

— 2019 01 —

Magazine of the Herend Porcelain Manufactory

No 52

# Herend

## HERALD



Bamboo, the Grass  
That Reaches the Sky

—

Dress to Impress  
How to Set the Table

—

What's Life Like in the  
World's Coldest Village?



[www.gyoribalett.hu](http://www.gyoribalett.hu)



## Dear Herend Herald Readers,

*We're around, so let's make it count!*

Everyone and everything has its place in this world. Everything... mankind, the birds in the sky and the fish in the sea, laughter and sorrow, acceptance and letting go, decency, love, forgiveness, self-assurance, knowledge, technical progress, the scent of a flower, homecoming, patience, fortitude... everything! has its own place, time and calling. So it is with darkness, too, for if there were no night, we could not cherish the light. We tread our unique paths, heading straight on or taking detours as we see fit, yet we are never alone, but forever shadowed by our touchstones within and without. Carrying our lot, we're wherever we find ourselves with a purpose, at once liberated and self-reigned, perpetually: in the evening we die, only to be reborn the next morning, and we set off again to rove our paths of becoming. Becoming creators who leave their mark and yield more than they take; ones who savour the beauty of this world, so that they live in harmony with themselves and others; let us be these creators of progress, not its passive subjects. Let's make our lives count, so that when our last call is sounded, we might plant one last sapling!

*We're already spectators, let's be creators!*

Let's become creators like the ones at Herend Porcelain Manufactory! Herend's strength is that it does not look to simply cash in on its two centuries of history; instead, with one eye ever on the horizon, it keeps on creating the heritage of tomorrows. Our drive to create ensures that Herend thrives and keeps on thriving! Through our creations, we seek the new and meet the future. Through our porcelain, the artistry of the hand manifests beauty, beauty that ennobles the world. When we create, we dream, and from those dreams, Herend treasures are born each and every day.

Thank you for your kind attention!  
Sincerely,

Dr. Attila Simon  
Chief Executive Officer



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## 📍 Fehérvárcsurgó

In 2019, the first Herend porcelain exhibition opened in the main dining room of the Károlyi Chateau.

The cultural mission of the Herendi Porcelain Manufactory continues this year, and in the spirit of this, its Fehérvárcsurgó collection opened as an accompanying programme to the Károlyi Gastro Academy. At the temporary exhibition, visitors were presented with a Herend table laid for 18 people, with a particular point of interest being that no two porcelain pieces were the same. On the grand table, which was covered with the same tablecloth that was used at the wedding of Geraldine Károlyi in 1881, visitors could marvel at the porcelain ware of Victoria design well known since the 1851 Great Exhibition in London, as well as the various contemporary decorative pieces.



## 📍 Herend

The Hungarian Natural History Museum showcased one of its oldest and most valuable collections in Herend.

With this one-of-a-kind mineral exhibition, Herend expressed its respect for nature. "The birth of Herend porcelain is magic, which stems from the secrets of minerals formed deep inside the Earth over thousands of years", said Dr. Attila Simon, the managing director of Herend Porcelain Manufactory in his welcoming speech. Also on display was the mineral collection of Basel-based József Arnóth, consisting of some 7,000 stones. Besides cross sections of real stones, visitors could observe the crystal structures that made up the minerals through various models.



Amethyst and quartz, two minerals from the exhibition

## 📍 Frankfurt

At the world's largest consumer-goods fair, Ambiente in Frankfurt, more than 4,000 exhibitors displayed their products. Once again this year Herend Porcelain Manufactory showcased a broad range of its products at the fair.

The item that attracted the most attention was a dragon-tortoise figure, the size of which is a technical feat in itself: its height is close to 80 cm, its length is in excess of 1 meter, and it takes more than 500 working hours to paint. Our unique dragon figure won an award at the Tableware International Awards of Excellence 2019 competition. The Herend dragon – modelled on ancient descriptions – includes many animal features embodying characteristics regarded as positive by the owner: the horn of a deer, the head of a camel, the eyes of a demon, the underside of a clam, the tail of a snake, the claws of a hawk, the paws of a tiger, and the ears of a buffalo. Its body is covered with 117 scales, of which 81 are of the yang essence and 36 of the yin essence. It has no wings; it flies using its magic powers.



Dragon, big  
16055000 VHSP123



## *Japanese art of flower arrangement*

Those who were able to attend the Fukushima Koka ikebana show in the exhibition room of the Hungarian Academy of Sciences in Budapest enjoyed a unique and fascinating experience. This wonderful exhibition also marked the 150th anniversary of Japanese-Hungarian diplomatic relations. The ceremony was opened by Japan's Ambassador to Hungary, Sato Kuni, after which the visitors had a chance to explore the best of traditional Japanese flower arranging. The size, colour, suppleness and type of the plants were all important factors in shaping the overall picture – a reflection of one's striving for perfect balance. Fukushima Koka had also selected two Herend porcelain creations to be among her compositions.



