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Magazine of the Herend Porcelain Manufactory

No 61

Herend

HERALD

Interior design
Where joy lives

—
Behind the scenes
Songbirds of Herend

—
Blue zones
In the know about
the secrets of longevity



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Introduction



Dear Herend Herald Readers,

We are soon coming to the finish a successful business year, a year also rich in cultural events. The Herend Porcelain Manufactory is one of the world's leading porcelain manufacturers, where successful operation goes together with fulfilling a cultural mission. This mission can be summarised in the idea of value creation - value preservation - value transfer. In today's fast-paced world of mass production, it is particularly important for us to highlight the high artistic value of forgotten trades that require fine craftsmanship and outstanding human skills.

In keeping with our cultural mission, this year our museum exhibited works of art from the Mino Ceramic Valley in Gifu Prefecture, Japan, which were shown for the first time in Central Europe, in Hungary.

This year, as a continuation of our commitment for porcelain art, we have once again invited the most important European porcelain manufacturers to organise a joint porcelain art exhibition in Herend, the heart and stronghold of European porcelain production.

These international porcelain exhibitions offer the public the opportunity to get to know the Herend Porcelain Manufactory and other European and Far Eastern luxury porcelain manufacturers with a similar historical tradition as well as their creations. It is an opportunity to learn about the cultural context of porcelain art and discover its values. An opportunity to showcase the beauty of porcelain craftsmanship and

the international value and creative talent of porcelain manufacturers, including HEREND.

These porcelain art exhibitions also offer today's young generation an alternative to the paper plate world of fast food restaurants, as coffee and tea taste much better from an artistic porcelain cup than from a disposable paper cup.

We are proud that today Herend offers an outstanding platform for bringing together and presenting the international art of porcelain and the values associated with it. Herend has become a "centre of gravity", bringing together porcelain manufacturers from Europe and beyond and taking the art of porcelain out into the world.

With such exhibitions, we recognise our responsibility to pass on the cultural values entrusted to us for future generations. We are committed not to exploit but rather to enrich the cultural heritage we have inherited, and that we must pass on to the next generation more than we have received from our predecessors.

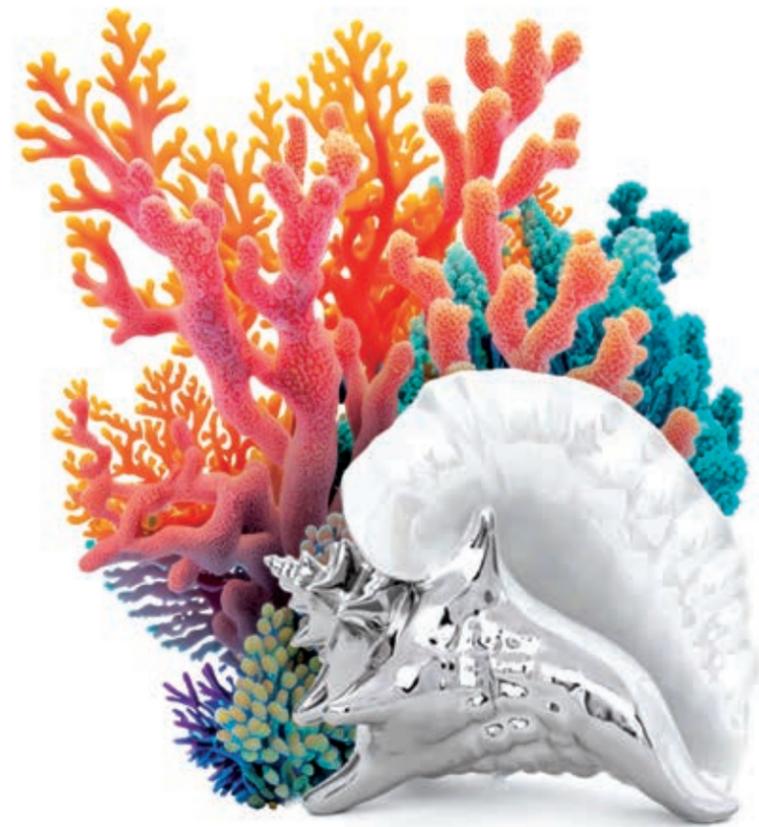
We fulfill our cultural mission with unwavering faith and devotion.

