

HEREND HERALD

MAGAZINE OF THE HEREND PORCELAIN MANUFACTORY



History
Prints of
Perfect Shapes

The Royal
GAME



Iparművészeti Múzeum



A nemzet kincsháza
The treasury of the nation

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MUSEUM OF APPLIED ARTS
H-1091 BUDAPEST, ÜLLŐI ÚT 33-37.
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Dear Herend Herald Reader,



A company's leader has every reason to be proud to have excellent colleagues, creative partners who can always respond to the challenges of our difficult times. Herend Porcelain creations in public spaces as well as innumerable exhibitions in Hungary and abroad are tangible examples of our creative power. These and the appreciation of our customers show the Herend Community's strength, expertise and willpower that can shape the future.

I am firmly convinced that the talent that connects the past, present and future is the force that decides whether an enterprise will fail or rise to success. I can declare from the bottom of my heart that our experts and masters are talented members of the Manufactory, capable of shaping the future. We are proud of them - their talent guarantees our success.

"With Unbroken Faith!" was the title of an exhibition of Herend's porcelain art. This was perhaps our most beautiful exhibition title in the past few years. It expresses Herend Porcelain Manufactory's spirit, our *ars poetica*.

What do we believe in?

We believe in the Herend Community being not only a business association but also a community that shapes culture and creates value. We believe in our innovations based on Herend's traditions, in the balance of innovation and tradition, our creativity in product development, and ability of permanent self-renewal. We believe in the uniqueness of our porcelains, in the luxury represented by the Herend brand, in pleasing and elegance. We believe in the Herend masters' love and respect for porcelain, in their expertise of many generations. We

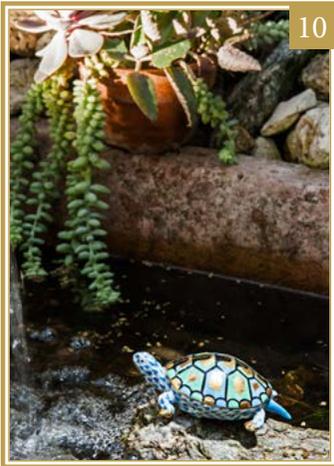
believe in the Herend Quality, which means not only the quality of the porcelain, which is self-evident, but also the order inside the Manufactory, the beauty of our environment, and the quality of relations among our colleagues. We believe that craftsmanship will find its way to the next generations, and that we can establish harmony between the time-honoured traditions of Herend Porcelain and the modern expectations and values of our times. We believe in the ancient technology of handcrafting, we believe in its beauty, and we believe in being in the forefront, doing what we do for our customers, with unbroken faith!

And now, please allow me to recommend to your attention the article in the present edition of our magazine about the history of printing stamps, which includes the history of Herend on stamps. Turning the pages of Herend Herald, you will also find an article about chess, the game of kings, with a matching chess set from Herend. You can also read about sauna culture, and admire the beauty of Oman vases. The delicacies of our APICIUS restaurant are served by our chef on Herend porcelain.

I sincerely hope that you will find pleasure in turning the pages of our magazine. I wish you a pleasant time reading our articles.

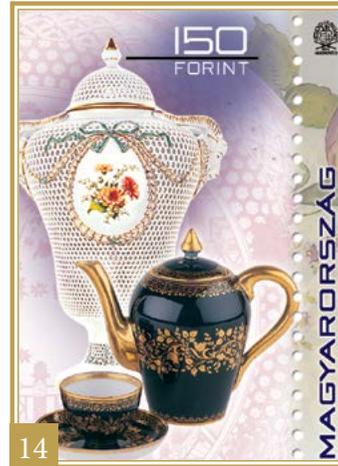
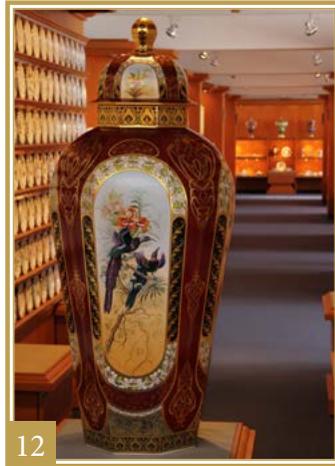
Yours sincerely,

Dr. Attila Simon
Chief Executive Officer



Decoration
The Energy of
Porcelain Figures

Secrets of the Trade
Symbolics
of Gracefulness



History
Prints of Perfect
Shapes

Gastronomy
Recommended
by the
Apicius Restaurant



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HEREND GOBLET AT DEBRECEN FLOWER CARNIVAL



For the first time in the history of the Debrecen Flower Carnival, at the 44th annual event it was not a jury but the audience to decide which flower cart and performance would be this year's winners. Debrecen's Valcer Táncstudió (Waltz Dance Studio) won the award for best artistic performance, and Alföldi Legendárium Klaszter (Great Plain Legendry Cluster) for best cart with the composition titled "Szent Anna-tó legendája" (The Legend of Lake Saint Anna).

Both winners received Herend Porcelain Manufactory's unique gobble with the Apponyi décor and the carnival's logo at a public award ceremony held outside the Old Town Hall on August 20. The awards were presented by Debrecen Mayor Lajos Kósa and István Ködmön, production director of the Herend Porcelain Manufactory. At the banquet following the event the finest delicacies were served in Herend sets.

HEREND AT TENT

The Herend Porcelain Manufactory participated in the TENT London design exhibition for the first time this year. The manufactory presented designer Etelka Meixner's latest works at the world's most prestigious interior design expo.

The expo presents the latest trends in contemporary design. The Hungarian booth, called the *Shapes of Hungary*, showcased remarkably progressive works by ten design studios and designers. The products of the Herend Porcelain Manufactory, the eccentric bowls, the "Gyöngyös készlet" (Set with Pearls) and the translucent (litophane) leaf lamps attracted significant interest.



HANDSHAKE IN BALATONALMÁDI

The Kézfogás Európa Szoborpark (Handshake Europe Statue Park), named after the sculpture by Herend Porcelain Manufactory's designer Etelka Meixner was opened in Balatonalmádi last August.

45 sculptures by artists from EU Member States, Balatonalmádi's sister towns and Hungary were placed under the sycamore trees of the Szent Erzsébet liget (Saint Elisabeth park).