## *In search of Turkish memories*

Gül Baba's tomb, the burial chamber of the Turkish warrior monk, is commonly referred to as the hidden jewel of Budapest. In the 16th-century monument a Herend exhibition has recently opened, consisting of more than 200 porcelain pieces carefully selected to complement this special site. In the garden of the Father of the Roses, Herend flowers are also in bloom: roses, tulips, carnations and orchids dazzle visitors on snow-white porcelain surfaces. The exhibition's focus is not just the flowers: it also highlights how Herend porcelain has combined, and continues to combine, the values of East and West. After the exhibition in Budapest, the collection will move to Istanbul, in the spirit of Turkish-Hungarian friendship.



## *Herend style in the capital of fashion and design*

The renowned Salone del Mobile International Trade Fair, one of the most significant events in interior design, was held during Milan Design Week. The Herend Porcelain Manufactory was also represented at this major event, alongside nearly two hundred international exhibitors, mainly with porcelain service sets. Herend's latest products for 2019 were showcased at the fair, including its stylish and innovative Art Deco set.

## *In the palace of the King of Bahrain*

The Herend Porcelain Manufactory was invited to Bahrain in April 2019 for the Mar'ee Exhibition, also known as the Bahrain Animal Production Show, hosted by King of Bahrain Hamad bin Isa Al Khalifa. On the first day of the event, his Royal Majesty personally viewed the exhibited Herend porcelain products, including the 210 cm-tall giant vase. Recently the ruler of the island country came to Budapest and paid a visit to our shop in József Nador Square.



# THE MAGICAL MOON

“A small step for a man, a huge leap for mankind” – this now-famous quote is exactly 50 years old; it was uttered by Neil Armstrong on 20 July 1969. Over six million people were watching the US spacecraft on TV as the first man stepped onto the surface of the Moon.

## Conquerable distance

The idea of going to the Moon and experiencing its mysteries firsthand has always enthralled mankind. The Moon was always visible in the sky of course, but the ancient Greeks were the first to begin to grasp the mysteries of its existence. Around 450 BC, the philosopher and astronomer Anaxagoras came to realise that the Moon had no light of its own, but simply reflected the light of the Sun. The Greeks succeeded in estimating the distance between the Sun and the Moon and in realising that the Moon was responsible for tidal movements on Earth.

## Its light is bewitching

The full moon has been thought responsible for causing strange behaviour since ancient times, including sleepwalking, suicide and, of course, for making people change into werewolves! Lunatic, lunatico, lunático – the words used in English, Italian and Spanish respectively to mean crazy, from the name of the Roman goddess of the Moon, Luna. For thousands of years medicine has researched the relationship between the Moon and strange or obsessive behaviour, including lunatism, referred to more commonly as somnambulism. For example, the father of modern medicine, Hippocrates, advised his students to always take into account the position of the Moon, as it affects the chances of healing. In 18th-century England, murderers could expect milder punishment if their crime was committed at full moon, as they could plead temporary dementia.

## Mood cycles

One night it's big and round, and at other times it's so narrow that it's hardly visible – the phases of the moon have always been the subject of great interest. This constant change reminds us of the natural cycle we experience on Earth: the water evaporates from the ground and then falls back down in the form of rain. Or mature fruit that falls from the tree only to shed its seeds from which a new tree grows. Moon cycles start with the new moon, symbolising a new beginning: at these times it's easier to begin new things, and we're open to new opportunities as well. Then, as the Moon appears to grow, we become infused with energy; learning and physical movement also come more easily – this is a time of recharging. At full moon, the Sun and the Moon are facing each other, which can give rise to tensions in us. At this time we're more sensitive and prone to tiredness, we may experience more problems with our health, but we're also more adventurous. Finally comes the fading moon, a time of cleansing, of letting go of the things we don't need. At this time it may be worth giving the house a good clean or starting a diet. Then it all starts over again...

## Did you know?

Not only the Romans, but the Greeks, the Mesopotamians and many other ancient cultures saw the Moon as feminine. Beauty and light in the darkness of the night: a symbol of mystery, motherhood, reproduction and growth. The full moon symbolises female attraction.



Dinner plate  
2537000 UNIVER3



# LIVING CORAL

The official colour of the year 2019 is living coral, which, thanks to its golden hue, is both soft and vibrant.

The Pantone Institute, known for developing international colour-coding systems, announces each December which shade will be next year's official colour, a colour that will then be the focus of the fashion and beauty industry, interior design, industrial design, packaging technology and graphic design. After last year's ultra violet, this year live coral was chosen, a decision that was preceded by several months of research and trend analysis.