I hope you enjoy reading this issue.

Dr. Attila Simon
Chief Executive Officer

—
On the cover
Sugar basin with mandarin knob 03355021 CANTON;
Chopstick-rest 15123000 C2 (Only available in Japan)

—
Shell with crab
05785000 VHSP158



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PICTURESQUE NATURE

When it comes to the use of colours, Herend Porcelain Manufactory boasts an infinitely rich palette. Our master porcelain painters use nearly two hundred hues and some six hundred and fifty mixed colours to bring the wonders of nature to life.

In the majority of porcelain factories, painters work with paints that are pre-mixed in central facilities and apply them according to strict technological specifications. By contrast, Herend's palette painters work simultaneously with several prepared colours, as well as improvised mixtures of those, which allows for a very rich palette of colours and true-to-life representations of the blue of the seas, the green of forests, and the white of winter snow. Herend's paints consist of low-melting-point glass-ceramic powder, while the colours are provided by various metal oxides, such as cobalt for blue, chrome and copper for green, and iron oxide for red and brown. One of the most expensive colours is purple (purple), which is tinted with gold oxide.

We can never get enough of nature's fascinating colours, and counting them is downright impossible. Not least because the perception of colour is a subjective experience, a sensation, a reaction of the brain to light. What we identify as colour is white light reflected from objects. Different materials and surfaces absorb and reflect white light differently, which is why we see everything in different colours. The average human eye can distinguish hundreds of hues, which is more than enough to be able to see wonders!

When day turns to evening

We can witness some of nature's most magnificent displays of colour day after day. A sunset is one such example: its glowing hues are simply a delight to lose ourselves in for a few minutes. You wonder why the sky, a brilliant blue during the day, slowly turns orange and then fiery red as evening approaches? At sunset, light travels much further through the air than during the midday hours. Along its long path, most of the blue light is scattered, leaving only the orange and red sunrays to arrive from the originally white light of the Sun: they are the ones that give the sky its colour.

The thousand blues of the sea

A similarly interesting question is why large bodies of water – lakes, seas, oceans – are blue, while their main constituent, water, is colourless. Is it because the sky is reflected on their surface? This assumption is true in part; and although the colour of a body of water is influenced by underwater objects (such as plankton), its first and foremost cause is the selective absorption of light. Water molecules absorb the red, orange, yellow and green wavelengths of the colour spectrum of light, therefore the deeper a lake or sea, the more bright blue it appears.

Did you know?

The scientific study of colour can be traced back to Sir Isaac Newton. Although some of the English physicist's conclusions in his book published in 1704, *Opticks*, proved to be wrong, he was the first to discover that a prism breaks white light up into different colours of the colour spectrum. He distinguished seven basic colours and arranged them in a circle, which is known as Newton's colour wheel.



Vase with rose twig handle
07127000 CD-ROSE

Did you know?

Flowers are one of the most frequent motifs applied in porcelain decoration. The main period of floral decoration goes back to the 18th and 19th centuries, but it has not lost its popularity even to this day. In Herend's porcelain painting, three basic forms can be distinguished: the naturalistic, which aims for perfect representation; the stylised, which involves simplified representation; and the lively, airy flower painting characterised by mannerism.

Culture

MY FLOWER

Second only to its flag, many a country regards its respective flower as its most important national symbol – not only because it is typically found in that part of the world, but also because it carries an added meaning.



The ancient tulip Although the Netherlands is one of the world's largest exporters of tulips, these cup-shaped, multi-coloured bulbiferous ornamental plants have very close ties with Hungary, too. The tulip is native to many parts of Asia and is thought to have been introduced to the Carpathian Basin from the ancestral homeland of the Hungarians: some experts claim that it appears as early as on Hun finds and on a sabre from the time of the Hungarian conquest. Even the Hungarian Holy Crown is adorned with tulips, which represent the birth of light, vigour and life.