ANDRÁSSY TREASURES AT HEREND

As a result of many years of excellent cooperation between the Slovak National Gallery and the Herend Porcelain Manufactory, the Herend Museum of Porcelain Art presented the finest pieces of the Andrassy collections, the treasures of the Krasznahorka Castle and the charming Betlér Castle.

Visitors of the exhibition became guests at the aristocratic family's dinner table, and looking at the surviving relics and their short descriptions they could experience the dining culture of the 18th and 19th century aristocrats.



THE PRIZE FOR THE CHAMPIONS

Did you know that judo is also popular with celebrities? Vladimir Putin, Prince Albert and Michael Schumacher are among those practicing this martial art.

They certainly watched the European Judo Championship, one of the most prestigious sports events held in Hungary this year at the Papp László Budapest Sports Arena, with 361 judokas from 44 countries competing. Local

visitors to the events had every reason to be happy: Hungarian athletes took several podium places. Éva Csernoviczki won the women's 48 kilogram event, while Barna Bor and Abigél Joó came third.

The winners of each weight category received a Herend porcelain medal case at the medal ceremony.



HEREND SALUTES ROYAL BABY WITH NEW DÉCOR

Being the world's biggest porcelain manufacture, Herend Porcelain Manufacture's handcrafted, stunningly beautiful objects are often the choice of emperors, statesmen, filmstars, athletes and business people who have a feeling for timeless beauty to decorate their homes.

At the 1851 London World Expo held at the Crystal Palace, Queen Victoria was the most impressed by the graceful and playful Herend décor with butterflies and flowers which has ever since been called the Victoria décor at her honour. In 2011, Prince William and Princess Catherine received an updated version of the English Royal Family's favourite décor as a wedding gift from the Manufacture, and this time – on the occasion of the much awaited arrival of the Crown Prince – the young couple was presented with a renewed version of the Petite Victoria; Hungary's official gift for the youngest member of the Royal Family.



ROYAL BABY SET NO.1. SOLD!



Not long after word had spread about the new set being released, by the time Herend Herald's issue 41 was out, an order has been placed on the first piece of the Royal Baby Set, ornamented with the renewed version of the Petite Victoria décor, released on the occasion of the arrival of the youngest member of the Royal Family. Little Hanna, in the picture, thanked for the No.1. piece of the Royal Baby Set to her family with a happy smile.





THE SYMBOL OF FIRE WORSHIPPERS

It was perhaps in the 1990s. My mother brought me an awesome shirt from Turkey: small yellow and red Kashmir patterns on a dark blue base. I loved it. We called it "Euglena." Maybe it was a little like that but looking at it more closely now, well, it does not have too much to do with it.

What it does have to do with is Azerbaijan. For, in fact, the *Buta* pattern, which it is called, comes from there. It means 'fire' in Sanskrit. Therefore, this pattern is the symbol of fire. Its emergence is related to Zoroastrianism, also called Mazdaism, a religion dating from the 8th and 9th centuries B.C. The main distinguishing feature of Zoroastrian rites is keeping fire in fire temples. Today, Zoroastrianists live in Iran and India.

According to their tradition, the *Buta* pattern is also a talisman, protecting you from evil spirits. This is why Zoroastrianists wove the *Buta* in their carpets and clothes, and used it in every conceivable surface, even on brides' and grooms' wedding gowns.

Times have changed but the symbol has remained. While Zoroastrianism almost disappeared, the pattern survived as an ornament and conquered the world.

It has several versions, including the Jig-Buta and Mann-Buta, which also appear as military symbols, for instance, on Shahs'

crowns, and military leaders' headwear, as they are considered to have magic power. The Jig-Buta stands for valour, glory and heroism, while Mann-Buta for honesty and beauty.

The Herend Porcelain Manufactory is popular in Azerbaijan, on the western coast of the Caspian sea. In the past three years, the "Herend Corner" has become the jewel of the Italdizain Group's luxury shop in the heart of Baku. Established nearly 50 years ago, the Italdizain Group attributes Herend porcelain's success in Azerbaijan to the quality of the handcrafted exclusive objects as well as Herend's philosophy. Furthermore, to the fact that in 2012, the Manufactory introduced custom made objects matching local cultures and mentality. Such pieces include the *Buta* tea set and the *Buta* vase, which have enjoyed increasing popularity ever since their introduction to the market.

Sarolta Szálka

DID YOU KNOW?

✎ Zoroastrianism was founded by the prophet and religious reformer Zarathustra, who lived in the 6th century B.C.

✎ Zoroastrianism has monotheistic as well as dualistic features.

✎ The *Buta* has become highly popular in our days. You can see it on shoes, shirts, jewels, bags, wallpapers, table cloths and even on cakes! And the list is far from full...

✎ In the past few years, the classic Paisley pattern (Kashmir pattern), one of Stella McCartney's and Jil Sander's favourites, has become popular again. It is also used on Herend porcelain. This delicate Indian flower pattern was originally used on Kashmir scarves and women's dresses in black and red. It was named after the Scottish town of Paisley, where this type of textile was made. Today, its various versions appear not only on catwalks but also on furniture, in interior design and ornamental objects.

THE PINE LATH CHAPELS OF CALMING DOWN AND PURIFICATION



THE SAUNA IS HEAVEN AND HELL AT THE SAME TIME. YOU CAN HAVE THIS EXPERIENCE WHEN SITTING IN THE ICE-COLD POOL, THINKING OF THE PINE LATH CABIN HEATED WITH HOT STONES YOU FEEL A PLEASANT TINGLING ALL OVER YOUR BODY. NEVERTHELESS, THE CURE HAS AN ETHEREAL EFFECT. ALL OF YOUR ANGER EVAPORATES IN THE SAUNA, WHILE THE DRY STEAM IMPROVES YOUR ABILITY TO FOCUS AND IT MAKES YOU DETERMINED AND RESOLUTE.

WHILE IN THE SAUNA

- ☞ The air inside the cabin is hot and dry. Humidity is as low as 10%, while the ideal sauna temperature is 100 °C, with the actual temperature changing with the height of the benches.
- ☞ An exchange of heat soon starts between your body and the hot air in the sauna, with the part of your brain responsible for your body temperature immediately expanding the veins in your limbs and skin. As blood conducts heat very well, you release heat through your circulation.
- ☞ But this is still not all. Dry steam causes your body to perspire heavily, which not only helps you cool down but also conduces to detoxification.
- ☞ If you find that you are sweating less, make sure that you pour some water on the stones. The water you throw on the hot stones evaporates with a hissing sound to an invisible steam cloud that will also condense on your body within a few seconds. With just a few drops of essential oil in the ladle, pouring water on the stones becomes a real aroma experience.