Dragon turtle 5947000 ZOVT-5  
Plate with bird I. 7562091 VHM  
Teapot, twisted knob 20606006 VH

## A colour that reflects concern for the environment

Besides providing guidance to designers from different industries, the colour of the year reminds us of the colour-rich world we live in and also sends a strong social message: living coral draws attention to the destruction of coral reefs.

## It goes with everything

Corals play an important role in the healthy functioning of the ecosystem and, not least, are a pleasure to behold. Live coral is an extraordinarily beautiful colour that's worth including in our everyday lives. We can use it to make our home look trendier and more cheerful, as natural and cold tones go very well together. Perhaps start by buying some coral-red accessories: towels in the bathroom, pillows in the living room and porcelain plates in the dining room. Then, if we fall in love with the colour, which radiates playfulness and optimism, we can choose some clothes to match! Live coral red looks great with colours that are similar to it, i.e. with all shades of pink and orange, as well as with its complementary colour, turquoise, a reminder of the sea, and with any gold-coloured accessories – perfect for the summer.

## Did you know?

In order to admire the magical shades of coral, you don't necessarily have to go diving. The Hawa Mahal, or Palace of Winds, in India also boasts living coral red, as does the Italian Riviera, the many buildings of the Cinque Terre, and the Antelope Canyon of Arizona, which is most beautifully illuminated by the Sun between April and October.

# TABLE BE SET!

Delicious food, when served up on a tastefully laid table, is doubly appreciated by everyone, as not only will their stomachs be sated, but their eyes, too, will feast on the sight of a beautifully laid table.

We chose the delicacies in the picture to go with Herend Porcelain's new creations for 2019, the pieces of the Art Deco set. It is no coincidence that the Porcelain Manufactory introduced this particular collection this year, since Art Deco, a style that has become a classic design trend, is very much back in vogue.

## Almost a hundred years ago ...

The Art Deco movement began in France in the 1920s at a time of rapid technological development, and was very quickly embraced by designers the world over. The style is in evidence everywhere, from New York skyscrapers to Parisian jazz clubs to residential buildings in Mumbai. The name Art Deco comes from the French "objets d'art décoratifs", and is mainly in evidence in the field of decorative objects and home-furnishing accessories.

### Did you know?

The stylised decoration resembling bird's feathers and fish scales was first painted at Herend on a 19th-century porcelain box. The figure was gifted by Mór Fischer, manager of Herend Porcelain at the time and the man credited with driving the early success of the company, to Mór Jókai (or Márton Kakas, to use his writer's pseudonym).

## Art Deco in the home

This design trend was extremely novel in the 20s and 30s, and thanks to its modernness, is still very relevant today. It has a place in traditional as well as minimalist homes – whether as an accessory item designed to add character to a room or whether used in the furnishing of an entire apartment. Art Deco can be applied to the design of every object, down to the last detail; it can transform the most prosaic household items into beautiful, intricately designed, high quality pieces. Herend Porcelain's Art Deco collection could therefore be the perfect accessory for our 21st-century dining experiences and homes, as it meets all the requirements we may have for modern, stylish design.

## The best of all worlds

The lustrous trend draws on several styles: it includes elements of cubism, futurism, constructivism, and the Avant-garde and secession movements, while also drawing inspiration from African motifs. From everywhere, it borrowed aspects that lent a luxury feel to products: mirrored objects, exotic items and expensive materials (silk, velvet, leather). It is marked by an interesting duality, combining simple lines with rich ornamentation and bold colours. Gold is also an important element in Art Deco design, as it radiates elegance, and can be found on lamps, furniture and in textiles. Just think of the magnificent interiors of film *The Great Gatsby* directed by Baz Luhrmann.

–  
Art Deco set  
Dessert plate 2515000 VHNBK; Dessert plate 2520000 VHNBK  
Serving plate 4760000 BABOSN-OR  
Apple paperweight 8555000 VH  
Bonbonniere, pear-shaped 6109002 VH

–  
Special thanks to the **Kárpátia Restaurant**  
for the venue and the dishes.





# TREASURES OF THE EAST

A vase and an ornate plate that will dazzle you as soon as you behold them.  
And the more you gaze at them, the more they reveal...



## Are you intrigued by the magic?

Both decorative objects are available in limited edition; only 50 pieces are made of each. If you are curious about how many careful hands these objects pass through, and how many hours of work it takes to prepare them, you can watch a video of the production process here: [youtu.be/1QiiN6LKLNI](https://youtu.be/1QiiN6LKLNI)



Cairo's pyramids, mummies and hieroglyphs attract millions of visitors each year. It's no wonder, as the millennia-old Egyptian history and culture have so many incredible mysteries in store that they arouse everyone's curiosity. These two special pieces of the Herend Porcelain Manufactory were also inspired by the mysterious and magical East.