The ephemeral cherry blossom The pink cherry blossom brings to mind Japan, as the spring cherry blossom and its celebration, hanami, are an integral part of Japanese culture. The cherry blossom, also known as sakura, blooms for a maximum of fourteen days each year, and this short blossoming period followed by a spectacular shed of petals serve as a reminder that nothing is permanent and that we must appreciate the present – for example, by stopping for a moment to admire nature.



The pure lily The lily figures in the coat of arms of Florence, Italy, the cradle of the Renaissance, along with a host of religious-themed works of art of the time that also feature this majestic plant. The white lily is a symbol of innocence, purity and modesty, while the orange one is associated with enthusiasm, the yellow one with cheerfulness and the dark red one with love. Italians claim that it faithfully reflects the values and beliefs of their country, which is why it is a popular choice for weddings and as gifts.



The sacred lotus flower The lotus flower, which is the national flower of India, is also known by many other names: often, it is referred to as the Indian lotus, the bean of India, and the sacred lotus, too. The latter refers to the fact that it is believed to be a sacred flower associated with Hindu gods and goddesses, as a symbol of divine beauty and purity. Capable of being reborn every day from muddy water, the plant's flowers can be white, pink or red.



The multicoloured dahlia Unrivaled in its diversity of colour, form and size, the dahlia is indigenous to the mountainous regions of Mexico. Dozens of different species and thousands of varieties of it are known, ranging from a few centimetres to several metres in height, and varying in every colour of the rainbow. And although it was only declared Mexico's national flower in 1963, its history dates back to the time of the ancient Aztec: the stems of some varieties were used to quench thirst and their bulbs for medicinal purposes. The dahlia has been regarded as a symbol of elegance and refinement since ancient times, as it remains the case even today.



The resistant rose In Morocco, people love roses so much that every spring, at harvest time, they hold a rose festival, where products made from roses are available to choose from, rose tea is consumed, and a rose queen is elected. The country situated in western North Africa is home to a wide variety of roses, of which the most common is the tea rose with its fabulous appearance and captivating fragrance. Resilient and able to survive in a variety of climates, it is regarded as a symbol of strength and endurance of the Moroccan people. Beyond that, it is associated with love, beauty and friendship.

SONGBIRDS OF HEREND

The colourful and vibrant Rothschild design is one of the most famous in the line of historical and prestigious Herend decors, which explains its unbroken popularity.

Fashionable birds

European porcelain painters of the 18th and 19th centuries were keen to turn to nature for inspiration. The invention of porcelain in Europe coincided with the emergence of bird decors, initially inspired by Far Eastern designs. Chinese and Japanese birds were soon replaced by naturalistic representations of the birdlife found in European woodlands and meadows. Songbirds were usually painted in pairs or in the company of their chicks, often perched on tree branches. As customary with most motifs that travel around, this bird pattern appeared in almost all European porcelain manufactories, including Herend, where songbirds from the forests served as a source of inspiration.

The Rothschild design features twelve variants of bird pairs with colourful plumage painted in a naturalistic manner on gilt-edged porcelain, representing them perched on stylised tree branches growing out of tiny grassy areas. A glittering golden chain consisting of tiny links is wrapped around the branches. Butterflies and beetles painted in delicate pastel colours are scattered around them. The birds, depicted in pairs, are eternal symbols of love, partnership, faithfulness and belonging.

The legend of the Rothschilds

The namesake of the design suggestive of happiness, harmony and evoking the atmosphere of a forest resounding with birdsong, is the Frankfurt-based Rothschild family, whose members, known primarily as bankers, liked to order sets with this decor from Herend from the 1860s on. This is evidenced by an entry in Herend Porcelain Manufactory's inventory ledger for the year 1869, preserved in the manufactory's archives, which states that in the year concerned, Baroness Rothschild was sold various porcelain objects and sets worth USD 28,650, at today's value.

