate, Comedian Harmonists, Manhattan Transfer, Mills Brothers and many other German and American bands who played music on a very high level.”

And how is it possible that they have been able to hold live concerts featuring performers who represented an entirely different style in music? Zoltán Frech answers this question: “We are an instrument; an instrument, with which the song is performed.” During their career, they have played alongside many popular Hungarian bands and solo performers, such as the Benkó Dixieland Band, the Storyville Dixieland Band (from Szeged), and the Miskolci Dixieland Band (from Miskolc), but they also made an appearance alongside the Old Boys band on the Elvis Memorial Night in the Petőfi Csarnok. The soloists they performed with include Miklós Fenyő, Péter Gerendás, St. Martin and Andrea Malek.

“This type of instrument is far more boundless; only we determine what we sing,” says Zoltán, and they all agree on this being their reason for performing on the instrument that is within their

throats – despite all of them being graduates from the Franz Liszt Academy of Music, three of them majoring in an instrument.

Thanks to their versatility and flexibility, they make appearances at various parties, balls, outings and festivals. They have performed at all kinds of different places: in clubs, boats, restaurants, hotels, spas, churches, dripstone caves, museums, wine cellars, cinemas, theatres, living rooms, gardens, on the stage of the Opera House, sports halls, council rooms, in the Parliament, in castle ruins, schools, synagogues, hospitals, ministries, warehouses, theme parks and shopping centres. The band provides entertainment to all ages with their special, often humorous performing style. They sometimes hold concerts particularly for children. Little wonder, if we consider the fact the four men have 13 children altogether. Music is a very prevalent aspect in the life of their families.

“It feels different to perform in front of kids. While we were planning the show, we were very concerned whether they would bear with us until the end,” says Gyula Mukli. Experience shows, however, that the children behave themselves very well at the concerts, a fact which ought to make certain adult audiences blush. “We also tell them about singing techniques, from the Gregorian to rock ‘n’ roll, which requires quite a lot of attention. Yet, they seem to enjoy it a lot, which might have something to do with the fact that Zoltán is very capable when it comes to presenting the reference texts on musical history. Children have surprised us before: we once held a children’s concert at an ecclesiastical school in Győr, and to our great surprise, at the end they were yelling, encoring us, didn’t want to let us go. In the end, the teacher had to thank us for not playing any more extra songs, because the next class was about to start.”

The Emerton Award, which was given to them in 2001 for Best Vocal Band of the Year category, did not change their lives in the slightest. However, new friendships between the band and other musicians were formed because of it.

And what are the greatest problems and joys that face the Four Fathers nowadays? Previously they used to have two or three performances in Hungary, but the financial crisis didn’t spare this territory either. Cultural centres and investors put noticeably less money into this business. The band does not plan to market their CDs, they can only sell them at their concerts, because they cannot afford the promotional costs they would have to pay if they wanted to sell their CDs at stores. Their greatest joy was that they were finally able to meet the Hungarians that live overseas. In fact, this was such a happy encounter for the band that after their tour in America ended successfully, they decided to put forth their knowledge of folk music here at home, and plan a concert which will be inspired by the endlessly rich treasure-house of Hungarian folk music. ✂

KRISZTINA FERENCZI

DID YOU KNOW?

The term “a cappella” refers to polyphonic singing without instrumental accompaniment, its performing style, or even the performers themselves. Originally, it was applied to church music, but nowadays it refers to vocal music unaccompanied by instruments. The expression literally means: “in church style”. It is suitable for light music as well as classical music.

Albert Szent-Györgyi and vitamin C



Albert Szent-Györgyi

“I strongly believe that the proper application of ascorbic acid would fundamentally change the death statistics, including cancer. It would be necessary to stop thinking about ascorbic acid as a medication that pharmacists sell in milligram tablets. It should be a daily product kept on the same shelf along with sugar, salt and flour; they should sell kilos of ascorbic acid powder in the stores.”

These thoughts were born 30 years ago in a study that Albert Szent-Györgyi wrote about his own Nobel Prize-winning work with vitamin C and about its biological function. His wish came true: we can buy vitamin C not only at food stores, but at petrol stations too.

Why is it so important for us to gain vitamin C out of our food? Some 25–70 million years ago, due to a genetic mutation of an enzyme, we lost the ability to produce ascorbic acid. “Humanity grew up in the tropical jungles where ascorbic acid was richly found, so there was no need for its production. I suspect that the old Biblical story about the lost paradise is about the rich supply of ascorbic acid, it is about the tropical jungle itself,” writes the professor. By this time, the aged, world-famous scholar knew what he did not know at the time of the discovery, in 1932: the biological task of the ascorbic acid. After half a century they were able to answer this question after much research: “The ascorbic acid transforms the protein into a living state and it helps it to work properly. The new discovery opened up huge horizons in medical science.” He was always interested in life, and he was always talking about it with great admiration:

“The perfection of the human body made a deep impression on me during my long career as a researcher. Most diseases I had to learn about as a medical student are largely consequences of the abuse and the inappropriate treatment of our body, and the deficiency of the ascorbic acid plays an important role in that. The medical science of the present is malformed. As a medical student I had to study about illnesses without an end, but I do not remember a single one that was about health, real health.”

HOW DID HE GET TO THE DISCOVERY?

In 1932 Szent-Györgyi identified hexuron acid as vitamin C, but it was a long way leading up to that point. At the end of the 1920s Szent-Györgyi found an unknown substance in the adrenal gland and he named it hexuron acid. With 12.5 grams of powder like this in a little phial he arrived in Szeged from America to be a university professor in 1931. He sent a quantity of the same size to his scholar companion, Haworth – who likewise got the chemistry Nobel Prize for vitamin C in 1932 – for the exploration of the more deli-



ALBERT SZENT-GYÖRGYI

Albert Szent-Györgyi, born in Budapest on 16 September 1893, studied in the Lónya Street Calvinist Grammar School, going on to the University of Science Budapest to obtain a medical degree in 1917. He took part in World War I as a medical student, and continued studies in Pozsony, Prague, Berlin, and Leiden, studying biology, physiology, pharmacology, bacteriology, and physical chemistry. He took his second doctoral degree at F. G. Hopkins’s biochemical department of chemistry in Cambridge. Supported by E. C. Kendall, he worked in the United States for a year, returning to Hungary when Minister of Education Kuno Klebelsberg called him to be rector of Szeged University between 1931 and 1945. In 1938 the Hungarian Academy of Sciences elected him as a member. He was in Switzerland when his friend Lajos Zilahy was arrested, and because of this he exiled himself from Hungary. He settled down next in Boston, where he was the headmaster of the marine biology laboratory of the Scientific Institute of Muscle Research between 1947 and 1962, then professor of Dartmouth University between 1962 and 1971. He maintained contacts with Hungary, and from the 1960s visited home regularly. He died in Woods Hole on 22 October 1986.

cate chemistry construction, while Szent-Györgyi was working on the clarification of the physiological role of the new substance. Returning home from Szeged, he tried to find a vegetal source from which it was possible to extract a bigger quantity of hexuron acid. There was an urgent need for the bigger quantity to be able to finish the analysis of the chemical construction, and this way answer many questions. It was unknown whether perhaps ascorbic acid itself was not vitamin C, but an entirely different substance, which is pollution in the crystals. And it was necessary to clarify this question. But it was only possible to manufacture the necessary quantity from adrenal glands in America, involving high expenses. Only by the end of 1931 had it become generally accepted that this particular substance is identical with vitamin C, the vital vitamin that our bodies cannot produce but must have to live. When vitamin C is not ingested with food, a serious illness, scurvy, attacks the human system. The making of hexuron acid – renamed ascorbic acid by Haworth and Szent-Györgyi because of its effect – was very expensive. Until then, Szent-Györgyi could not isolate a bigger quantity from plants, and he unnecessarily bought 5,000 oranges once, as he did not manage to obtain one single milligram of clear substance from it. His only source could have been the adrenal cortex, but it was not available in a big quantity in Europe. Then Szent-Györgyi discovered that the Szeged paprika is a treasure chest of vitamin C. He started the experiment with the paprika he got from his wife for dinner; he managed to make 3 kilograms of vitamin C. This was sent out to all the research institutes of the world concerned, and the international teamwork yielded its fruit.

“IF YOU HAVE A PROBLEM, DEAL WITH IT WITH THE SERIOUSNESS OF THE PROBLEM”

Seven decades ago the debate flared up whether Szent-Györgyi slammed America, or he was rightfully awarded the physiological-medical Nobel Prize for vitamin C? We saw that the discovery was not a one-time act, but a process leading from an intuition to certainty, and Szent-Györgyi found the remarkable substance first in 1927. He was the first to recognise that hexuron acid isolated from the adrenal gland of animals and the vitamin C that can be found in other plants are in all probability identical, they are just two different names of the same substance given from two different perspectives.

One of the reasons for the competition was that before the Hungarian scholar was awarded the largest specific acknowledgment, there had not been a single American scholar winning the physiological or the medical Nobel Prize. One of the world's most prestigious scientific journals, Nature, wrote that the American researcher, King, published that he had isolated vitamin C and hexuron acid as being identical two weeks before the Hungarian scholar in 1932. However, the background of the overtaking was that with Szent-Györgyi's contribution his colleague, Svibely, carrying out the guinea pig experiments, wrote to King that he managed to attain what they had been attempting and that Nature will announce their discovery shortly. Finally they managed to prove indisputably that a fortnight prior to King's communication, Szent-Györgyi gave an account in his lecture given before an audience of doctors about the identity of vitamin C and the hexuron acid on 18 March 1932. So in Nature, King has the publication priority (1 April 1932), but this was merely a declaration of intent with a view to providing the evidence later, while Szent-Györgyi's communication, appearing a fortnight later on 16 April, also included Haworth's supplements involving the perspective of chemistry, expressing an expert opinion, and that is why it took longer to publish it. So not only the discovery, but the priority of the publication also belongs to the Hungarian researcher. Albert Szent-Györgyi, as he did with all problems, approached priority problems wisely and first of all scientifically. He wrote: “If you have a problem, deal with it with the seriousness of the problem. Collect data, then with a clear mind and cold head try to find the best solution, not influenced by emotion, hatred, fear or profit, but with an uncompromising intellectual honour, goodwill and equity.” ✎

EMÓKE KISS



The Nobel Prize medal

Albert Szent-Györgyi isolated vitamin C in 1932 and vitamin P in 1936. He played a considerable part in the discovery of the so-called citrate circle. For his works in 1937 he was awarded a Nobel Prize, and in Hungary he got a Corvin Wreath. Göran Lijestand, who was the leader of the commission giving out the Nobel Prizes, said when he handed it over to him: “Not even your great discoveries about vitamin C diverted you from following the road set by thinking, from the examination of the role that activated oxygen and hydrogen played in cell breathing. Following this you and your colleagues made wonderful progress in Szeged. Your results are fundamentally new and are extraordinarily important. You are the devoted scholar and brilliant inventor imagined by Alfred Nobel.” The same year Walter N. Haworth and Paul Karrer were awarded the chemical Nobel Prize for the results achieved in the field of the research into vitamin C.