More specifically, the decorative elements of the Cairo vase and ornate plate were inspired by the motifs of a 17th-century Arabic-style tapestry, which reminded the designer of a beautiful floral field and a richly laid table. The dominant colour of both decorative objects is green – the colour of nature, life and revival, which also symbolises development, harmony and fertility. The vase and the ornate plate thereby remind us of the fragility, harmony and abundance of nature, and the selflessness of the desire to give. The decoration is reminiscent of a tapestry from *One Thousand and One Nights*; it features fresh greens, glittering golds, vibrant whites, saturated reds, and subtly contoured colour contrasts appear on it in a playful rhythm.

## *How the vase is made*

- The manufacturing of this grandiose product takes one month.
- 30 litres of liquid slurry, or 'casting slip', are introduced into an approx. 1-meter high, 70-kilo plaster mould to cast the vase.
- The so-called 'suction time' is one hour; this is what it takes for the wall thickness to form. The caster then has to wait four more hours before the product can be removed from the mould. Only one piece can be cast per day, because the plaster mould gets wet, and therefore it requires drying to be suitable for use the next day.
- This 75 cm high raw cast is left to dry for 2-3 days, after which it can start to be cleaned, and then another 10 days of drying is required before the first firing, which lasts 30 hours.
- Due to its large size, it would be difficult to dip this product into the glaze, and so the glaze is applied by spraying. Glaze firing takes an entire day.
- By the time the vase is completed, it loses nearly 15 percent of its original size, resulting in a 65 cm high object that weighs 5.5 kg.

## *Artistry of the ornate plate*

- Similarly to the vase, the production of the ornate plate is a time-consuming process that lasts 1-1.5 months.
- Its preparation is further complicated by over 200 tiny holes. The master potter prepares these holes one by one by piercing the raw porcelain paste using a special double-edged knife. This phase takes approx. 4 hours.
- After the piercing phase, the product is left to dry for 4-5 days, and then each hole must be individually washed during the cleaning phase.
- The motif running along the edge of the plate also requires extra attention during glazing, as the glaze-cleaner must scrape the glaze out of these holes one by one after spray-glazing, otherwise the glaze would clog them up.
- This ornate bowl, which is prepared in 1-1.5 months, has a diameter of 50 cm and weighs 3.5 kg.



Vase, button knob 6576015 SP983  
Wall plate, open-work 8393050 SP983

# THE GRASS THAT REACHES THE SKY

“God created the bamboo to make the Chinese rich,” goes an ancient saying. Here are 11 interesting facts about Asia’s most versatile plant, which is still highly prized today.

## 1. Reaching for the sky

Botanically speaking, bamboo belongs to the grass family. Bamboos include some of the fastest-growing plants in the world; a certain species grows up to one metre a day and can reach up to 35 metres in height.

## 2. Varied and diverse

Not only do they boast an impressive growth rate, they are also unsurpassed in terms of adaptability and survivability. There are more than a 1,000 known species of bamboo around the world and they thrive in a wide range of climates – from cool mountains to hot tropical regions. There are evergreen, water-intensive and drought-tolerant species among them, and their colours also reflect their diversity: the stem may be yellow, green or black, and even striped or spotted.

## 3. The bamboo empire

Roughly 400 million hectares of land are covered by bamboo on the planet, most of it found in Asia. The largest plantations are in China.

## 4. Flowering comes at a cost

As with other grasses, flowering takes its toll on bamboos. With the larger species, the plant may even die after flowering, once the seeds have ripened. However, bamboo blossom is an uncommon phenomenon; it only happens every 40 to 120 years. This is why when the Chinese say “when the bamboo flowers”, it essentially means “never”.

## 5. Protecting our environment

Bamboos release some 30 percent more oxygen into the air and absorb more carbon dioxide than any other plant. These favourable features help reduce greenhouse gases and improve air quality.

## 6. The favourite food of pandas

For a long time, this plant has been an important component in the diet of many animals. While pandas tend to feed only on bamboo, mountain gorillas and eastern lesser bamboo lemurs, indigenous to Madagascar, now and then consume other foods as well.



## 7. Healing and beautifying effects

Bamboo is also popular in traditional medicine, as it can be effectively used to treat various infections, has excellent anti-inflammatory properties and speeds up the process of wound healing as well. It has beneficial effects on the cardiovascular system, reduces cholesterol levels and promotes restful sleep. Additionally, bamboo extract is full of beautifying vitamins that make the skin and hair more lustrous, flexible and hydrated.

## 8. A thousand uses

Its tensile strength is higher than that of structural steel, which is why bamboo is widely used in the construction industry as well. Furthermore, it is also an excellent raw material for manufacturing floors, furniture, house walls, skateboards, bicycle frames and helmets.

## 9. You can even wear it

Since its cultivation does not require the use of chemicals, bamboo has natural antibacterial, antiallergic and antifungal properties, and bamboo fibre is also an excellent raw material for textile production. Bamboo textile absorbs 60 percent more moisture than cotton, and is less prone to creasing.