The gold chain in the design may be a reference to the legendary wealth of the family of bankers. However, according to an anecdote popular in Herend, Baroness Rothschild one day lost her valuable necklace, which she then found in her garden – among songbirds, laid on a branch. The story caught the attention of Mór Fischer, who in the 19th century sent porcelain manufacturing in Herend soaring, and in 1850 he designed a decorative pattern to commemorate this scene.

Tradition and innovation

The 163-year-old design has been renewed countless times and has changed constantly over this long period, owing to Herend's continuous product development and innovation – and also because it has inspired Herend's industrial designers and master painters from time to time – but has retained the original image. The reimagined, modern versions can find a worthy place even in a youthful home, while still embodying over a hundred and sixty years of history. Beyond its beauty, the timeless appeal of the design is guaranteed by the eternal symbolism of the bird pair representing love and the finding of a match. Eternal and constant, just as Herend's porcelain and love are.

Soup tureen with branch knob 00023002 RO;
Oval dish 00102000 RO; Sauce boat 00220000 RO;
Twin salt cellar 00253000 RO; Soup plate 00503000 RO;
Dinner plate 00524000 RO; Crescent 00530000 RO;
Soupcup with saucer, rose knob 00744009RO

WHERE JOY LIVES

We all know the saying “East or West, home is best.” And the best is when home is where you feel happiest – goes the message of a new interior design trend.

For years on end, minimalist design has dominated interior design trends – in either Scandinavian and Japanese style –, while maximalism, revelling in colours and patterns, has never even gone out of fashion. If you are lost in the abundance of choices, not knowing which style to follow when it comes to revamping your home interior, listen to your feelings rather than blindly following interior design websites and magazines. What forms, textures and colours are you attracted to, and what makes you smile and feel happy?

This lies at the heart of the so-called “dopamine décor” trend, which encourages people to create spaces and surround themselves with objects that can bring them joy and positive emotions. The name is derived from dopamine, also known as the “pleasure hormone”, a compound produced in the body. Dopamine is a neurotransmitter that triggers a feeling of pleasure and contentment when released; it is possible to derive this good feeling from the delight of touching your cushions because of their pleasant fabrics, from the fond memories evoked by your beloved porcelain objects every time you look at them, or from the joy of entering your brightly coloured hallway and instantly leaving behind any thoughts about work.

Did you know?

The essence of dopamine décor is that the objects adorning your home are more than mere decorations, they carry meaning: you use them and by use they bring you even more joy. Do not just admire your cherished Herend porcelain plates and cups behind the glass of your display cabinet, make them part of your everyday life, use them, because they will surely make your food taste even more delicious, your tea and coffee even lovelier!

Decoration that stimulates dopamine production mostly relies on vibrant hues – bright red, intense orange, Barbie pink – in which Viva Magenta, Pantone Institute’s colour of the year for 2023 plays no small part. These vibrant tones feel particularly good for the soul during the gray winter months. Dopamine décor also celebrates self-expression, since it is entirely up to you what makes you happy. Bed linen with an azulejo pattern reminds you of the holiday of your life? Then you should opt for it so that every time you go to bed and wake up you are surrounded by the beautiful moments you collected there. You feel closer to nature when surrounded by accessories made of wood or linen? Then go for these natural decorative elements so that you can connect with nature even when you are inside four walls. The best thing about dopamine décor is that no restrictions apply, you are the one to make up and shape the rules yourself to your heart’s content.

Big vase 06575015 SP895; Candlestick 07995000 SP164; Ascending dragon 15999000 VHSP14; Gomboc 08549000 GOMBOC; Music box with rose finial 06206091 CBTA-X1; Limited coffee set SP1068; Hornbill 16235000 VHSP175; Dragon cachepot 07236000 SP798-A



THE WARDROBE OF MANKIND

From fig leaves to pineapple leather

Natural or artificial, warming or cooling, elegant or casual. We can select our outfits from a wide range of textiles – thanks to thousands of years' worth of learning and development.