In the country of the thousand lakes people have been using saunas for two thousand years. Nine out of ten Finns regularly visit the refreshing dry steam cabinets, which you can find in Finland not only in wellness centres but also in people's homes, cargo boats and even in the Parliament in Helsinki.

"When in the sauna, behave like you were in church," the old Finnish wisdom says. According to Finnish tradition, you must not disturb the spirits living in the cabin. We don't know whether the demons living in the steam wrap a towel around their waist but we do know that expert sauna bathers are not shy: they usually enter the pine wood cabin stark naked.

Earth saunas were probably the most ancient forms of sweating cure. Our ancestors dug wide pits in the earth and covered them with branches and moss. The sultry pit was heated by a stone stove in its centre. The next stage in the evolution of the sauna was the spread of smoke saunas. The quadrilateral cabins on logs were heated by wood burnt in a fireplace, therefore, after putting out the fire, the cabins needed to be cleaned of the soot before each sauna session. Cabins with chimneys were safer, but it was electric sauna heaters that paved the way for Finnish type sauna cabinets to conquer the world.

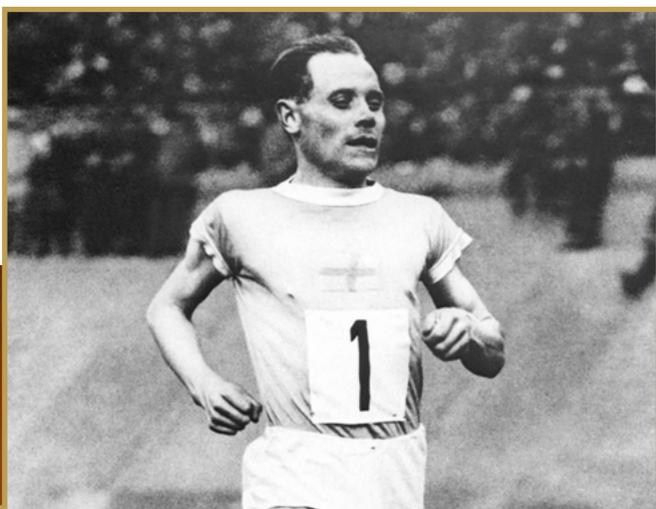
In our days, more than 100 million people use saunas regularly across the globe, and quite understandably, the number is growing rapidly. Bathers can unwind in the pine-wood cabins, their body can relax and detoxify. Our ancestors used the hot-air baths primarily to exercise their body, preparing it to severe Nordic winters. It is probably known less



widely that ancient cultures also used saunas for drying fruits, fermenting malt, salting meat, drying crops, and even for curing the sick. Dry hot air accelerates the process of recuperation. It detoxifies, cleanses the body, and as a natural cosmetic, it rejuvenates the skin. Besides, it recharges you with energy and makes you feel happy.

Every culture has its ideal form of bathing. With its marble mosaics, the hammam, or Turkish bath takes you to the magic East. If you immerse your body into a bath with petals of mountain flowers, you can feel like the never-resting explorers of the Alps. People in South Tyrol prefer hay flower saunas. According to Native Americans, in the “sweat lodges”, the heat cabinets they make from poles and leather, the Manitou whispers into your ears. In the country of the rising sun, bathers wishing to cleanse their body and soul first take a hot bath and then they wrap themselves in sheets and lay down in a comfortable position to perspire. You should also lean back, relax, inhale the hot air to cleanse yourself of toxins, and then plunge back into the pool of everyday life.

Norbert Vass



DID YOU KNOW?

At the 1924 Paris Olympics the Finnish delegation asked the French hosts to build them a sauna in the Olympic village. This seemed no more than a kind of eccentric request until the Finnish runner Paavo Nurmi won the men's 1,500-meter race and just two hours later the 5,000 meters, setting up a new world record in both. After his victories the rumour began to spread that before the race he had been training in the sauna for several days.



SAUNA GLOSSARY

AVANTO: A hole in the ice on the pond or sea near the sauna cabin, for sauna users to plunge when they come out.

KRIO: Icy anti-sauna. The temperature inside the krio can be as low as 110 °C below zero, so you must wear a special protective garment to use it. Professional athletes love this type of sauna because besides refreshing their mind and spirit it also helps muscles regenerate.

KUTI: The Indian sweating cabinet made of clay and beeswax. It cleanses the respiratory tracts and cures lung diseases.

LÖYLY: “Amber cloud” is the Finnish name of the steam cloud of water arising when water is thrown on the hot stones.

VIHTA, VASTA: Twigs usually of birch trees, for throwing water on the hot stones and to slap your body to stimulate blood circulation.