## 10. A symbol of the most important virtues

This extraordinary plant was a very significant symbol in ancient Chinese culture; today, bamboo symbolises Oriental beauty and long life, but also modesty, temperance and loyalty. These qualities are all important virtues in the Far East, which is why bamboo has become a recurring motif in Chinese paintings, calligraphies and poetry – and one of the most frequently portrayed plants on porcelain.

## 11. Bamboo with a twist

Herend masters have also been inspired by the mysteriousness, qualities and beauty of bamboo. One of the novelties of this year combines simplicity with sophistication, clean design with subtle elegance. This new pattern appears on a piece with a completely new design, and recalls one of the most mysterious plants of Asia, the bamboo. The flowering of bamboo is just as mysterious as the craft of porcelain making. It’s a miracle – just like Herend porcelain!

Panda bear 15348000 CD

Bamboo tea set

Teapot, bamboo knob 3402091 SAJU

Teacup with saucer, bamboo handle 3464091 SAJU





# THE LAND OF ETERNAL FROST

Wandering in Oymyakon

The coldest inhabited place on Earth is a tiny settlement in the Russian Republic of Sakha in East Siberia, where winter lasts seven months.

The only road to Oymyakon is long and icy: from the capital of the region, Yakutsk, one needs to drive two full days on black ice to reach the village, which has just over five

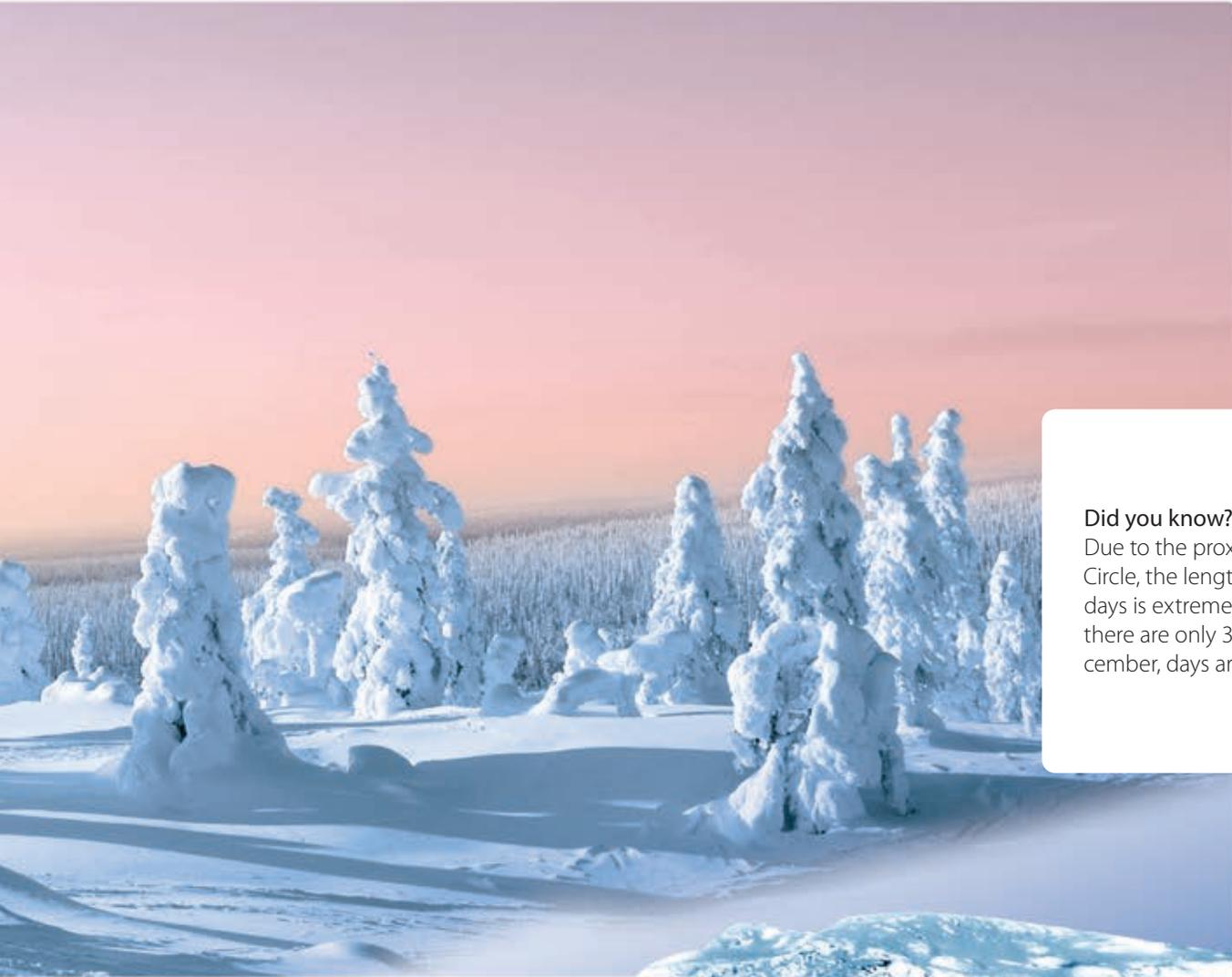
hundred inhabitants. The locals call the Kolyma Highway the 'Road of Bones', as Stalin had it built by convicts and political prisoners.