HUNGARIAN NOBEL PRIZE WINNERS AND WINNERS OF HUNGARIAN ORIGIN

Physics: *Fülöp Lénárd (Philipp E. A. von Lenard), 1905; Jenő Wigner (Eugene Wigner), 1963; Dénes Gábor (Dennis Gabor), 1971*
Chemistry: *Richárd Zsigmondy (Richard A. Zsigmondy), 1925; György Hevesy (George de Hevesy), 1943; János Polányi (John C. Polanyi), 1986; György Oláh (George A. Olah), 1994; Ferenc Herskó (Avram Hershko), 2004*
Medical-physiological: *Róbert Bárány (Robert Bárány), 1914; Albert Szent-Györgyi (Albert von Szent-Györgyi), 1937; György Békésy (Georg von Békésy), 1961; Carleton D. Gajdusek, 1976*
Literary: *Imre Kertész, 2002*
Economics: *Milton Friedman, 1976; János Harsányi (John C. Harsanyi), 1994*
Peace Prize: *Elie Wiesel, 1986*

**A LEGEND REBORN:
HEREND COFFEE MACHINE**

In 1958, at a world exhibition in Brussels, the Herend Porcelain Manufactory put an espresso machine on display as its main attraction.

The Victorian-patterned porcelain armature, which conceals the mechanism in itself, was constructed by Tibor Bruck, industrial artist and designer. Some of these particularly elegant coffee machines were sent to the most prominent coffeehouses of Hungary: the legendary Cafilisch in Pécs, the Virág Café in Szeged, the Emil Café in Pilisvörösvár, the Gerbeaud Café, also called the “Heart of Budapest”, as well as the Gellért and Béke hotels and the Gundel Restaurant. Recently, a coffee machine painted with MHG décor (Motifs Hongrois Grand) was noticed at an online auction, but the artists of Herend have recollections of one painted with Rothschild patterns. The legend of the porcelain-coated coffee machines was reborn at the Ambiente international interior decoration exhibition of 2007.

The porcelain-coated coffee machine is available for purchase.

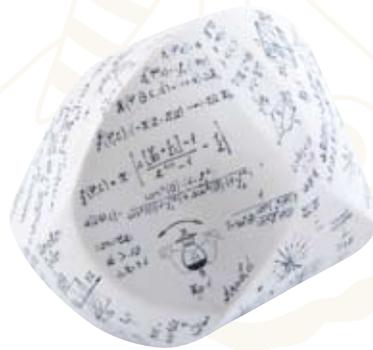
These classic espresso machines were used in elegant Viennese-style cafés all over Hungary.

Equipped with the most sophisticated Italian mechanism, the porcelain cover is decorated with Herend’s hallmark Queen Victoria design.

Price: 4,200,000 HUF



Gift ideas à



**GÖMBÖC, THE MOBILE
PORCELAIN STATUETTE**

The Gömböc, a Hungarian invention that has gained global recognition over the years, is now available in porcelain, thanks to the Herend Porcelain Manufactory. Only they were able to produce the hollow porcelain structure. The invention has become a modern work of art, a very special mobile statuette. It is an item of both meditation and ornamentation, as its tortoise shell-shaped form is decorated with mathematical formulas and diagrams. The patterns are self-reflections; the piece tells its story from birth in the language of mathematics. It is a new, tangible proof of the Manufactory’s mission to support the artistic and academic life of Hungary with its own possibilities.



HEREND TEA

The brand Herend has long meant more than just porcelain. The tastes and scents of the four kinds of tea – black, green, rooibos, and fruit – represent elegance, uniqueness, tradition and perfect choice, in the “language of tea”, of course.



la Herend

An impressive line: porcelain tea spoons



Victoria design in a new violet and grey colour version



NOVELTIES FROM HEREND



A bracelet from the zodiac series

Cup and saucer with the motifs of a Samarkand Minaret



Porcelain golf balls



A vase from the artistic line Photos: Barna Burger

150 YEARS OF THE ROTHSCHILD DESIGN

Once a city where many German kings were crowned, Frankfurt is today an important financial, trade and culture centre, and between 12 and 16 February it again hosts the international interior decoration exhibition and fair, titled Ambiente 2010.

This time will be a good occasion to show novelties of the trade, as the products on display represent innovation and the design of tomorrow. Customers consider the values of credibility, tradition and timelessness, as well as quality and creativity, to be most important when choosing a product, but emotional involvement has bearing too. All exhibitors do their best to meet these requirements. The fair inspires future trends by featuring the products of Herend Porcelain Manufactory at the stand with the sign G20, on the first floor of building four (Messe Frankfurt – Fair & Exhibition Centre, Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, 4.1 G20).

The presence of the Manufactory in Frankfurt will also be an occasion to remember the 150th anniversary of the Rothschild design. Therefore the products on display will be made in the spirit of respect for traditions and innovation. It was cash-register documents from the 19th century that helped construe the history and changes of the design. This information lists the quantity of the products made, and a great deal of information necessary to indentify the artifacts in addition to the names of the clients, so the conditions of how individual décors were created can be traced back.

The cash registers include objects with the name Rothschild from 1860, and this name also appears among the clients. The Manufactory has always continued to sell products named after their first customers with minor or more significant changes. The pattern with birds singing on a tree may have had similar illustrations as its forerunner. This design with birds in it was made in several forms, and the Herend Porcelain Art Museum also has a number of objects in store.

An outstanding artwork of the anniversary year will be a vase with embossed figures of birds on it, and also its copy in a smaller size. There will also be a special ornamental vase on which the patterns of the Rothschild design will be placed in a bee-cell structure. We can also see different sets of objects with birds of the four seasons, and to revive the series of the museum a new version of the design with true-to-life patterns and diversified colours to complement the versions so far. (RO, RO-EV, SOVT).



The jubilee pattern

Turn hard days into holidays

“I WOULD LIKE TO LIVE A RESPONSIBLE LIFE”

In early September, actor Károly Eperjes gave a highly successful performance at Apicius Café in Herend. We began our talk with the Kossuth Award winner by asking him to recall his impressions of the memorable evening.

I have always respected the Herend Porcelain Manufactory, and I myself am a collector of a certain type of relics, but I cannot exactly tell which type. This event – as they say – was much better attended than usually. After the performance they gave me a present, a delicate porcelain object prepared by them, but what caused me significantly greater pleasure was that I got to know the management and the organisers of the evening during the dinner, and in their circle I felt a spirituality that surprised me, because I usually don't experience this delicacy from any corporate leadership.

There is much talk about the economic crisis recently, but I suspect that this crisis is not only an economic one, but it is a moral crisis too, which is not confined to our country. What can an artist do in these times?

You say it very well. The economic crisis did not arise automatically, but as the consequence of an ethical and moral crisis. This is why all good artists have to draw attention to this subject. Every good item of creation helps us grow. Under today's hard conditions theatres need to select plays that can uplift people – even for just a few hours – out of their difficulties. Perhaps by staging a lighthearted but instructive comedy that can make people forget about their weekdays. The main thing is that in these times an artist – though it is always his responsibility – has to turn the hard days into holidays.

Do you think an artist should take part in everyday politics?

No. He doesn't have to in a direct manner; indeed I say, if it is possible, an artist should not take part in everyday politics. But everything you do is politics. All of our actions have a social consequence. A good stage performance, a good film, a good composition or a good book is good politics. The same phenomenon occurs with the opposite, that is, a negative sign, meaning bad politics. The question is whether the work increases the culture of life, or if it bluffs the civilisation of death. This is the question. Good politics is when it increases the culture of life; bad politics is when it bluffs the civilisation of death. An artist should not stand for the latter.

What kind of feelings do you walk out to the street with after a rehearsal or a play?



Károly Eperjes

As an everyday man, I do not wear my costume to the street. The street is my privacy, my personal existence; a part of it is the scenic existence of course, but that is a special situation. Then my responsibility is to create something while I'm concentrating, something that makes the time spent with the audience a special occasion. When I'm outside the theatre, or we finish filming, I'm just as much an audience as the others. And the same effects reach me.

Do these effects annoy you?

I would not say they annoy me, I rather say that I would be blind if I didn't recognise those pains I see and experience in everyday life. Even in my existence as well, for example, when I pay some bills...

You are probably an icon for lots of young actors; you had the chance to participate and show your talent in over 50 movies and quite a few TV productions...

If I'm an icon for someone, that's good. I try to live up to this with all my actions, both on the stage and in my private life... though I don't want to be a star and I hope I'm not one. Stars are shining. A role model does not necessarily shine, but maintains values for sure, and perhaps also creates them. I try my hardest. I have role models in my life too, for example Zoltán Latinovics. Or among those abroad, a Russian actor Szmoktunovszkij, who was a great friend of Latinovics. He was a marvellous actor, who also served as an example to many of us.

What kind of handholds do you see in this chaotic world?

I see the same hundred- and thousand-year-old values. We need to live those moral standards that have kept humanity. You can influence the heart with morals, and the mind with philosophy. The morals are founded in the Ten Commandments. The seven commandments of the second stone, the actual human commandments, are to be expected from all. Morality is built on the Ten Commandments. I could say that the minimal need of a community to exist is the second stone of the Ten Commandments. The laws, the culture, should be based on this, but unfortunately it is less continuous in our lives. This is why the world is like this. But a responsible man keeps observing them. And I would like to live a responsible life. ✂

GÁBOR SOMOGYI



Tradition under the buttes

QUALITY AND CRAFTSMANSHIP AT THE BORBÉLY FAMILY VINEYARDS

Badacsony – stories about the landscape and the wines were sung in singspiels and operettas; admirers of Hungarian songs could sing quite a lot of them. The fiery liquid of the volcanic mountains inspired modern musicians as well, whose wine songs are found in the repertoire of every Lake Balaton festival.

The Borbély family keeps up the winemaking traditions of the area, dating back to the Roman era, with their cellars and inn in Badacsonytomaj. This year's harvest was interrupted for a few days by heavy rainfall and a viciously stormy wind; nevertheless, quality crops and good wines can still be expected. We can easily consider the Borbély family a dynasty, as the profession is passed on from father to son. The father, Gyula Borbély, was once a winemaker of the Badacsony State, and was later entrusted with the leadership of the bottling division. His wife Gabriella was an employee in the laboratory. It is no wonder that their son Tamás has entered the Corvinus University, and was recently helping out with the 18-hectare family business as a graduated food engineer. His younger sister Diána has similar interests; when she completes her studies, she will become an expert in catering and tourism.