"Clothes don't make the man", goes the saying, but we cannot be naked, either – after all, even prehistoric man living two million years ago covered and protected his body with leaves, bark and animal skins. Anthropologists have no accurate information about when humans started wearing clothes, but it is thought that the idea of sewing clothes originated with Neanderthals, who wore clothes made from animal skins. Researchers suggest that the weaving of textiles began in the Middle East during the Late Stone Age, with materials obtained both from plants and animals, such as cotton, flax and wool, to produce the first fabrics. China was a pioneer in the production of silk from the cocoon of the silkworm in ancient times, and it was not until the last century that nylon, composed of man-made fibres, was invented as a substitute for this fine material.

When civilisations emerged, the purpose of clothing was no longer purely functional but it had socio-cultural significance, too – it revealed the origin of the wearer and their status in society. Clothes took on a new meaning in the second half of the 15th century, when fashion appeared. And although the democratisation of fashion is still in progress, it is generally accepted that today everyone can dress according to their taste and preferences, and express their personality through their clothes.

Its price rivals the price of gold

Of course, if you want to wear a coat or scarf made from the world's most expensive and most exquisite fabrics, you will need more than just a sophisticated sense of style – you will also have to lighten your wallet quite a bit. Super-soft wool made from the fur of the Andean vicuña is a rarity, as strictly controlled conditions apply to the shearing of this endangered species. Vicuña wool is extremely soft to the touch and lightweight, yet retains warmth excellently. It sells for four times the price of luxury cashmere, roughly three to six hundred dollars per kilogram!

The strongest

The strongest of all natural materials, linen has been part of our wardrobe since ancient times. Known for its breathability and long life, linen has been a favourite for generations because it can withstand frequent washing and regular wear – in fact, the more you wear it, the softer it becomes. Linen fibres are so durable that in ancient Greece they were even used to weave armours.

The most innovative

The fashion industry has been seeking to replace materials of animal origin for many years, and piñatex, or pineapple leather, has proved a promising result of these developments. Made from the fibre of pineapple leaves, a by-product of the harvest of the fruit, the fabric is vegan, highly waterproof, 100% biodegradable – and of course it looks good, which is why an increasing number of brands now offer pineapple leather bags, shoes and jackets.

Stork with baby 15811000 VH
Dessert plate 02538000 O-EPHKSZ
Bowl 02365000 O-EPHKSZ
Fancy box with elephant knob 06140000 VHP
Shoe 07570000 AB

WELCOME TO THE FAMILY!

While the arrival of a baby is an event full of excitement and joy, every culture has its own customs and traditions when it comes to celebrating the birth of a child.

Tibet

When a baby is born in Tibet, two huge flags are hung outside the house. Each serves a different purpose: one to protect the newborn from evil, the other to bring it good luck. On the third day of the baby's birth, the family home resounds not only with baby cries but also with celebration. The invited family members and friends come bearing gifts of delicacies (barley wine, yak butter tea, and cheese).

Nigeria

In Nigeria, newborn babies are given several things in the hope that they will be as happy as can be. A drop of water so they do not have enemies; palm oil so they can live a stress-free life; cola nuts so they can live a long life in good health; salt and pepper to spice up their daily life. This traditional ceremony takes place on the seventh day for girls and on the ninth day for boys. It is also customary for the grandmother (or another female relative) to give the first bath in order to show that the mother will not be left on her own to look after the baby and will always have someone to help her.

China

In Buddhist and Taoist families, a significant milestone in babies' lives is the thirtieth day of their lives. But when they celebrate their babies' first full month of life, it is not the babies but the invited relatives and friends who receive gifts from the parents – including eggs painted red, the colour of happiness and good luck.