Because of the brutal conditions of forced labour, lots of people died while constructing it and their bones were laid beneath or around the road – so many of them died that a corpse is buried at every meter of the several hundred kilometre road. Halfway, there's a gas station that is open around the clock where staff work in two shifts. A shift lasts two weeks.

Entering the village, one can admire a monument commemorating the cold record of 1924, which proclaims that Oymyakon is the Earth's "Pole of Cold". The coldest ever temperature recorded,  $-71.2^{\circ}\text{C}$ , is debatable, because it was not directly measured but calculated by extrapolation. However, the temperature of  $-67.8^{\circ}\text{C}$ , recorded in February 1933, is an official figure, and is unprecedented in any populated area. It's hard to put into words how terribly cold it is here; just to give a point of reference:  $-18^{\circ}\text{C}$  is a common temperature for household freezers. Oymyakon is located merely 700 meters above sea level and well below the Arctic Polar Circle. Its extreme weather conditions are due rather

to its special geographical location: there is no ocean in its proximity that would otherwise mitigate the extreme conditions; in addition, the village lies in a valley where cold air pools. Animals have already adapted to the cold: thanks to its thick double coat, the East Siberian Laika is extremely tolerant of negative temperatures, while Yakutians have shorter legs than average and can grow a heavy hair coat of up to 10 centimetres in the winter. If we take a close look at the population, it is conspicuous that the Oymyakonians are particularly short people, which has physiological reasons: the smaller the body surface, the less the heat loss.

Frozen pen ink and glasses stuck to the face – these are only two of the everyday problems the locals have to contend with. Cups easily freeze to people's mouths, and most houses – in the absence of a sewer network – have no toilets inside. Cars are kept in heated garages; on the streets, locals leave their cars running for fear of not being able to restart them. Smartphones are useless here, as, even if there were a reception, the phones themselves would not work in such cold



#### Did you know?

Due to the proximity of the Arctic Polar Circle, the length of both nights and days is extreme in Oymyakon. While there are only 3 hours of daylight in December, days are 21 hours long in June.

conditions. Another problem caused by the freezing temperatures is burying dead bodies, as the ground is so deeply frozen that it must first be thawed sufficiently for three days to be able to dig a sufficiently deep grave.

Because the ground remains frozen all year round, nothing grows there, so people mainly eat fish, reindeer meat and horse meat (in many cases frozen, only salted and peppered). Locals rarely eat vegetables and fruit, because fresh goods quickly spoil in this climate. However, doctors say that Oymyakonians do not suffer from malnutrition, as their animals' milk contains a lot of nutrients.

There is only one shop and one school in this village, which lies along the Indigirka River. School is called off only when the temperature drops below  $-52^{\circ}\text{C}$ . The locals are mostly engaged in animal husbandry, hunting and fishing, but tourism is of growing importance, too. If you ever visit Oymyakon, you can get a certificate from the Mayor attesting that you have been to the coldest inhabited settlement on Earth.

Panther 15473000 MCD-  
Carp 15666000 VHB



# A FASCINATION WITH STAMPS

There's no other hobby in the world that matches stamp collecting for the incredibly wide range of knowledge that one can acquire – while having lots of fun. It's no coincidence that philately is still today one of the most popular free time activities.

The world's first adhesive postage stamp was the Penny Black; it features a portrait of the young Queen Victoria and was first issued in 1840 in Great Britain. Its proliferation not only simplified the postal delivery system, but also made mailing cheaper and more popular. Soon, the United States, Brazil, Russia, and most of Western Europe also switched to the use of postage stamps. Painter Mór Than submitted his drawing for the design of the first Hungarian postage stamp on 3 July 1848, but, due to the failure of the revolution, it was only issued 62 years later. The first stamp that was both designed and printed in Hungary was issued in 1871. The passion for collecting stamps is almost as old as postage stamps themselves; by around 1860, thousands of collectors were already hunting for rarities and exchanging them. John Edward Gray was probably the first-ever stamp collector, because – if anecdotes are to be believed – the British zoologist bought a dozen Penny Blacks on the day they were issued, with the intention of keeping them. The Penny Black, however, is far from being the most expensive or the rarest stamp in the world – millions of them were issued, so you can still buy one in average condition for as little as \$200 on international online marketplaces. Over the decades, stamp collecting has been referred to with several names. Some call it 'the hobby of kings', as, after all, many royals have shared a passion for philately, starting from Alexander II of Russia, to Prince Albert I of Monaco, to Elizabeth II of the United Kingdom. Some even call it 'the world's greatest hobby', saying that anyone can collect stamps, whether poor or rich, because they are affixed