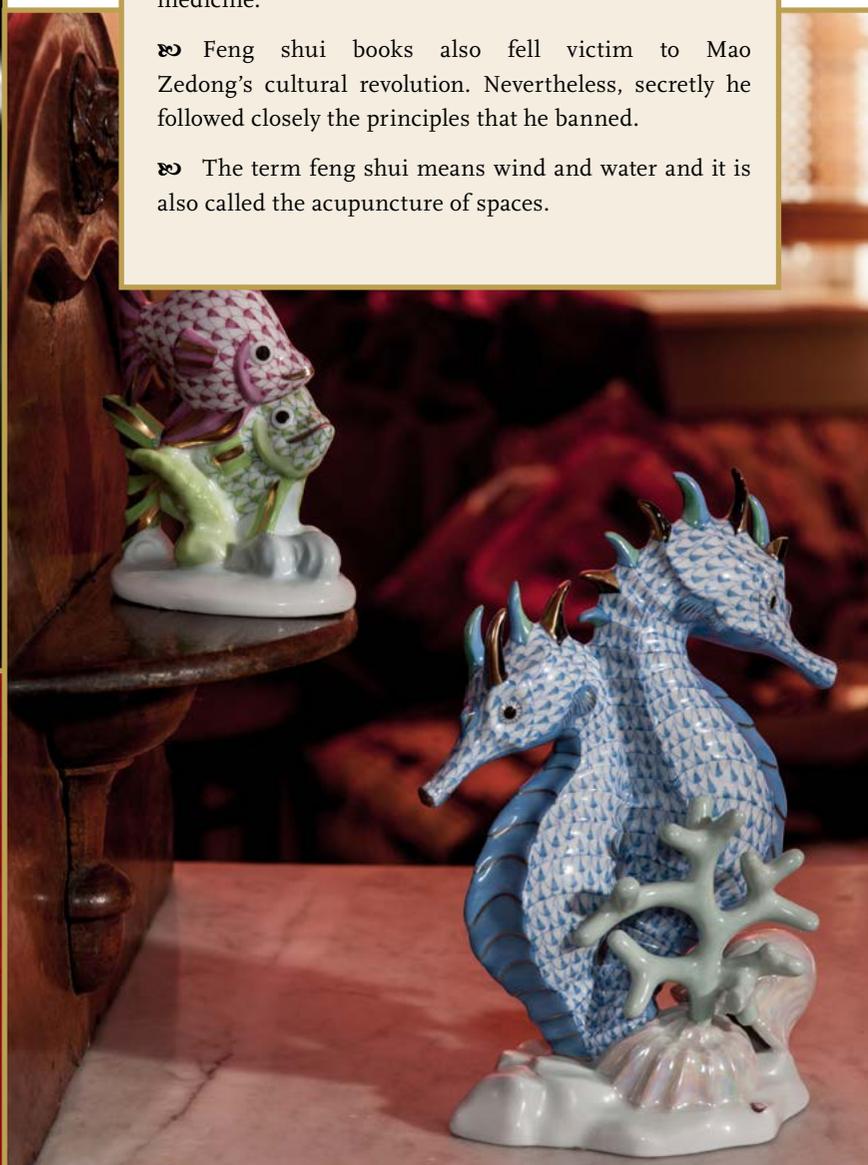


THE ENERGY OF PORCELAIN FIGURES

OBJECTS. POSSESSING AN AURA, THEY ATTRACT OR REPULSE, IN OTHER WORDS, THEY EMANATE ENERGY. THEREFORE, THE RIGHT CHOICE AND ARRANGEMENT ARE ESSENTIAL. HEREND PORCELAIN OBJECTS COME IN ALL THE DELICATE SHAPES THAT CAN HAVE A FAVOURABLE EFFECT ON PEOPLE'S MOOD, HEALTH, AND ACCORDING TO MANY, EVEN THEIR LIFE.

DID YOU KNOW?

- ☞ Feng shui as a system dates back to the 3rd millennium B.C., but its roots are likely to be found in the 5th millennium B.C.
- ☞ From the early Bronze Age on, all the palaces in the Chinese capital were built and furnished according to the feng shui principles.
- ☞ The principles are based on astronomy and cosmology.
- ☞ The five elements are also present in Chinese medicine.
- ☞ Feng shui books also fell victim to Mao Zedong's cultural revolution. Nevertheless, secretly he followed closely the principles that he banned.
- ☞ The term feng shui means wind and water and it is also called the acupuncture of spaces.



Feng shui is a science. Its aim is to establish balance between the Yin and Yang energies and harmonise the presence of the five elements: wood, fire, earth, metal and water. This balance is achieved through using colours, materials and symbols, taking into consideration the points of the compass. The eastern part of the flat symbolises health. A kind dragon figure can help create a harmonious flow of energies. The northern part is suitable to make changes carrier-wise using shades of blue and water as the element. An azure porcelain turtle, an aquarium or a room fountain can bring about positive changes. If your aim is material wealth, just looking at a laughing Buddha in the south-

east relieves stress and helps blocked energies flow again. Fan shapes, images of coins and metal objects placed in the west can help achieve peace and harmony within the family. An exciting peacock with its gorgeous tail feathers spread out can be a perfect symbol of a fan, otherwise an everyday object. And, of course, love... For those who have no partners, objects placed in couples in the south-western part of the flat may bring change, just like red shapes, which can also have a beneficial effect even if the people living there are in a happy relationship.

Sarolta Szálka



SYMBOLICS OF GRACEFULNESS

BESIDES ITS BEAUTY, ITS HISTORY AND PHYSICAL DIMENSIONS ALSO MAKE HEREND PORCELAIN MANUFACTORY'S BIRDS OF PARADISE EXQUISITE. IT BLENDS THE STYLES OF ISLAM, ART NOUVEAU AND MODERNISM.

The bird of paradise is one of the several animals that have always captured people's imagination. But unlike the bear, wolf, horse and other traditional totem animals, the bird of paradise is mesmerising not because of its strength and size but its grace and beauty. Indigenous in Papua New Guinea, this bird plays a special role not only in the mythologies of local tribes but also in the stories of British and French travellers to Africa. This special bird quickly became a precious animal in royal courts throughout Europe, and although today we do not need to travel all the way to Africa to see one, the bird of paradise still remains a unique species for its appearance as well as its name.

Herend Porcelain Manufactory's Birds of Paradise blends Herend's unique quality with the incomparable gracefulness of bird of paradise. The piece's shape, ornaments and the image of the bird of paradise combine the mysteriousness of Islam with the clear aesthetic values of Art Nouveau. There are four pictures on the lid, and also on the vase's body: besides the blue, silver, red and violet bird of paradise, there are orchids yellow and green fading into one another. While the bird of paradise is a symbol of splendour and grace everywhere, from the African jungle to European courts, the orchid stands for calmness and peace – just think of the temple of Pax, the Roman goddess of peace, ornamented with orchids.

A delicate contrast is apparent at first glance: the claret base colour provides a serious and solemn tone. Meanwhile, the mood of the ornament is imbued with the elegance of the gold patterns in the claret. The rich, lush, lively world of the birds and flowers is separated by a black stripe from the solemnity of the claret and gold. However, the black stripe does not run around the entire image, as a stylized flower pattern appears at the top and the bottom of the picture.

A work of art becomes really interesting for the spectator if it can present several worlds, several moods. Contrast is one of the most suitable tools for that. Just like the base colours of the vase (the claret, black and gold), represent intertwined, yet separate worlds, the colours and shapes of the flowers and plants around the birds of paradise are also separated. The orchids surrounding the birds are painted with strong, lush colours, and the plants gradually fade out, eventually leaving only the flowers' silhouettes, wreathed by stylized, clear, white and green flowers at the bottom and top.