STARTING ON THEIR OWN FEET

The Borbély family has offered the wines of their own winery for 13 years.

"Respect and care for grapes and wine has always been fundamental for us," says Tamás about the beginnings. "Therefore, in 1981 my

parents replanted our vineyard. Soon, our cellar of 300-hectolitre capacity was completed, as well as an inn for wine enthusiasts and tourists. The catering duties were taken over by my mother, as it was obvious to us from the very beginning that direct contact with our customers is of great importance. The milestone of independence was the year of 1996; since then the Borbély Family Winery has existed in its present form."

This name must be of some significance.

"There is an explanation; the members of the family have supervised, completed or verified every single process ever since the beginning. And to see just how serious this work is, it is enough to consider that winemaking begins with grape cultivation. The currently 18-hectare vineyard is divided into 11 plantations – I presume not only the experts, but those even vaguely interested in winemaking would find the names Kőmagas, Csobánc, Gulács or Tóti Hill familiar; the majority of our vineyards are situated in these areas. We also have plantations at the southern side of Somló. An area of this size



The Borbély family

of course occasionally demands external human resources as well, even though it is not easy to find seasonal workers nowadays.”

Indeed, these are famous areas. To what extent does this determine the repertoire of the winery?

“Badacsony is characteristically known for its white wines; the grapes – native to this place – determine our selection. For example, the Welschriesling, the Pinot Gris, the Riesling and the Muscat Ottonel have a long tradition in this area. The wines made of selected harvest – like the ‘Kéknyelű’ – are becoming more and more popular and well-known again. At present, we are striving to rebuild their undeservedly long-forgotten reputation.”

TRADITION PAVES THE PATH OF SUCCESS

A noble effort might have contributed to the success of the Borbély Winery: supporting traditions.

“We regard wine from the viewpoint of the craftsman. This means that – even though we have to take the harvest limitations into account – uniqueness and quality have always been of more importance to us than breaking quantitative records. This is why we stick to the fermentation method using ‘ászok’ barrels; the exceptionally unique taste available this way is a treasure which can be found even in our Selection vines of the 2007–2008 vintage. Our products were granted various awards at many wine festivals. Our ice wine of vintage 2007, made of Welschriesling, won the silver medal at the VinAgora International Wine Competition; however, we usually are bringing golden medals or champion awards home from the Badacsony Regional Wine Competitions. The ‘Kéknyelű’, like other late-harvest items, could be found amongst the recent award-winning wines.”

As we can see of the results, you are particularly good with the late-harvest specialities. What are the requirements of a good ice wine?

“First of all, healthy grapes of excellent quality are the foundation to everything – such as the Welschriesling of our wine region. The weather is of extreme importance in this case, as the grapes must be frozen while still on the vines. This can only be possible at a -7 degrees Celsius (19.4° F) temperature which has to last for at least four or five days. The grapes harvested at the chill of the dawn will be made into the ice wine, after a quick pressing procedure. Not every year is suitable for making ice wine, but when the weather is favourable, this fairly late harvest is usually held near Christmas.”

Not only the bottle receives appraisal – the winemaker is praised as well.

“Indeed, it was a pleasant experience that my father received the title Master of Wines of the Balaton at Siófok two years ago, with his botrytised wine made of Welschriesling.”

Ten million years ago, our country's territory was flooded by the Pannonian Sea, and the huge sand and clay deposits were broken through by basalt volcanoes, covering and thereby protecting the layers of residue underneath from the harmful effects of erosion. The mountains of basalt have remained intact, preserving their original height. This is why we call them “buttes”. (Buttes of the Tapolca Basin: Badacsony, Szentgyörgy Mountain, Csobánc, Gulács, Haláp, Tóti Mountain, the Ság and Somló, and in close proximity to Salgótarján, Salgó and Somoskő.)

WHAT TO EAT WHEN DRINKING THESE?

The winery's recommendations to their recently offered wines:

Bácsi dűlő Welschriesling: *Can be enjoyed as an aperitif, yet it is a fine match with fish, liver or vegetable dishes. Best when served at a temperature of 10-12 degrees Celsius.*

‘Szürkebarát’ Selection: *Often recommended to accompany poultry or white-meat stew, but goes well with fish and fried meat as well, chilled to 12 degrees Celsius.*

‘Kéknyelű’ Selection: *A fiery wine of masculine character, with a vivid acidity. Tastes best with unique cheeses and veal. Its ideal temperature is 10-12 degrees Celsius.*

Tomaj: *The character of this youthful, fiery wine is determined by its two components, the ‘Kéknyelű’ and the Welschriesling. It is a great match to not only fish and cheese, but to Hungarian-style roasted dishes as well. Ideal temperature is 10-12 degrees Celsius.*

Zeus (late harvest): *The 70g/l sugar rate ensured by the shrunken beads promises for an excellent dessert wine. It is a ‘heavenly’ choice with fruits as well. Recommended to cool it down to 10 degrees Celsius.*

NEW WINE WILL BE HIGH-QUALITY AS WELL

Are the wines fermented in ‘ászok’ barrels only?

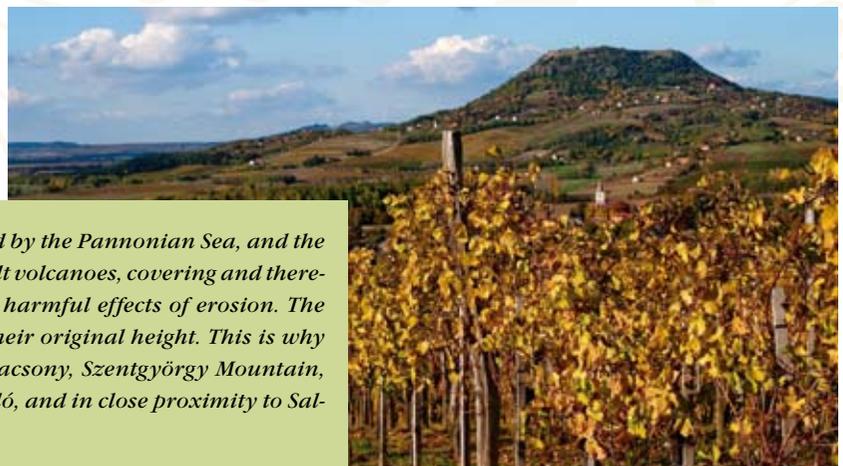
“While we do have an admiration for traditions, technological advancements cannot be excluded, nor is that something we wish to do. Our dry Muscat Ottonel, named Gabriella after my mother, and another of our domestications called Tomaj, were made with tank fermenting.”

Let us forward to the present time, as it is harvest right now.

“The weather interjected: our work was halted by rain and 100 km/h windstorms for some time, yet the harvest seems to be fine. The precipitation was somewhat less than the ideal, but the volcanic terrain kept the little rainwater that came. The grapes came in the expected quantity; however, we focus on quality over quantity. And we would like to transmit this message not only with our bottles, but with every other service of ours – wine tasters, or guests visiting us with any other purpose, will find not only our cellars but also our inn open and available, so that guests can relax here for awhile after drinking a glass or two.”

✂

FERENC PAPP



Badacsony



Apicius recipes



Chef László Pintér Photos: Barna Burger



CRISPY DUCK BREAST FILLET WITH BABY CARROTS IN ORANGE LIQUEUR AND WITH THYME CABBAGE PASTA

Ingredients for 4 servings:

800g cleaned, marinated, skin-scored duck breast fillet, 200g cleaned baby carrots, 50ml orange liqueur, 1 orange, 2 tbsp brown sugar, 250g wide strips of cooked pasta, 250g golden-fried cabbage, salt, ground black pepper, sage, thyme, garlic, butter

Season the duck breast with salt, pepper, thyme and garlic. Heat a little oil in a frying pan and when it is really hot add the duck breasts skin-side down. Fry until the skin is very crisp and brown. Then turn the breast over and cook it in the oven at 180°C for about 15 minutes – you want it pink in the middle.

Caramelize brown sugar in another frying pan; add the baby carrots, the fresh juice of an orange and some orange liqueur. Season it with salt and pepper and steam the carrots till they turn soft. To prepare the thyme cabbage pasta chop the fresh thyme finely and fry it in butter, add fried cabbage, stir with the cooked pasta. Serve the crispy rosé-roasted duck breast with this side dish.

VANILLA SOUFFLÉ WITH CINNAMON-FLAVOURED PLUM PURÉE AND WITH TOKAJ WINE-FLAVOURED ACACIA HONEY MOUSSE

Ingredients for 4 servings:

3 eggs, 100g white table sugar, 50g butter, 150ml milk, 60g flour, 1 vanilla pod, 200g dried plums, 100ml red wine, 250ml Tokaji Szamorodni sweet wine, 3 tbsp acacia honey, 15g food starch, 2 egg yolks, 150ml whipped cream, whole cinnamon, grated lemon peel of one lemon

Heat butter until sizzling, stir in the flour; then boil milk with the vanilla pod and then gradually mix all that together carefully until smooth. Divide the three eggs, and beat the yolks with 50g sugar until creamy and whisk the whites until stiff. Add the sweet yolk to the batter, add the grated lemon peel, and carefully stir in the whipped whites.

Coat baking cups with butter and flour, then pour the liquid into them. Put the cups in a pan containing water and steam them in the oven.

Now prepare the honey-Tokaji mousse. Add the honey and cinnamon to the wine and heat it. Mix the two egg yolks with some sugar and add the starch to it. Add this to the wine, heat it, then cool it and then add the whipped cream. Next, caramelize a tablespoonful of sugar and add the red wine and the dried plums. Season it with cinnamon, steam it until soft and mash it.

Serve the vanilla soufflé with the wine mousse and the plum purée.