to letters and so used ones, at least, do not need to be paid for. So what makes stamp collecting so tempting for so many people? Besides being a simple and inexpensive leisure activity, stamps are beautiful; some of them are miniature works of art. What's more, they carry a lot of information: a country's stamps reflect a particular nation's culture and history, thus allowing us to get to know the different peoples of the world better. Not to be overlooked are the facts that stamps are light as a feather and tiny, so that collections can be easily carried anywhere, and, since new series are being issued constantly, there will always be something to collect. If you think that in today's digitalised world stamp collecting is doomed, you are very wrong! Although the appearance of the internet has changed philately, it has also greatly contributed to its survival. Nowadays, international catalogues can be browsed online; it's much simpler to purchase and exchange stamps, and if we feel like it, we can have our own virtual collection. Herend porcelain ware, as part of Hungarian heritage, has been featured several times on stamps. For the first time in Hungary in 1972, when the most famous products, including the Queen Victoria vase and the Apponyi plate, were pictured on a series of stamps of eight different denominations. In 1976, to mark the 150th anniversary of the founding of the Manufactory, the Hungarian Post issued a stamp featuring a sculpture by Zsigmond Kisfaludi Strobl entitled 'A Hussar Looking at his Sword'. Most recently, in 2003, Herend masterpieces were featured on a four-piece series named 'Porcelain Art'.



In the middle:

A stamp issued in 1976 to commemorate the 150th anniversary of the Herend Porcelain Manufactory



Bottom: A series of porcelain art-themed stamps designed by Eszter Domé and issued in 2003

# VEHICLE REGISTRATION PLATES AROUND THE WORLD

An infinite combination of letters and numbers on a metal plate – nothing special about this. Or is there?

Registration (or number) plates are almost as old as cars themselves: they were first introduced at the end of the 19th century to allow identification of the growing number of vehicles. They were first introduced in France in 1893, followed by Germany, the Netherlands, Spain and the United States. Throughout the years since then, registration plates have changed a lot both in appearance and in terms of the materials they are made of, reflecting increasingly stringent requirements and various technological innovations.

The earliest registration plates were made of ceramic or porcelain, which made them extremely fragile. Due to its fragility, porcelain did not prove to be an ideal base material, so manufacturers started experimenting with other materials. They tried cardboard, leather, and during World War II, as the defence industry needed metal and thus there was a shortage of that, even fibreboards made of pressed soybeans.

## Digital version

Of course, digitalisation has reached registration plates too. Today, digital registration plates are available in three states of the USA (Arizona, California and Michigan), which look strikingly like e-book readers.

## So many countries, so many customs

Registration plates differ greatly in different parts of the world: there are countries where they are quite plain (for example, in Malaysia or Kenya), but there are countries where you'll see lots of custom-made and heavily decorated plates crammed with information (for example, in Saudi Arabia or Afghanistan).

## Beyond the numbers and letters

U.S. registration plates are clearly the most colourful: besides being extraordinarily multicoloured, they often feature the slogan and/or symbol of that particular state. So it is not surprising that the first graphic ever appearing on a registration plate was the potato in 1928, in the State of Idaho, back then the leader in potato production.

## Emojis on the road to conquest

The Australians probably have the funniest registration plates. Queensland drivers can add some zing to their number plates with one of five emojis. No official data is available yet as to which of the five emojis – “laugh out loud”, “wink”, “sunglasses”, “heart eyes” and “smile” – is the most popular in the Australian city.

## Worth every penny

A registration plate with an appealing number-letter combination can add that a special something to a car, which is why in many countries personalisation and unique registration plates are allowed. Of course, uniqueness comes at a price – obsessed people are sometimes willing to pay millions of dollars to get what they want. Currently, the record holder is the UK “F1” number plate, which is registered to a Bugatti Veyron SuperSport, and was purchased in an online auction in 2018 for a staggering \$20 million.



# THE RECIPE FOR HAPPINESS

Life isn't simple, but then it never was. For this reason, over thousands of years, man has worked on developing methods designed to get him through difficult times. All peoples have their own rituals to bring joy into everyday life.

## Hawaii

**Hō'oponopono:** *a practice of reconciliation and forgiveness intended to help us find inner peace*

Even though hō'oponopono sounds like a magic word, this Hawaiian term translates into English simply as correcting a mistake or making amends. Its essence is to let go of bad energies that accumulate in our body and upset our inner balance. Take a deep breath and overcome petty annoyances that suck your energy because when you're angry and resentful, you only hurt yourself.