This unique composition of contrasts, various shapes and stories makes the Birds of Paradise a real work of art, which not only mesmerizes the spectator with its beauty but inspires them to some great thoughts as well.

András Horváth





HOW WAS IT MADE?

Ferenc Köller master potter tells us about the birth of the vase, its gigantic size and the method of its making.

☞ **How did the idea of the vase with the bird of paradise emerge?**

This vase is the product of a 30-year-long product development process in Herend. I saw the first Herend porcelain vase of this shape at a sumo competition in Tokyo, where the winner received it as a trophy. After this vase was made, no more of its kind were made for a while.

☞ **Why not?**

Primarily because of its size. Over time, however, more and more of our Middle-Eastern customers requested such vases, to ornament their spacious, palace-like houses with Herend pieces. Aesthetically as well as in its size, this vase was perfectly suitable for the purpose. Its surface is large enough for long series of conversation pieces.

☞ **How is such a large vase made? It is huge, but it requires meticulous work with its details.**

It took almost three months to make the body of this vase. Afterwards, our master painters and decorators worked on it. The work is highly complex, therefore, its making requires an experienced team, whose members know one another very well, and work to extremely high precision. We used very heavy weights: the plaster mould of the body weighed 390 kilograms, and the lid's 28,6 kilograms.



PRINTS OF PERFECT SHAPES

ALTHOUGH THE FIRST STAMPS WERE JUST SIMPLE SLIPS OF PAPER SERVING THE PURPOSE OF FACILITATING MASSIVE MAIL TRAFFIC, ISSUING AND COLLECTING STAMPS HAVE DEVELOPED GREAT TRADITIONS OVER THEIR 170-YEAR HISTORY, WITH SOME ITEMS REPRESENTING VALUES IN THE RANGE OF MILLIONS.



But how has philately developed to this stage? Although the first mailing stamp, "Black Penny" was issued in England in 1840 with the portrait of Queen Victoria, Hungary was also close to be among the firsts.

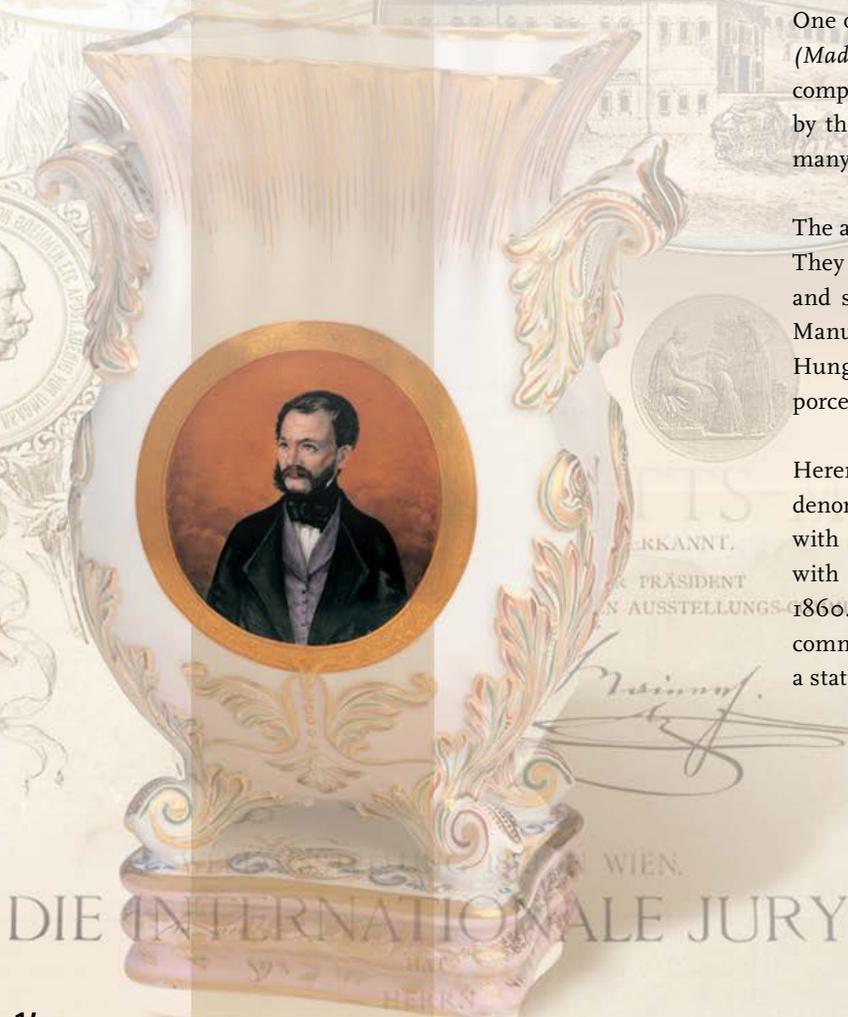
During the 1848-49 Revolution, Hungary's newly established independent mail service began to work with great efforts towards issuing the first Hungarian mail stamp, designed by Mór Than. However, with the revolution quelled, this plan was never realised. It was only after the Austro-Hungarian Compromise of 1867 that a Hungarian ministry came in charge of the mail service, the Magyar Királyi Posta (Hungarian Royal Mail Service) was established, and stamp issuance began.

The first Hungarian philatelic association was founded in 1870, and in 1920, the Stamp Museum was opened to research, catalogue and present the association's collection. According to the founders' intention, the museum was to collect, research, catalogue and display all the stamps issued in the world. Unique also on a world-wide scale, the collection today boasts some 13 million stamps.

One of the most exciting branches of philately is misprints, that is, stamps that carry the marks of mistakes made during the process of their production but were still issued. The mistakes can be due to human error, the fault of the printing machine or the crumpling of the paper. One of the most famous Hungarian misprints is the *Fordított Madonna* (*Madonna, Inverted Centre*), which has the Madonna's head upside down compared to the face value. The faulty sheet passed quality control, and by the time the fault was noticed eighty of the stamps had been sold, many of them still latent today...