Hungary

According to Hungarian folklore, the future of newborn babies can be influenced by a series of magical procedures. In days of old, it was believed that placing a baby on the ground for a few moments would make it strong and healthy. As a symbol of welcoming the newborn into the family, the father would lift it off the ground. Placed under the bed, the baby was believed to become a good sleeper, if laid on the table, it was to stand out from its peers, while if laid on a coat made of the skin of curly-haired sheep, it was to grow curly locks.

Did you know?

At Herend Porcelain Manufactory, baby flags mark the births of employees' babies. In addition to a light blue and pink flag bearing the word "Welcome" and the image of a stork, a greeting card also informs employees of the joyful news. The baby flag was used on five occasions in 2022, and six times in 2023, up the time when we went to press.

TRAVELING PAINTINGS

In the age of digitisation, we are particularly eager to admire works of art from up close, and to stand before them the way their creators did. If we are lucky, paintings will even come right to where we are. But how, exactly?

Transporting works of art is an expensive and complex job, as such works are usually extremely valuable and therefore require a high level of expertise and exceptional care. Ensuring safety and the appropriate conditions (e.g. controlled humidity) during transport and installation is paramount – which can be guaranteed by couriers, the invisible attendants who escort artworks. Couriers existed even back in the Middle Ages, as evidenced by a painting attributed to 16th century court painter François Bunel, depicting an artist's studio: still lifes and landscapes line the walls, waiting to be removed, while a group of men are setting off with pictures strapped to their backs.

Shipping is much easier today, but there are challenges nonetheless. A new museum in Oslo, for example, has received two large paintings of a size that made it impossible to carry them into the exhibition space in the usual way. The wall on the sixth floor had to be knocked down for these works – *The Sun* and *The Researchers* – after they had arrived on a barge, then they had to be lifted from the barge into the building by a crane, more than twenty-six metres above ground level.

Not surprisingly, the integrity of artworks has not always been so carefully safeguarded... *The Wedding at Cana* by Paolo Veronese was quite badly battered by its journey to its current home in the Louvre in Paris. In 1797, Napoleon's troops raiding Italy removed it from the walls of a monastery, and the canvas, nearly seventy square metres in size, was unceremoniously cut in half for easier transport. You can still see the line where the painting was halved and then put together again.

One of the most valuable paintings in the world, the *Mona Lisa* also had its fair share of adventure after arriving in the United States in the winter of 1963. Transported across the ocean in a waterproof trunk, it was escorted to the National Gallery of Art in Washington by Secret Service agents; First Lady Jackie Kennedy, who played a major role in achieving the famous painting's loan to the US from France, also participated in its unboxing. The masterpiece by Leonardo da Vinci then made its debut at the Metropolitan Museum of Art, with huge success. It was not revealed until much later that the *Mona Lisa's* tour had almost ended in tragedy, as one night a fire extinguisher in the room had gone off, soaking the iconic painting. The impact of the water jet could have been disastrous, but thanks to a thick sheet of glass placed in front of it, the painting came to no harm.

To err is human – this is how it is possible for a valuable painting to be damaged or never reach its destination, even despite strict regulations and great caution. In 2000, the world press widely reported that a painting by one of the most famous artists of the 20th century, Lucian Freud, an Englishman, had been destroyed. The untitled painting was worth around USD 142,000, but never made it home from the auction house. Employees of the art handling company responsible for transporting it mistook the wooden packaging containing the work for an empty crate, and consigned it to a crusher.



Did you know?
Herend Porcelain Manufactory also offers special painted porcelain tableaus in stylish frames. Beyond the classic Herend designs, beautiful still lifes and photo-realistic landscapes are also featured.



TIME DOES NOT STAND STILL

What do dust, seesaws and the movements of your wrist have in common? They all played a key role in the invention of the automatic watch.

Today, when wearing a smartwatch is only natural for many people, it is hard to think back to a time when watches did not work properly unless regularly wound. It was not that long ago, though... The world's first automatic mechanism, a self-winding pocket watch, was made by Abraham-Louis Perrelet in 1777, but it was only around 150 years later that it became an everyday accessory to be worn on the wrist.