HUNGARIAN
STATE OPERA
125TH ANNIVERSARY

OPERA 125

28TH NOVEMBER

József Sári
Sonnenfinsterins

25TH 27TH (II A.M) DECEMBER

THE PERFORMANCES OF HUNGARIAN STATE OPERA IN VÍGSZÍNHÁZ

16TH JANUARY 2010

Wolfgang Amadeus Mozart
Die Zauberflöte

20TH, 21ST MARCH 2010

Richard Strauss
Der Rosenkavalier

29TH MAY 2010

A JOINT PRODUCTION OF THE PALACE OF ARTS AND THE HUNGARIAN STATE OPERA

"WAGNER IN BUDAPEST" OPERA FESTIVAL



Richard Wagner
Tristan und Isolde

5TH 6TH JUNI 2010

Modern Ballet Evening

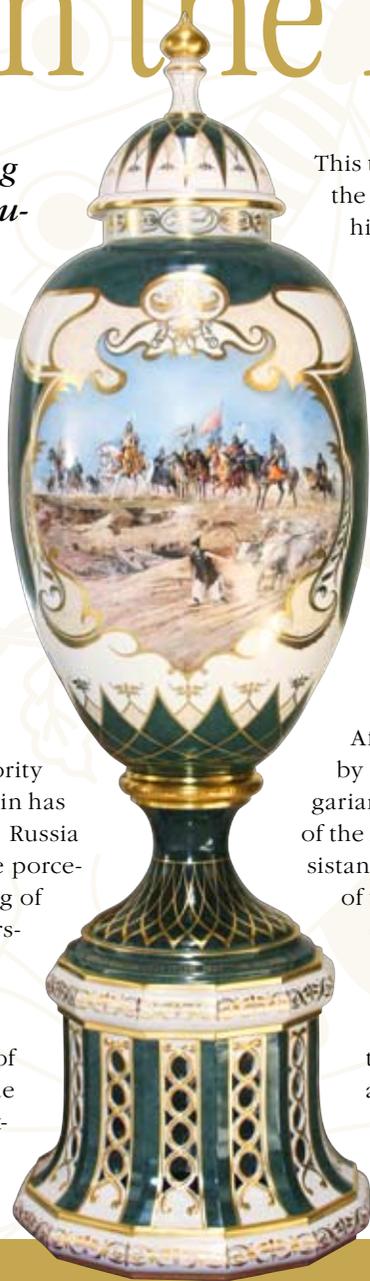
Herend in the Kremlin

Another outstanding event in the long history of the Herend Porcelain Manufactory is the exhibition that opened on 24 September, displaying fine pieces of handicraft in Moscow for a month.

The exclusive pieces of porcelain could be viewed in a very special setting, as the wing serving the presidential office was made available for the introductory display. This is an exceptional gesture and acknowledgement of this 'Hungaricum' which is part of the Hungarian heritage as well, as no Hungarian product could be presented inside this building before.

MUTUAL HISTORY

To reach this symbol and centre of Russia's authority is the peak of the honour that the Herend porcelain has achieved by years of efforts. The bond between Russia and Herend is not of recent origins, as the ornate porcelains had already been displayed at the beginning of the 20th century at the expo held in Saint Petersburg; furthermore, the Manufactory presented the porcelain samovar's ancestor – now exhibited at the Kremlin – as a gift to the tsar. And in 2007, in the Carskoje Selo, the former summer residence of the tsar, being one of the most beautiful baroque palaces of the world, another Herend Porcelain exhibition was held, and there too was the title "first Hungarian exhibitor" achieved by Herend.



This time the Kremlin provided a new opportunity for the greatest porcelain Manufactory of the world to exhibit numerous pieces of its treasure vault. The exhibition is composed of a selection of pieces from the Herend Porcelain Museum and the recent offers of the Manufactory, as well as several masterpieces such as an exact replica of the Hungarian Sacra Corona and five sizeable porcelain figures designed by Imre Schrammel. The contemporary artists were represented by the works of Pálma Babos and Miklós Melocco, as the Herend elegance and marvellous table culture was represented by the dining set painted with classical Herend patterns on the set table.

A PRESENT TO THE RUSSIAN FEDERATION

After the participants listened to greeting speeches by György Gilyán, Russian ambassador of the Hungarian Republic; Dr. Attila Simon, chief executive officer of the Manufactory; and Malyushin Ivan Dmitrievich, assistant director of the Presidential Administrative Office of the Russian Federation, the gift of the Herend Porcelain Manufactory was presented – a more than two-metre-tall ornate vase. On the vase presented to the Russian Federation is the painting of two master painters of the Manufactory: the view of the Parliament of Budapest, and the porcelain adaptation of a segment of the painting "Hungarian Conquest" by Árpád Feszty.

A monumental gift

HEREND ORNATE VASES

The first type of this vase – considered to be a professional masterpiece because of its size – was made at Herend in 1954, and the Parliament was depicted on it. It was held at the Hungarian Parliament until the beginning of the 1960s, when it was moved to Herend after the opening of the Herend Porcelain Museum.

The second variant was made due to the request of the Sultan of Brunei (a member of the ruling dynasty since the 15th century, emperor and governor of Brunei) at the end of the 1980s, who ordered two pieces of this type of vase; one with the sultan palace, and one with the main mosque depicted on it. Both of them are displayed in the sultan's throne room.

The third was placed inside the Hungarian Parliament at the end of 1999. The Herend Porcelain Manufactory gave the vase to the people of Hungary, the decoration of which was designed by Pál Gerzson, Kossuth Award-winning artist, using eight classical

Herend patterns. Amongst the motifs, quotes of Hungarian poets and writers can be read.

The fourth was a gift to the German partner organisation given by the Hungarian Parliamentary Council in 2002; on one side the Hungarian Parliament is featured, whereas the compelling view of the Bundestag can be seen on the other side.

The fifth one has been standing at the headquarters of the European Commission in Brussels since 2004, as a memento of Hungary joining the European Union. The ornamentation of the vase represents one of the ancient branches of traditional folk ornaments; embedded in the pattern are the maps of the 25 member countries of that time.

And now, another masterpiece, a different design of the same vase form – a unique, one-of-a-kind work of art represents the Herend quality in Russia.

THE KREMLIN

The Kremlin is regarded today as the cultural and authoritative centre of the country, yet originally it denoted a citadel that was built in ancient Russian cities. The Kremlin of Moscow was built over the River Moscow, atop the Borovitzky Hill; the fortress was already built by the 12th century, yet the construction of the stone buildings had not begun before the middle of the 14th century.

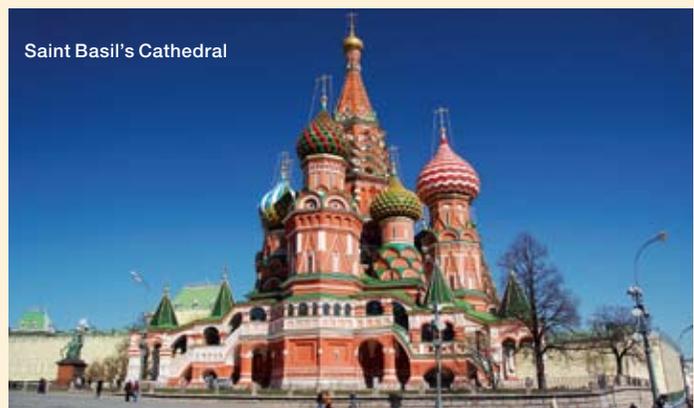
The large-scale makeover of the Kremlin is related to Ivan III (1462-1505), Grand Prince of Russia. The Romanov dynasty – the ruling dynasty from 1613 – further expanded the complex with new palaces, each befitting the style of a different era. At the dawn of the 18th century, Peter I ordered the construction of the Arsenal, and Catherine II has had the classicist-style Palace of the Senate built by 1787.

In 1812, Napoleon's army blew up numerous buildings, and the renovations took many years. The Grand Kremlin Palace was built in the mid-19th century on the exact place where the previous residence of the tsar was situated before. During the Soviet era, the golden eagles on the tip of the towers were replaced by red stars, and the Cathedral of Christ the Saviour was demolished in 1933. Old cloisters and palaces were demolished for a new, modern sight could be built in their place, namely the Congress Palace.



The Palace of Facets

About the buildings and sizes: the overall area of the Kremlin is 27.5 hectares. The wall with the shape of a scalene triangle is 2,235 metres long, has a height ranging between five and 19 metres, and a width between 3.5 and 6.5 metres. The walls and towers were erected between 1485–1495 under the supervision of the Italian maestros invited by Ivan III. Eighteen bastions were constructed to which gable



Saint Basil's Cathedral

roofs were applied later in the 17th century, when two other bastion towers were raised as well. The round-shaped turrets and gates stand out with their size and shape: the towers are called Spasskaya and Nicol'skaya, and both face Red Square. The centre of the complex, the Cathedral Square (Sobornaya Square), was named after the three cathedrals, and was built at the end of the 15th century.

The triple-arched Uspenskiy Cathedral (also known as the Assumption Cathedral) is a five-domed cathedral, and had the role of the crowning cathedral of the tsars (erected between 1475 and 1479). The Blagoveschensky Cathedral (or Annunciation Cathedral), the home church of the tsars and princes, was also built at the same time, and was redesigned to have nine domes instead of three in the 1560s. The Arkhangelsky Cathedral (of Archangel Michael) was the burial temple of the tsars and princes (raised between 1505 and 1508).

The tallest building of the square is the Ivan the Great Belltower, being 81 metres tall.

The oldest, still preserved secular estate is the Palace of Facets (1487-1491). It is interesting to note that the arches of its 495 square meter halls – with nine meters internal height – are all supported by a single column. Neighbouring it is the Terem Palace, a favoured residence of the first Romanov tsars. The one-domed temple of the metropolitans, the Rizpolozenskaya Church, was built between 1484 and 1486, whereas the Patriarch's Palace (palace and domestic church of patriarch Nikon) and the Twelve Apostles Church was erected between 1653 and 1656.



The Grand Kremlin Palace and the Ivan the Great Belltower

Herend is his life

The tassels of the carpet were combed in one direction upon the arrival of the porcelain-obsessed journalist in the empire of the Hungarian Herend porcelain collector.

In the garden, the lawn is very well tended; I immediately feel that I may only put my feet on the stepping stones. Soon afterwards, I put on a pair of slippers, lest the heels of my shoes damage the stairs. The stairs themselves are a work of art, as well as the table collection with tree nervation patterns from Venice, or the display cabinets filled with valuable and unique treasures of art, or the draperies that fit in perfectly with the milieu, the hand-embroidered silk bag for the scented potpourri, the regulated light sources, and the perfectly made coffee served with tasty Swedish chocolates. And, of course, the artistically tossed-about plush toys of the dog, Bonifác, whose whimsical nature is in stark contrast with the pedantic perfection.

The main attraction is, of course, the glamorous pieces of the Herend Manufactory and other notable manufacturers, and the beautiful paintings, which would easily match the collection of any country town's art gallery.

Our host is presumably not a very withdrawn person in his private life: this assumption is reinforced by his own exclusive and expensive car park, and of course the fact that he always knows

exactly what he wants. If it were not so, he would probably have not been able to fall in love with 700 Herend porcelain pieces and collect them all with such a passion.

However, this time he requested anonymity, which I understand, as the devil never sleeps. We apologize to our readers in advance for not being able to say where we are, who our host is, or where his private museum is located. (Soon it turns out that I hit the nail on the head, as in the future he intends to display his collections in his private museum.)

There are such rarities among these 700 pieces that even the stocks of the Herend Porcelain Art Museum number less than his collection. It has happened before that even the executives of the Herend Porcelain Manufactory asked to borrow, for instance, a cup, so that they can produce the matching saucer.

The rarities displayed here all fill us with awe, either with their elaborate baroque-style design, or with their simple blue-gold, rococo ease.