The amazing variety of the themes on the stamps is worth a closer look. They range from historical events to Olympic Games, anniversaries and such Hungaricums as the masterpieces of the Herend Porcelain Manufactory, where production had begun 15 years before the first Hungarian stamp was issued. Part of the Hungarian Heritage, Herend porcelain, has appeared on several stamps in Hungary and abroad.

Herend products first appeared on stamps in 1972, when eight denominations were issued with such masterpieces as a bonbonniere with the poisson décor, a vase with the Victoria décor, a soup tureen with the Gödöllő pattern, an Apponyi tureen, or a Baroque vase from 1860. In 1976, the 150th anniversary of the Manufactory's foundation was commemorated by issuing a stamp with Hussar Looking at his Sword, a statue by Zsigmond Kisfaludi Strobl.



DID YOU KNOW?

The miniature sheet issued in 2009 to honour the Hungarian-Japanese Anniversary Year (of establishing diplomatic relations) is also related to the Far East. The six stamps are laid out in a unique arrangement, taking the shape of a perforated letter H. Images of the two countries' national treasures appear on the stamps, including a Hungarian flask and a Japanese tea caddy. The miniature sheet published in Japan differs from the Hungarian version in that four more images appear on its right side, two of them showing the Hungarian Parliament and the other two a Herend porcelain each.



In 2003, the Hungarian Mail Service issued a miniature sheet of four stamps titled *Porcelánművészet* (Porcelain Art) with Herend masterpieces. A curiosity of the small sheet is that the images continue across the perforation, on the edge of the sheet, objects associated with Herend's art of porcelain also appear to enrich the image. The first stamp has a coffee set with the motifs of Germany's Frankenthal Porcelain Manufactory developed further in Herend, with an ornamental plate in the background with rich floral pattern and the reticulated technique which has become Herend's signature. The second stamp presents a coffee pot and cup with a golden pattern on a blue fond in a style catering to the 19th century taste, and an ornamental piece in the background, reticulated with 4,500 holes and decorated with ram heads on its rim. The medallion of the fine and graceful chalice has painted flower décors.

Herend has a great tradition of reproducing paintings on porcelain objects. An Empire style vase with a blue fond, ornamented with a reproduction of Károly Markó's *Szüret Tivoli mellett* (*Landscape near Tivoli – Grape Harvest*) appears on the third stamp. The last stamp presents a Siang Noir (SN) shell bowl and a jug. Chinese patterns have been used in Herend since the very start. SN is one of the oldest, and has always enjoyed great popularity.

András Várhegyi



MASQUERADES OF LUXURY

IT IS QUITE CLEAR WHY CINDERELLA LONGED TO GET TO THE BALL. BALLS HAVE ALWAYS BEEN MORE THAN JUST DANCE NIGHTS. THEY WERE SPECIAL OCCASIONS WHERE PARTICIPATION WAS A PRIVILEGE, A NIGHT OF METAMORPHOSIS AND TRANSCENDING TIME FOR THOSE WHO ATTENDED.

Balls date back to the 14th century. The term comes from the Italian *ballo, balare*, "to dance". Its origins are in court festivities in France and Burgundy, where the first ball recorded was held to celebrate the marriage of French King Charles VI. and Isabella of Bavaria. One of the most tragic balls in the Middle Ages was also held by Charles VI's court in 1393. It came down in records as the "Ball of the Wild". The king and four men in his company dressed in furry clothes and chained together caught fire. Of the five, the king alone survived.

The festivities with music and dance, with people switching roles and rollicking were brought into fashion in Europe by Catherine de Medici in the 16th century. It was also her who encouraged participants to wear masks, which played an important role in coquetry. The first opera ball was held in Paris in 1715 by the title *bal de l'Opéra*. Maria Antoinette also attended the event in incognito, and members of the bourgeois class were allowed to participate for a fee. Dances have always been public occasions for men and women to meet – like Romeo and Juliet, who fell in love at a masquerade.



From the very start, balls have also been regarded as events of splendour and luxury, where the wealthy could show off and compete. A fine example of that is a famous ball hosted by the Vanderbilt shipping magnates in 1883. A member of the rival Astor family was only allowed in after he apologised to the hosts. The Viennese Opera Ball, first held in 1935 is one of the Modern Age balls surviving to this day, and is closely associated with the waltz (similar balls are the Viennese Red Cross Ball, the Le Grand Bal, the Doctors' Ball and the Lawyers' Ball). The Viennese Opera Ball also served as the model for the first Budapest Opera Ball, which was revived in 1996, and has been attended since then by such international celebrities as Montserrat Caballé, Ornella Muti, Jevgeni Nesterenko, Catherine Deneuve, Katarina Witt, Gina Lollobrigida and Daryl Hannah.

DID YOU KNOW?

Zsófia Krupa

One of the most famous masquerade balls of the 20th century, the Black and White Ball was held by the American writer Truman Capote in 1966, immediately after the publication of his blockbuster *In Cold Blood*. At the height of his popularity, Capote made one of his dreams come true: he organised a party the world had never seen. He spent three months compiling the secret list of guests, causing a lot of excitement for the public guessing who was to be invited. The prestigious event was held at the New York Plaza Hotel. To avoid looking conceited, the ball was said to be held in honour of the publisher of the Washington Post. Capote invited all the significant personalities of

New York and the US high society, including Frank Sinatra, Mia Farrow, Leonard Bernstein, Oscar de la Renta, Norman Mailer, Walter Matthau and hundreds more. However, many people did not have the honour of being invited. The total costs of the ball came to USD 16,000. Capote's favourite dishes, the Plaza's specialities were served, and the guests were required to wear a mask. Critics studying the event to small details concluded that with the high society event Capote made 500 new friends and about 15,000 new enemies.



THE ROYAL GAME

DID YOU KNOW?

☞ Due to India's position in world trade, travellers have also spread chess in the East, but the game changed significantly on its way through China to Japan. In the Japanese version (*shogi*), when a player takes one of its opponent's pieces, it can be brought back to the board on their own side. This rule is used only in Japan, it is strictly rejected in all other countries.

☞ In the 8th century, Caliph Harun al Rashid granted life annuity to the best chess players of his country.

☞ And now for a bit of chess horror: in the 16th century the outstanding chess talent Giovanni Leonardo da Cutri was poisoned by one of his rivals; and his successor, Paolo Boi committed suicide at the age of 70 because he had lost a game to a younger player.