## Norway

**Friluftsliv:** *spending time outdoors, to become one with nature*

Norway is a very large country with a relatively small population, so it is no wonder that the Norwegians like to spend time outdoors and go hiking as often as possible. If they feel that they cannot keep pace with urban life, they recharge their batteries on lake-shores, in the mountains or by admiring the Aurora Borealis (Northern Lights). Friluftsliv can be practised in any country; you just have to look for a location where nature is undisturbed.

## Turkey

**Keyif:** *the art of idle relaxation and an exercise of mindful presence*

The Turks know that it is important to be in good company, spend time with the family and build friendships; however, they also know that sometimes one needs solitude. Keyif can last for a minute or even an hour; the point is to have a little 'me time', be alone with your thoughts for a while, and enjoy the moment. All this can be done sitting on a bench, at the beach or in a café.

## Bosnia and Herzegovina

**Kafa:** *the ritual of drinking coffee in good company*

With every sip, the world around us gets a bit slower. Locals drink carefully prepared coffee from a special small, long-handled pot (džezva) with sugar cubes or Turkish Delight (rahat lokum), as undisturbed as possible. Just as important are the friends with whom we can talk at length and reflect on the most important things in life, while ignoring the passing of time.

## Spain

**Siesta:** *treating ourselves to a one or two-hour sleep to recharge our batteries after lunch*

Today's performance-focused society poses a serious threat to the afternoon rest of the Spaniards. Afternoon naps are very beneficial for the mind, regardless of where we are in the world, not only because they help you relax, but also because they make you much more productive.

## Brazil

**Mate:** *consuming the herbal infusion made from the leaves of the Ilex paraguariensis plant with our friends*

The list of the beneficial effects of yerba mate on health is very long (it improves general well-being, energises, increases concentration etc.), but perhaps its most important quality is that it brings people together. Besides Brazil, people in Argentina, Uruguay and Paraguay also believe that yerba mate is best if consumed in congenial company.



Nude woman combing, big  
5700000 PLATI

On the next page  
Round dish 2152000 POMMES

# RIBEYE STEAK

served with sweet potato purée and grilled vegetables

The secret of the perfect steak lies not only in seasoning but also in the method of cooking. Ribeye is cut from the Rib Primal portion of the rib section, which yields a particularly tasty steak mainly due to its fat marbling.

## Preparation

1. Chop part of the aromatic herbs, and use them to season the meat slices. Salt and pepper to taste. Sprinkle your ribeye steaks with olive oil, then cover them with food-wrapping film and let them sit in the refrigerator for a few hours.
2. Heat some olive oil in a thick-walled pan, sauté the rest of the herbs and half of the garlic. Place the steaks in the pan, and fry both sides for 2 minutes each. Then place them on a grill and bake them in an oven until their core temperature reaches 68°C. Remove the steaks from the oven and let them sit for approx. 10 minutes.
3. Heat some olive oil and butter in a pan, then add the remaining garlic and herbs, and turn the steaks over several times in the hot shortening.
4. Cook the sweet potatoes in salted water. Strain them and then mix them with the heated milk, cream and melted butter until you get a creamy mixture. Season with pepper and ground nutmeg.
5. Sauté the sliced vegetables in a oiled pan. Season with salt, pepper and herbs to taste.
6. Serve the prepared steaks with the sweet potato purée and grilled vegetables.

## Ingredients (serves 4)

- 4 slices of ribeye steak
- 600 g peeled sweet potatoes
- 160 g truss cherry tomatoes
- 160 g sliced courgettes
- 120 g sliced bell peppers
- 1 onion
- 2 spring onions
- 60 ml olive oil
- 60 ml milk
- 60 ml cream
- 120 g butter
- salt and ground pepper
- ground nutmeg
- 3 cloves of garlic
- fresh aromatic herbs (thyme, rosemary, basil, parsley)

## Degrees of steak doneness

### Rare

75% pink inside

Core temperature: 30–51°C

### Medium-rare

50% pink inside

Core temperature: 57–63 °C

### Medium

25% pink inside

Core temperature: 63–68°C

### Medium well

Just a hint of pale pink inside

Core temperature: 72–77°C

### Well done

100% cooked with no sign of pink inside

Core temperature: above 77°C



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Closed on Sundays and Mondays

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# GIFT IDEAS

Human relationships need a lot of care and attention, but provided we make the effort, the energy invested pays off.



01 Peacock  
5690000 VHSP38



02 Vase, button knob  
6572015 VICT2



03 Asian elephant, big  
15487000 VHSP106



04 Fruit stand  
7410000 VICTVT



05 Bunny with butterfly on nose  
5728000 VHB



06 Cheese board  
2459000 AV

## Brand Shops

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