The amazingly vast knowledge and precision of our host is indeed captivating. If he were to collect bricks it would still be just as enchanting, because he would do it with the same gentle care and correctness, but since he collects these beautiful plates, these small, century-old cups, spice containers, patterned flowerpots, bonbonnières, and vases, it makes the matter all the more exciting.

There is only one thing he prefers to the company of his collection: that of his dog. Bonifác is a three-year-old specimen of a special English breed that loves people, laughs with its mouth



Mór Fischer's work from 1844

Double-sided tea set from the early last century

full, jumps around a lot, and is very healthy and happy. Little wonder, seeing how much his company is appreciated. Our host asks my colleague to make a photograph of the dog portrait with a beautiful golden frame, painted by the master artists of Herend. As a sign of his love and admiration, he surprised his spouse with this picture for their twentieth anniversary.

Bonifác is a well-behaved dog, never breaks any pieces and is very careful around the furniture... at least, this is what his loving master claims of him. Our host avidly respects the Herend Porcelain Manufactory; the portrait of Mór Fischer, fittingly, looks at us from a porcelain piece on the wall.

He has been collecting for 22 years, and has been through three major exhibitions. He remarks that at such a time, he always stands in a corner and observes from afar what catches the attention of those who attend.

He particularly enjoys collecting old, unique pieces, which he procures from all around the world, from the Internet, at auctions or other sources. His obsession is well known, so whenever an interesting piece appears, everyone knows whom to call. Although he is a passionate collector, he is fully aware of the value of everything, therefore it is impossible to "rip him off".

He does not only look at the Herend handicrafts, he uses them as well, just like all collectors do. He uses a different tablecloth on holidays than on weekdays. He loves beauty in items. Apart from porcelain, there are magnificent vases and silverware, and the scent and sight of roses is present everywhere. The roses come from his very own rose garden that he holds in great esteem. He also enjoys travelling, but is uninterested in the fancy, high-tech suites; he



Bonifác – framed Herend porcelain painting by Sándor Vida, master painter

prefers old Scottish and Irish castles. Cooking is yet another great passion of his. He loves recipes, especially those for cakes.

A true collector does not fall in love with a particular piece because it costs an atrocious amount, or conversely, costs very little. When I happen upon a small, broken porcelain chunk, he says: "Yes, even that I have held onto." The edge of the ancient plate had been broken and mended, but the sun's heat melted the glue. However, even this tiny fragment is an evidence of the perfect work the artist had put into it, just like the other décors of various styles in the collection. Among these are: Poissons, Siang jaune, Siang noir, Ming, Pivoine impériale, Miramare, Júlia, Eglantine, Cornucopia, Miniatures persanes, Balatonfüred, Victorian and Roth-

schild. The favourites are the Ming, Balatonfüred, Júlia, Miramare and the very special patterns which were custom-made for prominent aristocratic families.

We could mince words for hours on end, since every Herend porcelain piece has two stories, such as the limned cup, and the porcelain picture page that was based upon it. The more recent and personal story is how the collector came by and restored the particular piece; the older story is about which artist of the Manufactory painted the charming little cup, whose small, perhaps a bit naive portrayal of the human body is so captivating, and whose honey-gold paint has still not lost its glimmer.

In order to have people of the future give such issues a thought, we need individuals with such uncompromising obsession: people who wish to preserve the pieces of Hungarian handicrafts and cultural heritage for their families and for the generations to come. ✨

LENKE ELEK

A Miramare plate – by Mór Fischer from 1860
Custom-made cup with coat of arms from the turn of last century



An interlaced Renaissance plate with a boy holding a lute
Coffee set by Mór Fischer (1846-1849)

Eating pork revisited

THE FEAST OF MEAT

Slaughtering a hog is a family feast, it commemorates the fact that we are in possession of food, it is a rite having been preserved unchanged including all its elements and the accompanying delights up to our days. St. Andrew's Day is the first day in the year devoted to slaughtering hogs, and it goes on until the end of winter in villages. Despite having to get up early and do a lot of work, hearing the word pig-feast everybody feels joyful.

Traditionally, the owner prepares the necessary tools and equipment days before the event. On the dawn of the day both younger and older members of the family are awake preparing boiled wine, the tea fuming, as they get other alcoholic drinks from the pantry to help survive the cold winter morning. They make a fire under the bowls to boil water for the jobs to follow. Then the slaughterman arrives, who either learnt this trade or just picked it up from butchers. These days the hog is stunned with an electric current, but in many places the old and traditional solution is used: the male relatives and friends hold

the hog and the slaughterman stabs it to death. Its blood is collected in a bowl to make garlic blood for breakfast and later liverwurst.

Thereafter they scorch off the hair of the hog. Traditionally, the hog is covered in hay and they light the hay, scratching off the burnt hair and skin with knives and shovels, but these days the work is mostly done using a gas singeing machine.

ENDLESS VARIATIONS

After scorching off the hair the hog is washed, and this is when those who were busy with killing the hog can take a rest. The time of breakfast has come. Then it is the slaughterman's job to cut up the hog into pieces with the others helping to sort out different types of meat. There exist different variations of cutting up the meat: in some areas of Hungary the hog is hung on a special frame, whereas in other places the hog is chopped up lying on a table. It also depends on the geographic area and its customs what meat products they make from the hog, how much ham and bacon they leave to be smoked, whether they make liverwurst, sausages and brawn, or they just store the meat itself.

Sausages are made from fatter types of meat, from certain types of thighs. The meat is flavoured after being ground, and after all those present having tried it it is filled into intestines, usually into the hog's cleaned small intestine.

In the meanwhile the liverwurst is being made. The meat on the head and internal organs is boiled in bowls and ground. In the liquid remaining afterwards, the meat of a special bacon is prepared. The rice is also boiled in this liquid and added to the boiled meat ground, liver or lungs, it is flavoured and also filled into the bowels. In the interest of longer preservation the liverwurst itself is boiled in the liquid remaining from the boiled meat for a few minutes.

Meanwhile there are plenty of other things to do. Some of the boiled meat is chopped up and flavoured and filled into the clean stomach of the hog and is also boiled. That is how brawn is made.

Some of the bacon of the hog is chopped up and the lard is rendered, and the bacon remaining is what we call cracklings.

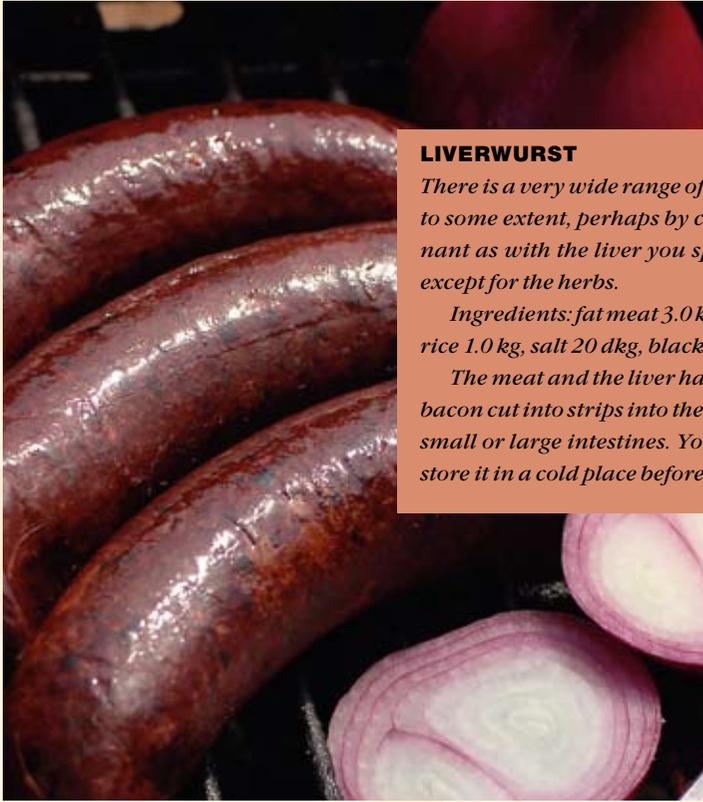
RECIPE FOR SAUSAGE

Take some bacon from the back of the pork. Cut into the meat closely and put black pepper on it. Put it into cold water. You can fry it or boil it with onions or you can add all sorts of green herbs... That is what we find in the cookbook written by Anna Bornemissza, published in 1680. That is how she recommends making sausages.

But let us have a look at a modern recipe for sausage described at slightly greater length.

Ingredients for 10 kg of meat: 2 pork thighs and shoulders, 1 portion of raw bacon for lard ground into very small particles, 30 dkg of ground red pepper (20 dkg normal, 10 dkg hot or up to your preference), 23 dkg of salt, 3 dkg of garlic squeezed (there could be more of it), 4 dkg of ground black pepper, 2 dkg of ground caraway, a quarter of a grated nutmeg, a teaspoonful of castor sugar (it helps preserve the red colour), a teaspoonful of allspice

You mix the ingredients carefully before adding them to the meat and knead it well. You leave it for one day before kneading it again. You can make little grill sausages to be boiled or fried using small intestines. If you fill it into large intestines you make sausages or salami. If you do not freeze or fry it you have to smoke it. The best is to use acacia sawdust. You should throw a little sugar on the fire on the second day of smoking so that the smoke will fit to the sausage.



LIVERWURST

There is a very wide range of ways to prepare liverwurst. We enclose here one recipe that you can alter to some extent, perhaps by choosing different herbs. With this recipe the taste of liver is not predominant as with the liver you spread on bread, however, the ingredients need to be boiled in advance, except for the herbs.

Ingredients: fat meat 3.0 kg, non-fat bacon 3.0 kg, liver 1.0 kg, headmeat 1.5 kg, parboiling fat 0.5 kg, rice 1.0 kg, salt 20 dkg, black pepper 3 dkg, marjoram 1 dkg, onions 15 dkg, red pepper 5 dkg

The meat and the liver have to be ground, which is easier if you put the liver cut into strips with the bacon cut into strips into the grinder, and you fill them with the other ingredients mixed carefully into small or large intestines. You boil it in the parboiling liquid again for 10 to 15 minutes. You have to store it in a cold place before it is fried because it deteriorates quickly.

All around people try the fresh meat and the dishes prepared; we could say they are eating something all day, although the work cannot stop. Despite being tired the family is joyfully remembering and discussing the day's events and singing happy songs.

A LA BÍRÓ

What we have above is the description of how village people conduct the great feast of meat in winter. I also visited the capital, the home of Lajos Bíró, to interview him about how pork dishes are prepared nowadays. There is no one more competent in this question than him throughout Hungary, as he is the most passionate and learned when it comes to telling about pork dishes. In fact I was not so much curious about the manifold processing as the gastronomic relations of this rite passing over ancient feelings to us. It is common knowledge that Lajos Bíró, creative chef by profession, is at the same time a courageous innovator of the traditions of Hungarian cuisine. He often puts old traditions in new shapes, not leaving the "holy pork dishes" untouched.