☞ The first professional player in Hungary was Queen Beatrix, who had learnt the game in Naples.

☞ The first chess automaton, the Turk was invented by the Hungarian polymath Farkas Kempelen in 1769. Although it was actually a scam (a man was hid inside the machine), its technical solutions and the principles of its operation inspired researchers, scientists and inventors later.

☞ One of the most exquisite materials for making chess sets is porcelain. Sets made in Herend include those designed by artists Márta Nagy and Ákos Tamás. One of their boards has a reticulated surface, an unparalleled technical solution made even more unique by its painting and the artisanship involved.

IT IS LITERALLY A ROYAL GAME. "CHECKMATE" IS ORIGINALLY "SHAH MAT", WHICH MEANS THE KING IS HELPLESS, IN PERSIAN. IN MANY LANGUAGES, THE NAME OF THE GAME CLOSELY RESEMBLES THE WORD "SHAH". ACCORDING TO THE MOST WIDELY HELD LEGEND, THE FIRST BOARD WAS MADE BY A BRAHMIN FOR A RAJAH. SEVERAL VERSIONS OF THE GAME ARE KNOWN; MODERN CHESS, THE VERSION ALSO PLAYED IN PARKS AND CAFÉS, BEING THE MOST POPULAR IN EUROPE.

Of course, the term "royal game" is misleading: strategy and deception play a key role in the game. This was also the reason why it was obligatory for military commanders to play. As the chief commander was always the monarch, chess was identified as a game of aristocrats and kings. Therefore, chess was once indeed a royal game, but with time ordinary people also took a liking to this excellent game.

In our days the term "royal" is used more for sets made from special materials – most often from wood, metal or durable plastic. However, it would be a mistake to think that all the pieces made of these materials look the same. While their functions are the same, their shapes, colours and ornaments can be very different: serial produced, traditional, modelled after the real royal court, historical figures or sci-fi characters. One of the most recent inventions is a set modelling buildings of metropolises, such as London. These sets may be the starters of a new craze.

In Asia, boards are often made of ivory or gemstones (sometimes of semi-precious stones). The sets made of various crystals shine in different colours depending on the light conditions. While in Europe the Queens and conquering Kings dominate the boards, Arabic and Indian sets are characterised by finely crafted pieces and boards, ornamented with reticulation and nets, like the architecture of those cultures.

Chess obtains a philosophical meaning in Yoko Ono's interpretation, where the board as well as all the pieces are white, eliminating the opposition between the players, turning the game into a peaceful "battle". Ono's *Play it by trust* enchanted John Lennon, but people are still ready to fight today, as you can see looking at the players in parks and cafés...

Gábor Petrikó



FORMULA 1

– THE MAGIC OF THE RACING CIRCUS

THE AGE OF GLORY OF THE FASTEST AND MOST PRESTIGIOUS CAR RACE BEGAN IN 1950, AND ALTHOUGH BASICALLY EVERYTHING HAS CHANGED IN THE WORLD OF FORMULA 1, THE GLORY IS STILL UNBROKEN.

There are two types of people: those who love Formula 1 and those who do not yet. For the latter – the “outsiders” – it is no more than a car race where noisy cars with a strange shape go tedious rounds on a circuit. Those who have seen an F1 race from beginning to end are likely to watch the next one too, understanding more and more of the rules every time in increasing excitement.

The magic of the Grand Prix lies far beyond the smell of petrol and smoking tyres. Besides the excitement about who will be the world champion growing with each race in the season, luxury and splendour are also key elements of the milieu of the F1. But this is revealed only to those who look a little beyond the races. Just think of each season's top race in Monaco. Those who follow the series held around the Globe at least virtually, on television, can experience the glamour.

The F1 craze has several levels. Real fanatics follow the convoy, resembling a travelling circus, everywhere in Europe, Asia and overseas, while trying to get as close to the teams and cars as possible. They have a first hand experience of the outstanding expertise of organisation and feel to be important parts of the three-days races, mixing with the celebrities also watching the events.



DID YOU KNOW?

- ☛ The first annual Hungarian Grand Prix was held in 1986, in a country still under communist rule, which was unprecedented in F1 history.
- ☛ The majestic trophies of the Hungarian Grand Prix are made every year by the Herend Porcelain Manufactory.
- ☛ The reigning champion, Red Bull Racing's Sebastian Vettel is the youngest three-time Formula 1 champion of all time.
- ☛ The all-time highest average and maximum speed used to be much higher than today, but accidents were also much more frequent and often fatal.
- ☛ Formula 1 is one of the world's most expensive sports. Most of the expenses of the teams and developers are paid by sponsors, this is why the logos of prestigious brands appear on the cars, attires and helmets.
- ☛ The most successful racer in the history of Formula 1 to date is seven-time champion Michael Schumacher, who returned in 2010 for three seasons but could not repeat his previous success.



F1 drivers are capable of superhuman physical performances. One of the most popular circuits is Hungaroring, where the Hungarian Grand Prix is held annually. It is said to be an especially challenging circuit, and the GPs here always have an amazing atmosphere partly because of the local audience.

Tamás Fodor

F1 HISTORY

The history of Formula 1 began at the dawn – or rather in the morning – of the car era and has changed to an amazing extent in terms of technology. By technology, the construction, engineering, propulsion and aerodynamics of the cars are meant as well as the rules of the race.

The cigar shaped cars of the 1950s and '60s with an open cockpit and slim tyres had 2-litre engines, then 2.5-litre ones and still later 3-litre prime movers, delivering around 200 horsepower. Classic circuits were built in the 1970s, and after a few odd deviations, such as the six-wheel Tyrrell P34 or the twin-body Lotus, the horsepower began to get unleashed in the 1980s. The turbo engines introduced in 1983 dished out 1,000 horsepower, propelling the flat bodies with bigger and bigger spoilers at the front and in the rear. Their immense fuel consumption and unreliability led to the banning of turbo engines in 1989, and from the 1990s on electronics and IT (telemetry) came to define the directions of development.

Today's F1 cars have a 2.4-litre V8 engine without traction control. Torque was reduced to half of the earlier, 2009 value, and with the new type engines and slick tires the cars consume 70 litres of petrol on 100 kms.

Much to the sorrow of old F1 fans, by today, the fastest car race of the world is already more about technology than driving skills. Nevertheless, the excitement is still there.