Am I right in thinking that pork dishes are really suitable for providing an outlet for one's culinary creativity?

Our restaurant serves pork dishes from November to March without stopping. Most of them undergo slight individual modifications.

"Ciganyka" (meaning little Gypsy) is the name of a traditional pork-feast dish from Békéscsaba. It owes its name to the fact that in the 19th century landlords gave the pork liver to Gypsy beggars rather than eating it. Later they realized that it was possible to ground the liver and add the same amount of sausage meat, one egg, a little parboiled bacon, chopped onions, perhaps a little boiled rice, and mix them and fill this stuffing under the liver film, and the outcome was bags as big as stuffed cabbages but flatter than them. They were fried in oil and served with mashed potatoes with onions.

What we add personal flavours to first are liverwurst and fried sausages, and we fill them ourselves. Then we start preparing cabbages stuffed with sausage meat using ovens, pig-feast sauerkraut with pork feet, pork head and pork jowl without smoked meat.

How is the well-known "ciganyka" or the German-based "szajmoka" prepared in your restaurant?

We also prepare ciganyka using leftover food, mixing the stuffing of liverwurst and sausages left in the grinder, shaping it into scones and roasting it. Naturally we use individual flavouring.

Szajmoka is a type of raw salami prepared by smoking and drying pork meat and boiled pork skin filled into the large intestine of a hog. It is flavoured with salt, black pepper, hot and semi-hot red pepper and garlics. We also parboil it, and also fill ground sausages into it, and naturally I flavour it to my own liking.

Do you serve fried blood with onions, or other delicacies?

We do not have fried blood fresh as it is not compatible with Hungarian health standards. However, we have parboiled and squeezed blood that is like a sort of cut meat. Naturally we make sirloin filled with sausage filling every year. What you have to do to prepare it is get the filling with your own flavouring into the meat and roast it wrapped into a hog's bowel network flavoured with rough-ground pepper. The result is a type of meat lending itself to slicing with the sausage filling in the middle. (In the meantime a titbit is arriving at our table looking exactly like what has been described above. It seems appetizing and there is a piece of hot green paprika next to it. In the kitchen they prepare everything carefully.)

I can see just now that there is a composition of dishes well-known from pig-feasts. It is pork feet in breadcrumbs filled with vegetables and blood with English mustard and green tomato jam. I would try it; after all, the proof of the pork feet is in the eating.

It is a good choice, you won't be disappointed. The bigger parts of bones have been removed, but you find the tasty gristle in it and the filling with blood lends the atmosphere of a pig-feast at dawn to the whole course.

(As in a folk tale where you get everything you want on a magic tablecloth, there suddenly appears a pork foot steaming in golden paper with green tomato jam next to them highlighting the whole of the meal directing the mundane experience of pig-feasts to a more elevated dimension, where flavours of other continents receive prominence not without results. The small foot does its job well, the crumbling parts of gristle are disappearing in my mouth one after the other.)

✂

TED APRAJEV

Bravery? A sport? Slaughter? An art?

BULLFIGHTING

The majority of people feel uncomfortable hearing about bullfights, not to mention those concerned with animal rights. However, bullfights in Spain are real tourist attractions, and even the smallest settlements specializing in tourism have arenas of their own.

Do we consider the fights as senseless bloody attractions, unfair combats, or animal torture? Regardless, we would be happy to see one of these events if we found ourselves, by fortune, in a country with a long tradition of bullfights.

BULLS REPRESENT A CHALLENGE SINCE PREHISTORIC TIMES

According to historians the cult of bulls was already present in classical Greece, suffice it to mention the legend of minotaurs having a human body but the head of a bull. The protagonists of the bull-

fights of our age, usually having a less fortunate fate, are of course not monsters like that eating people. It is a fact, however, that for example Spanish bulls are beasts endowed with great physical power, a quality Spaniards have been trying to protect in the course of breeding for centuries. Therefore it is no wonder that bulls aged 4-6, weighing some 400 kilos, are by no means rivals to underrate for matadors in the predestined fights. Those having seen such a combat from a place close to the arena must have noticed that these animals are really different from bulls in general. The reason for that is that these animals are bred exclusively for these bloody fights. To put it differently, these bulls are more sporty, more determined and more perseverent than those serving purposes of nutrition.

Leaving the legendary minotaurs connected to the island of Crete for mythologists, we can conclude that researchers agree that the first real bullfights took place in classical Rome, in particular during the reign of Emperor Claudius, who replaced the merciless

TRAJE DE LUCES

The main character of bullfights, the matador, fights in a genuine Spanish costume, the traje de luces (meaning: the dress of light), sewn by tailors specializing in that, and the different sorts of equipment are also manufactured by special companies. The final version of the costume worn today originates from the late 18th century, later complemented by extra elements, e.g. the cap, the braid and the embroidery. The costume itself is a prominent element of the bullfight. The montera or cap is worn by the matador and his assistant. It is always black and has two protruding parts, but it cannot replace the hairnet under it holding the matador's hair together to prevent it from disturbing him in the course of the fight. The corbatin, that is necktie, can be a bow tie or classical tie (the latter being more common). The chaquetilla is a short and adorned jacket, but is a hard pillow at the same time sewn in a way that the arms can move freely and unrestrained. What you find under it is a shirt, a waistcoat, the necktie or the scarf, and a belt. The taleguilla is an exquisitely adorned "tights-bag" fitting to the body and fixed with straps with a shield in it. They use two pairs of the medias, that is socks, at the same time. First they put on a pair made of white cotton and then a pair made of silk, which is usually pink. The camisa, that is white shirt, is indispensable. The zapatillas, that is shoes, are flat and black with ornaments on them. The capote de paseo is a short and embroidered silk cloak that is only ornamental and they are only worn while the matadors are walking around in the arena. After that they hang it or hand it over to a family member for the time of the bullfight. The coleta, that is tail of hair (with a black bunch of ribbons or a big black silver-mounted button, the mona at the end), has probably been passed over to our age from that of wigs. The capote de paseo is the red cape the matador waves in front of the bull. The items of clothing have diversified colours, the most common ones being scarlet, violet, light blue, light pink, white and brown.



gladiator fights with corridas, that is fights against bulls. There is no straightforward historical evidence whether or not it really happened like that. There is perhaps just one thing for sure, namely, that although there are records of bullfights from the 16th century, the present-day rules of corridas were laid down in the 18th and 19th centuries. Furthermore, the first institution training toreadors, the Royal School of Bullfights, was founded in 1830.

Besides Spain we should mention Portugal, Mexico, Venezuela, Colombia and Peru as countries where the fights of bulls and matadors is considered more popular than anything else. The sizes of arenas also show the importance of the events, as the largest ones we should mention – Plaza (de Toros) Mexico in Mexico City, the Plaza de Toros Monumental de Valencia in Venezuela, and the Plaza de Toros Monumental de Las Ventas in Madrid, holding 24,000 spectators.

IS THE MAN CALLED MATADOR OR TOREADOR?

In addition to the bulls and the arenas we naturally need a man, a real man, who is called matador. To add to the atmosphere of the fights there are also assistants around in the arenas. The two picadors arriving on horseback stab the neck of the bull with spears, while the three banderilleros help to restrain the bull by revolving the cape, and they also thrust the 24-inch-long iron-pointed harpoons into the animals. So in common usage – perhaps following the famous opera titled Carmen by Bizet – the name toreador is not correctly used as it is the collective name of the men having three different tasks in the arena. To simplify the issue, we could say that all of them are toreadors but not all of them are matadors.

The fight itself or the “programme” around it is not less complicated. First all participants march into the arena to the melody of paso doble; naturally it is the three matadors that walk in the front followed by the three banderilleros and the two picadors. Finally the cleaners of the arena arrive and the mulilleros responsible for taking away the dead body of the animal. The bloody fight with its unquestioned winner begins when the president of the show surrounded by a vet and a counsellor waves his white handkerchief to signal the commence. The matador has to control the movement of the raging bull, running into the arena with his gold capote. Thereafter the picador arriving on horseback stabs the bull in the neck. Then the three banderilleros each stab two barbed sticks covered in colour cardboard into the animal to stimulate it. This is when the

DID YOU KNOW?

- *The animals “participating” in the bullfight, the so-called wild bulls, used to exist in numerous countries of the world, but as a result of a lack of consistent breeding they were soon driven to extinction, and these days it is only the Spanish traditions that keep the species alive which is exclusively bred for bullfights. As a matter of fact, bulls fighting owe their innate qualities of bravery, nobility and pride to careful breeding.*
- *At the end of the fight the president of the bullfight indicates by waving his handkerchief whether the matador can get only one or both ears of the bull depending on how he qualified his “art”, his relationship with the bull.*
- *The bull can have the upper pew, however, it is rather a moral victory. The merits of a perseverent and enduring bull making the matador perform spectacular moves are echoed in the press and the people will talk about the bull for a long time. For matadors it will be an honour to fight with the offspring of a bull like that.*
- *There are four killing swords (estoque) used, reaching about 90 centimetres each, and a dagger (puntilla or cachete) for the thrust of mercy. The latter is handed over to the matador by his confidential assistant (mozo de estoques) during the fight.*
- *The most renowned matadors earn 120,000 EUR per fight.*

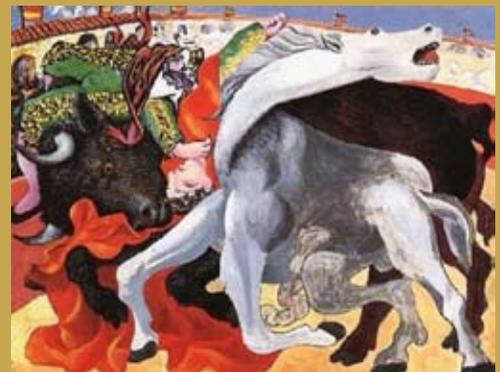
time of the matador has arrived, who enrages the animal with a red cape, the muleta fixed onto a wooden rod and a sword-like tool. The spectacular moves to avoid the attack of the bull require the matador to be fairly skilled, killing the animal with a real sword as long as he survives the attraction intact. Matadors who are really successful and skilled can get the ears or the tail as a reward. Even the bull making the matador perform a spectacular fight has a chance to survive if the president grants mercy on it, acknowledging its merits.

Bullfights are extremely popular in Spain and in countries of South America as well, for people living in these countries do not regard the fights as unilateral bloody combats, but rather as breathtaking attractions. Matadors that go to great lengths fighting, and stand their own in situations average people or onlookers only come across in nightmares, are distinguished heroes.

GÁBOR SOMOGYI

CORRIDA IN ARTS

The bull, an ancient animal, the symbol of brutality, is obviously depicted in its most characteristic forms in the pictures of a Spanish genius painter, Pablo Picasso. In his influential and successful picture, Guernica, presented at the World Expo held in Paris in 1937, a bull figure is used to refer to the ideology of warfare and the merciless brutality related thereto deeply condemned by the artist. In other paintings of his, however, we can see a fairly delineated depiction of bullfights so popular in Picasso’s home country, for example in The Picador. Naturally, Francisco de Goya was also inspired by the bloody combats between man and bull of his home country. They did not leave Ernest Hemingway untouched either, who takes his characters, a weird lot formed in Paris, to the bull run held in Pamplona in his excellent novel, Fiesta. Allegedly there were other prominent people also loving bullfights and their atmosphere, for instance Orson Welles, the world-famous American actor and director; James Joyce, the writer; and Ava Gardner, the actress, who was in love with a matador.



Pablo Picasso: The Bullfight

The worldwide career of “little water”

WHAT WE KNOW
ABOUT VODKA, AND
WHAT WE DO NOT



Probably everyone knows about vodka that its name comes from the Russian word “voda”, meaning little water, plus a diminutive suffix, and that it’s a clear, smooth, tasteless spirit made out of rye, barley or wheat. It is the most popular alcoholic drink in northern Europe; they make it most commonly in Russia, Poland, Sweden and Finland. Its alcohol content is usually between 40–75%. In the case of Russian vodka it is 40%.

The origin of vodka is not properly known, the Russians and the Polish are the traditional makers and drinkers of it, but it is impossible to figure out which of the two nations started to make it first.

It is a fact that in both of the countries they made it in the 12th century, but according to legends the Russians learned it from the Tatars in the 9th century, and others mention the Persians. They used different methods to refine it and purify it. They used processes of freezing, filtering through birch coal, or through felt with the help of sand, but they used milk and egg white too.

THE RECIPE OF MENDELEYEV

It is a sure fact that in the 15th century the Russians started its mass production. Later history divides into two parts, because while the Polish made it out of potatoes, the Russians stayed with the different grains. The Russian vodka has a turning point of its history in the 19th century, because the recipe of the 40% vodka can be traced back to 1824, which was experimented with by Mendeleev – who created the periodic table – and was approved of by Alexander

III in 1894. According to this the traditional vodka is made out of winter wheat from the steppes, and icy water from the Lake Neva and the River Ladoga, with several stages of distillation and filtering. The most ideal mixture of alcohol and water comes to 40%.

Today’s vodka-drinking habits follow the tradition. Clear vodka is the best when it is ice-cold. Russians mostly like clean, clear vodka rather than cocktails. In Poland and in the Scandinavian countries they flavour it with forest fruits, lemons, pepper, paprika and other herbs. Officially they do not even count as vodka, because they have lower alcohol content; they are rather classified as aromatic liquors. In addition, none of the historical vodka-making countries thought about copyrighting the name, so by now lots of drinks are called vodka. Vodka is a classic spirit accompanying tasty Russian caviar, but if that is not available (because now caviar is expensive even in Russia) it is good with smoked herrings or salmon.

This drink is a basic victual for the Russians. There were times when three men who had never known each other got together, bought one bottle of it and they drank it and then they went on their ways as if nothing had happened.

RESTRICTION AND SUBTRACTION

Later they tried to limit its consumption. Although Swedish like vodka they get drunk from a lot less than the Russians. Vodka is a basic drink here too, because at the turn of the century employees were given part of their wages in vodka or other alcoholic drinks. This later came with some serious health issues as a consequence.

Vodka differs from all other drinks in the basics. The main (or only) point of the manufacturing is to take all the taste away. Some people think that it does not mean much if it is made out of potatoes or some sort of grain, but what is more important is the filtering process and the quality of the water added.

In its worldwide career it was really important that this is the only alcoholic drink that does not give you a hangover, and it can't be smelled on your breath. Its popularity inspired the big manufacturers to make their own brand and to – adjusting to the needs of the market – start making flavoured vodka too.

Scandinavian and Russian vodka represent quality. The naming refers to the Russian origin, though often they are not from Russia.

THE VODKA THAT WAS WHISKY

Every big brand has its own history. The Smirnov family had their first success at the times of the Napoleonic wars. Ivan Smirnov's fruit-flavoured vodka was a huge success, and his little company grew to be a great distillery, so much that the company became the only official vodka distributor of the tsarist garden.

During the years of the alcohol ban an American businessman bought the manufacturing rights and started the business. Today it is part of Smirnoff's legend that a waiter called Morgan made the Moscow Mule out of ginger beer, lemon and vodka. Then he took a photo of it with a bottle of Smirnoff in the background. That made it successful for a short while again.

But politics had its say again: they banned vodka from the American market. A new opportunity emerged in a strange way through a freight dispatched by mistake. They delivered an item of vodka with a tag and a cork of Smirnoff Whisky – that point was when several decades' unlucky era came to an end. It became clear what the market needed. They tried to reach for customers with a new motto: "Smirnoff White Whisky with neither taste nor smell."

It is true that it does not have either taste or fragrance, but there are notable details in its recipe. The superfine tsarist version has been mentioned above, but the initial substances are always thoroughly selected grain and alcohol steamed repeatedly. Water is given to the clear alcohol (96%), then it's filtered through charcoal, then to reach the desired alcohol percentage they add distilled water.

The history of the flavoured Eristoff vodka is also noteworthy. In 320 BC a Georgian family got the name Eristovi from the king of the country, meaning the leader of the nation. The descendants in 1800 turned against the Russians who were occupying Georgia, apart from Alexander Eristoff, who became the tsar's servant. In 1858 he became a prince for his loyalty. In 1917 he immigrated to Milan. The family had been making vodka since 1806. They had two known products; Eristoff Brut flavoured with essences and vodka flavoured with lemon, both of which are 37.5%.

Showing and introducing all the brands are difficult but it is seen with certainty that real, not forged vodka is the most clear, best and most understandable drink in the world of concentrated spirits. ✂

RÓZSA ERDÉLYI

COCKTAIL CAVALCADE

The most known and liked evergreen cocktail that has vodka in it is the Bloody Mary, which you can find almost everywhere. The classic ingredients are: 3Cl Vodka, 6Cl tomato juice, 1Cl lemon juice, half a teaspoon of Worcestershire sauce, and three drops of Tabasco sauce, a piece of lemon, and salt and pepper. It is well liked with celery too, matching the tomato juice.

Most popular with ladies today is Sex on the Beach. It tastes sweet but hits hard, with 5Cl vodka, 5Cl orange juice, 5Cl black-currant juice, shaken with ice and topped with an orange clove.

A basic drink is the Screwdriver, called vodka orange here. At some places it does not really count as a cocktail because it is made out of vodka and orange juice.

One of the biggest film legends, James Bond, prefers a Vodka Martini (shaken, not stirred). The other classic is the Black Russian. Most of the mixers put 3Cl of coffee liqueur (kahlua and tia) and 7Cl of vodka together, and of course you cannot miss the ice.

The Moscow Mule cocktail is an American invention that combines ginger beer, vodka and lime. The Hawaiian contains grenadine and orange juice in addition to vodka. The Green Vodka is green from the mint liqueur. Cranberry Kick tastes as if we were drinking bilberry.

The ingredients of the Cosmopolitan are not commonly known by the shakers in Hungary, but at better places they are aware that it is triple sec or Cointreau that makes it sweeter.

Another sweet-toothed drink is the Chocolate Martini, but apart from the name, there is no martini in it.

The types of vodka and cocktail are endless and their names are often funny: Swan Lake, Salty Day, Colorado Bulldog, and the Green Parrot. Another favourite for ladies is the Holy Bucket, when the vodka is softened and strengthened by champagne and an energy drink.



Bloody Mary

Crowned connections

KINGS HAVE NOT ONLY BEEN PRESERVED IN CARD GAMES

In Europe a system of monarchy based upon land and Christian ethics was formed, and the hereditary power of the monarch's family was enacted in laws. Currently there are ten dynasties in power; however, kings no longer rule in the way they used to, as democracy intends a more or less representative role for them.

The Habsburg family has one of the most extensive circles of relatives in power and it used to be one of the most considerable royal families of Europe, whose Austrian branch produced a number of German kings, Roman emperors in Germany, as well as Czech and Hungarian kings, while the Spanish branch was the ruler of the Madrid and Portuguese thrones.

The dynasties started living independent lives above states from their inception and they matured into be a social-cultural unit. They married each other, and wars often broke out in the interest of a relative on the throne of another country with a view to helping him. Marriages served the family's landholding interests and its income, and also the foreign interests of the state itself. The rise of Austria was based on marital actions of the Habsburgs. Allegedly, the saying comes from King Matthias – in relation to Frederick III – “Let others make war: thou happy Austria, marry,” indicating that the emperor thanked his power to his family relationships. However, we are not really aware of the fact that the marriage policy of the Árpád house was also planned in terms of a dynastic basis. (Few know that the last king of the Árpád house, Andrew III, was the first Hungarian monarch to marry a Habsburg wife, Agnes.) We would like to show some interesting points of the intricate relations of the royal houses of the Habsburg family with a few Hungarian implications.

The dynasty was made up of those members of the family that had the title of monarch from 1437 to 1740, the time of the extinction

of the Habsburg family on the male line, but in Hungary it reached the year 1780, when Maria Theresa died. For in Hungary the members of the Parliament in Pozsony offered their lives and their blood (vitam et sanquinem) and thereby they accepted the Pragmatica Sanctio, which provided for female-line inheritance as well.

Following what we described above, the Habsburg-Lorraine house carried on the royal line – Franz Lorraine was Maria Theresa's husband. The oldest son of the couple was Joseph II, our first king from the dynasty. Franz Joseph I and his wife Sisi sat on the throne from 1849 for almost 60 years. The last was Charles IV to reign (1916-1918), because his monarchy put an end to the Habsburg and Hungarian royal lines.