AT THE FAIR...



SEASONED TRAVELLERS KNOW VERY WELL THAT THE BEST WAY TO DISCOVER A CITY'S REAL COLOUR, TASTE AND SCENTS IS TO GO TO THE LOCAL MARKET. AND IF THIS MARKET IS IN PERHAPS EUROPE'S MOST BEAUTIFUL MARKET BUILDINGS, RECOGNISED WITH THE FIABCI PRIX D'EXCELLENCE AWARD, THEN THE TRAVELLER IS VERY LUCKY, AS ARE THE PEOPLE WHO LIVE IN THE CITY. **BUDAPEST GREAT MARKET HALL** IS A FINE EXAMPLE OF THE BRICK ARCHITECTURE OF HUNGARIAN HISTORICISM. BUT THIS IS BY FAR NOT THE ONLY THING THAT MAKES IT EXCITING ...

DID YOU KNOW?

- ☞ The Central Market Hall's total floor area is 24,000 m², and it is 28 m high at its highest.
- ☞ As the building had to fit into the area limited by the streets around it, there is not a single right angle in the structure, which you cannot feel inside because of its huge dimensions.
- ☞ 100 years ago the building could receive 22 freight wagons in 3-4 turns.
- ☞ In June 1896, just 10 days before the grand opening, a fire broke out and caused serious damage. It was never discovered how the fire began.
- ☞ The construction cost HUF 1,9 million, about as much as the four other market halls in Budapest at the time taken together.
- ☞ In the early 1900s customers could use the telephone inside the market hall free of charge, but under the market regulations "they were not to be used without serious reason".

On February 15, 1887, in Budapest, the city that strove to become one of Europe's metropolises, the traditional marketplace, noisy with people haggling, swearing and singing, was replaced with something totally new. In the spirit of orderly structure and hygiene, Budapest's first four market-halls were opened, including the "durable, economical and practical" Central Market Hall, designed by Samu Pecz. From its very opening, this market hall was in charge of Budapest's public supply.

"A beautiful building has to be stylish and useful," professed Samu Pecz, who had studied at the universities of Stuttgart and Vienna, and whose most important building fully meets these criteria. Similar in its exterior to the market halls in Berlin, Leipzig and Frankfurt, with its more than 120-metre tunnel running out to the Danube and with railway rails inside, the Central Market Hall was one of Europe's most modern buildings. It soon became a centre for international trade, Hungarian food transports left from here to destinations abroad.

Merchants used to open-air market places grumbled at first but then they soon realised that their sales grew here. They also came to accept that they had to pay a fee for their stalls, the products they were selling were controlled regularly,

the goods were delivered and could be sold in a set timeframe, they had to keep livestock separately, they had better not whistle and were not even allowed to swear aloud inside the market hall.

Besides being useful, the building became a major sight in the city. In 1897, Emperors Franz Joseph and William II visited the market hall, and expressed their appreciation in its cordovan-leather covered guestbook. Journalists quoted Franz Joseph as saying "I was most pleased to have an opportunity to visit this beautiful establishment and to witness the progress of my capital thereby"

Damaged in the world wars, the Central Market Hall has been restored to its full splendour, and is visited by local customers and thousands of tourists a day. The poultry yard, the auction and the railway wagons are no longer there but the happy crowd swirling all around the stalls offering goods by types of product are certainly still there today. The Emperor of Japan also had one of his best experiences of Budapest here – where *mangalica* pork cracklings, coconut, *lángos* (a typical Hungarian deep fried flat bread) and truffle grape seed oil live side by side peacefully.

Anna Rajkó





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Recipe from 1892

FOIE GRAS WITH BUTTER, BUTTERMILK, POLENTA AND PEAR CANDIED IN LINDEN-FLOWER HONEY

The main ingredient, foie gras, with its special character is the best match for Tokai wines. Season with salt, pepper and marjoram. Heat milk, add corn grits, salt and pepper, and cook polenta fully. Pour it in a mould, let it cool, then slice and toast. Warm up buttermilk, thicken with butter. Dice candied pear and add to warm linden-flower honey. Roast foie gras immediately before serving.



FILLET OF BEEF TENDERLOIN WITH BOLETE, SEMOLINA, PEPPER WAFFLE AND CLOVE SAUCE

To make pepper waffle: roast peppers at 200°C for 15 minutes until skin is black. Put them in a plate, cover with foil, and let rest for 5 minutes. Peel off skin, remove seeds, purée in blender, then pass through sieve. Spread pepper paste on baking paper, cover with another sheet of baking paper, spread paste thin between sheets and dry it in oven at 70°C for 2 hours. Boil cloves with red wine, pinch of salt and sugar, clear and cook with starch until saucy. Rinse boletes thoroughly, roast on olive oil with salt and pepper. Mix semolina with eggs, salt, white pepper, diced bolete, let rest for 10 minutes, then put it in moulds and stew in oven at 100°C for 30 minutes. Season cutlets of tenderloin with salt and pepper and roast on olive oil in pan to medium rare.

INGREDIENTS

goose liver	800g
buttermilk	2dl
butter	50g
corn grits	120g
milk	6dl
oil	0.5dl
linden-flower honey	1dl
candied pear	100g
salt, pepper, marjoram	to taste

INGREDIENTS

semolina	100g
eggs	2pcs
boletes	200g
ground sugar	1 pinch
olive oil	0.5dl
fleshy peppers	2pcs
grey beef tenderloin	8 cutlets, 8dkg each
cloves	4pcs
red wine	1dl
starch	1 tsp
ground coloured pepper, salt	to taste



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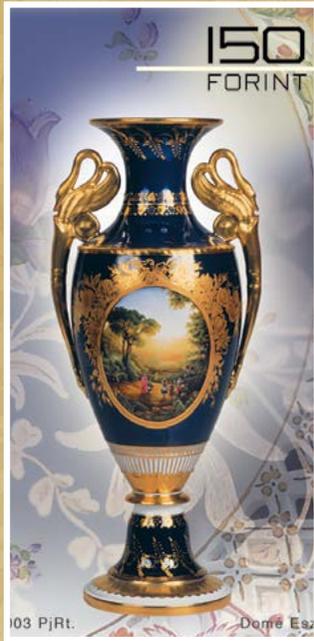
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