Dynasties in Europe had already lost their thrones in many countries by this time. After the French Revolution the famous saying of the Sun King Louis XIV (“I am the state”) was out of date. Absolute monarchy had turned into constitutional monarchy. In the 20th century the dynasties were breaking up one after the other. After World War I, the Russian, Austro-Hungarian and German empires were doomed to disappear. The last Saxon monarch, Frederick Augustus III, took notice of his dethronement with these bitter words in November 1918: “You all should prosper on your own from now on.” World War II ended the reign of the Serbian, Romanian and Bulgarian houses. Italy brought the monarchy to an end with a referendum in 1946. The king of Egypt made the following prophecy: “There

THE BIG MACHINATOR

The complicated family relationships are hardly traceable, but let us grasp a few moments from the life of Zsófia Frederika (1805-1872), who was a Bavarian princess, and the Austrian head princess. She was the mother of Franz Ferdinand I, and mother-in-law of Queen Elisabeth (Sisi). Her father was Miksa I, Bavarian king; her mother was the second wife of Miksa. They had eight children from their marriage. Her father had five children from his first marriage. In 1824 Zsófia married Charles Ferdinand, Archduke of Austria, the son of Ferdinand II. From that marriage five children were born, including Franz Joseph (1830-1916), later Austrian emperor and Hungarian king; Miksa Ferdinand (1832-1867), later the emperor of Mexico; and Lajos Charles (1933-1896), later the father of Franz Ferdinand. Zsófia's husband, Károly Franz, was not interested in the affairs of his country. The ambitious, talented and ruthless Zsófia arranged that the state's lead-

ers accepted in 1848 to skip her husband (and all the other legitimate heirs) to grant the 18-year-old Franz Joseph, Zsófia's son, the throne. With this the determination of the energetic and sharp Zsófia saved the Habsburg dynasty from disruption in the critical years of the revolutions. The camarilla that was taking action instead of and on behalf of the emperor crushed the revolution relentlessly. In the first year of his reign Franz Joseph I was under his mother's vigorous influence; her next task was to organize the emperor's marriage. The desired bride was her sister's daughter, Ilona Wittelsbach, Bavarian princess. The two young people met in 1853 in Bad Ischl, where Ilona was accompanied by her sister Elisabeth. The emperor's choice was Elisabeth – this decision did not upset the parents, since everything stayed in the family. That is how Elisabeth Wittelsbach, Bavarian princess, became the wife of Franz Joseph... so, he married his cousin.

A FAMILY TREE OF THE HABSBURG-LORRAINE HOUSE



Joseph II Franz I



Ferdinand V



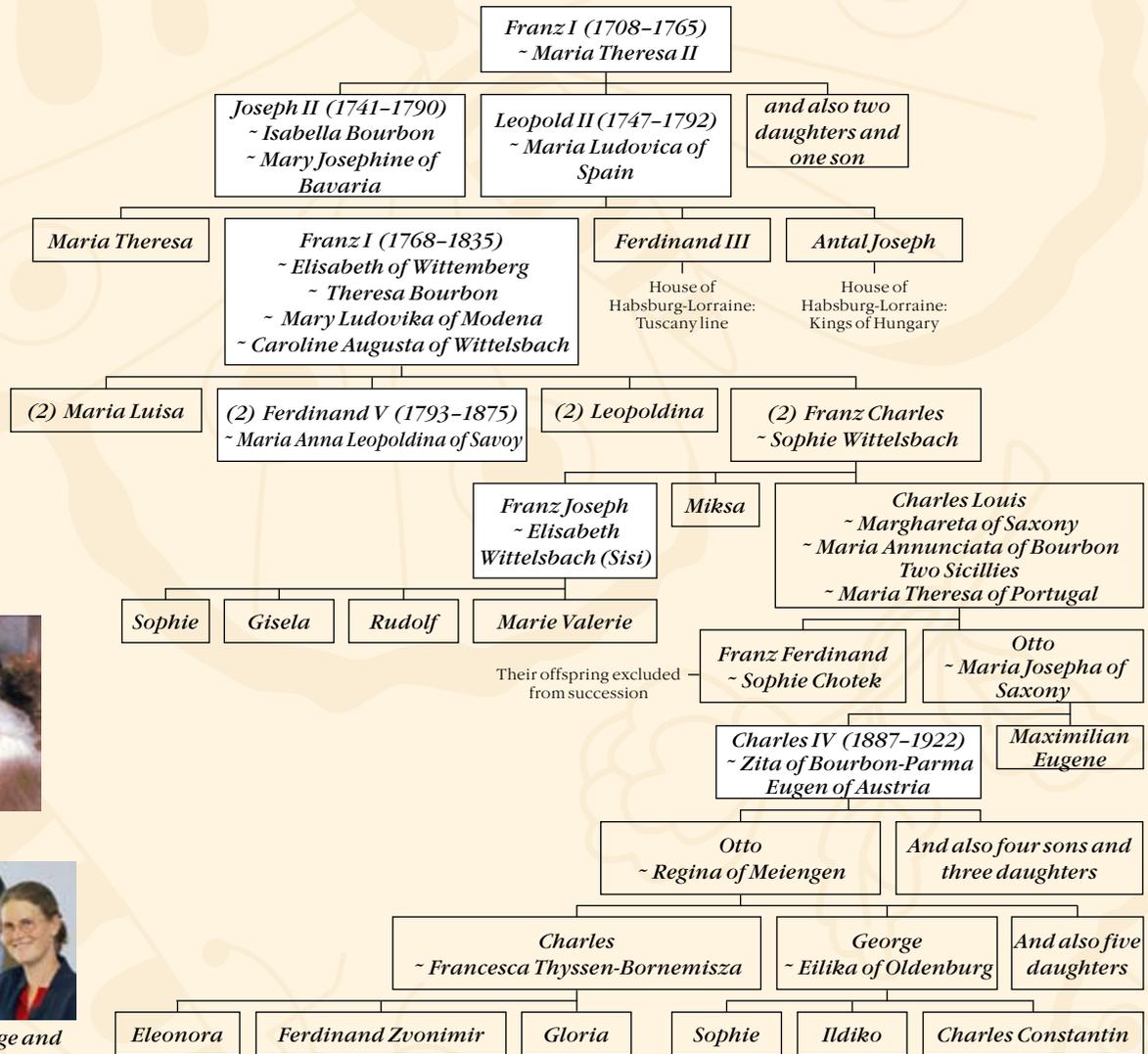
Sophie and Franz Joseph



Franz Joseph Sisi



Charles IV George and Eilika



will be only five kings around in the next century: the diamond, the heart, the clubs, the spade, and the Windsor King.” His calculations reflect that he underestimated this number.

It is a fundamental change in the 19th and 20th centuries that the degree of relationship does not override the interests of the intertwined interests of states or their counterinterests – this is how armies of George V, English king; Michael II, Russian tsar; and William II, German emperor fought each other in World War I, though they were cousins (they shared a grandmother – Queen Victoria, the Queen of England). The former monarchs did not show up anywhere in the democracies with the claim to change the constitutional government. The reappearance and popularity of their descendants reflect a disappointment in the European multi-party system.

The change in the Hungarian image of the Habsburgs is an example of that. On the one hand the Germans (and the Austrians) were partners for helping our integration; on the other hand they were conquerors who limited our independence. Until the 1848 Revolution, there was no distinction made between Austrians and Germans in Hungarian common knowledge, but this only added

to the negative image of Austrians (though four of the 13 martyrs executed in Arad were Austrian-Germans, and the monarchy gave several benefits for Hungarians). The view of the Habsburg family has significantly changed recently. The Austrian empress Elisabeth, Queen of Hungary (1837-1898), Franz Joseph’s wife, is one of the most popular historical people these days. The legendary Sisi struggled persistently for the interests of Hungarians. Streets and squares bear her name in Budapest, and a bridge over the Danube is named after her. Romy Schneider has made her character into a film, and most recently the musical Elisabeth was a big success, not only in Austria, but also at the Outdoor Festival in Szeged.

SÁNDOR ÁRVAY

PRESENT ROYAL MONARCHS

Currently on thrones are England’s Elisabeth II (since 1952), Spain’s Juan Carlos I (since 1975), Belgium’s Albert II (since 1993), Holland’s Beatrix (since 1980), Sweden’s Charles Gustav (since 1973), Norway’s Harald V (since 1991), and Denmark’s Margit II (since 1972).



PORCELANIUM VISITOR CENTRE

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www.herend.com/hu/latogatas/

The impressive Porcelanium Visitor Centre may be reached in about 90 and 25 minutes by car from Budapest and from Lake Balaton respectively. This is the place where you will understand why the Herend Porcelain Manufactory has earned its worldwide reputation. After watching a short film about the finer details of porcelain making, you may even try your luck at this profession yourself in the Minimanufactory. The Visitor Centre accommodates the highly elegant Apicius Restaurant and Café. Uniquely patterned Herend porcelain can be found on every table here. The Victoria Brand Shop, which is highly renowned for its wide range of assortments, is also located in this building.

Opening hours:

27th October 2009 – 19th December 2009

Tuesday-Saturday: 9.00–17.00

From 20th December until 1st February, our stores – except for the Victoria Brand Shop and the Paletta Restaurant – will be closed.

Opening of the Minimanufactory, the Museum of Porcelain Arts and the Apicius Café in 2010: 2nd February, Tuesday.

Last day of being open to public: 18th December, Saturday.

From the 25th October, 2009 until 31st March, 2010 the Apicius Restaurant will be closed. Pre-reservations for groups consisting of a minimum of 10 people will be taken during this period, however.

The opening of Apicius Restaurant in 2010 will be held on the 1st of April, Thursday. Last day of being open to public: 23rd October, Saturday.

Those who are curious about the evolution history of the Manufactory may indulge their interest in the Museum of Porcelain Arts, opposite the Porcelanium Visitor Centre.

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

KAPOSVÁR

Borostyán Sarok

H–7400 Fő utca 7. (Európa Park). Phone: (+36 82) 317 518

KECSKEMÉT

Aranka Brand Shop

H–6000 Hornyik János krt. 4. Phone: (+36 76) 505 316

KŐSZEG

Imola Brand Shop

H–9730 Fő tér 21. 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, Luise Str. 10/11. Phone: (+49 511) 123 41 44

LONDON

Harrods, Knightsbridge, London SW1X 7XL

Phone: (+44 20) 7730 12 34



PÓLUS PALACE
THERMAL GOLF CLUB HOTEL *****



New Year's Eve at Pólus Palace 2009

- Accomodation in Superior double room
- Welcome drink
- Rich buffet breakfast and dinner
- Usage of the thermal spa pool, Finnish sauna, infra sauna, TechnoGym fitness room of our Kerubina Spa & Wellness Centre, bathrobe
- Special festive buffet dinner on New Year's Eve in our elegant Imperial Restaurant
- From 7:30 pm we welcome our guests with a glass of champagne
- Gala dinner starts at 8:00 pm
- Music: Black Magic Band
- Master of Ceremony: Mihály Tóth

Further performers:

- Soma Hajnóczy
- Singers: Betty Balássy and Feri Varga
- Marcato percussion ensemble

At midnight: fireworks with music, champagne and midnight buffet, tombola

Baby-sitting with moovies and children programmes

Package price: 98 900 HUF /person/ 3 nights
IN CASE OF PRE-BOOKING WE PRESENT YOU WITH 1 NIGHT!
Gala dinner and programme: 34 900 HUF/person

Validity: 28th December 2009.- 3rd January 2010.

If the 50% of the package price is paid in until 1st December as a deposit, you can stay 4 nights in our hotel!

For further informations regarding conferences, exhibitions and meetings,
please visit our home page: www.poluspalace.hu ,
tel: +36-27-530-500, fax: +36-27-530-510, e-mail: reservation@poluspalace.hu



900 HUF



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