Roughly a hundred years ago, English watchmaker John Harwood was determined to make a special wristwatch, one that was more robust than the models available at the time. As most of the watches that were brought to him for repair were damaged by dust and moisture, he started working on a mechanism that did not require a slot for the winding stem and crown.

Working on the Isle of Man in the Irish Sea, the watchmaker spent a lot of time thinking about a solution to the problem; finally, a fantastic idea suddenly popped into his head when he saw two children playing on a seesaw. He immediately set to work, using a discarded pocket watch to create a prototype that responded to wrist movements, similarly to the operating principle of a seesaw, thus making its operation automatic. The brilliance of his invention was to eliminate the need to wind it up manually by turning the crown: the wearer's daily movements generated enough energy to keep the hands in circular motion.

John Harwood travelled to Switzerland on several occasions because he believed it was the only place where he could find the conditions necessary to realise his invention. On 1 September 1924 in Bern, he was finally granted a patent under number 10 65 83 for the first self-winding wristwatch, which went on to conquer the world, men and women alike – and even though there is no need to spend time operating it, you can feast your eyes on it for a long time.

Framed tableau 08123094 SP790
Clock 20527047 SP881-A
Framed tableau 08112091 SP555
Framed tableau 08112091 SP943
Clock-stand with bird 8081091 SP868

LEGENDARY CATS

These velvet-pawed pets have fascinated humans since prehistoric times. Ancient Egyptians not only considered them useful – as they chased away pests – but also believed that their gods had the ability to materialise in the form of cats. Even today, felines still top the popularity charts of pets in many countries around the world, and some of them even made history.



Officer Lazy

Cats these days have it a lot easier than their ancient counterparts, which used to chase scorpions and snakes out of the house, but today's cats still have a lot on their plates – at least the UK Prime Minister's official domestic cat certainly does. The office of Chief Mouser to the Cabinet Office is currently held by Larry, a tabby cat at the Prime Minister's residence at 10 Downing Street, but the position has existed since the Middle Ages. Although Larry has held the title since 2011, his achievements leave something to be desired: he loves to lie in the sun and prefers chasing pigeons to mice.

The Methuselah

The life expectancy of cats is twelve to eighteen years, but one Texas cat managed to live twice as long as the average. According to the book of *Guinness World Records*, Creme Puff, who died in 2005 at the age of thirty-eight years and three days, is the oldest cat ever recorded. Experts believe that keeping conditions have a major influence on life expectancy; Creme Puff's owner swears by the right diet: he fed his pet turkey bacon, eggs, asparagus and broccoli.

The sky is the limit

Roaming the streets of Paris one day, wandering in space the next. Félicette, launched into space by the French in 1963, remains the only cat to have made a successful space flight. Scientists sought to understand how the absence of gravity affects animals – and to infer from it how humans would be affected. Félicette, a black and white cat, was chosen for the mission out of fourteen stray cats, partly because of her calm nature.

Hollywood's sweetheart

The marmalade cat, simply called Cat in the 1961 classic film *Breakfast at Tiffany's*, had an illustrious Hollywood career. Although the tabby cat, named Orangey Minerva in real life, was first introduced to the world co-starring Audrey Hepburn, he also appeared in several films and television shows, and he flaunted his talent in *The Diary of Anne Frank*, *The Incredible Shrinking Man*, and even *Batman!* His remarkable performance was rewarded with two PATSY awards, which are basically the Oscars of animal performers. Orangey is also said to have had celebrity affectations, such as wandering off the set when he did not feel like acting.

The privileged in the White House

When Abraham Lincoln became President of the United States in 1861, he decided to leave his dog behind in Springfield. Fortunately, he had four-legged companions in the White House, too, as his Secretary of State gifted him two kittens, which the President named Tabby and Dixie. The President was infatuated with them, so much so that he fed Tabby from the table during an official dinner. Lincoln's wife later remarked that his behaviour was disgraceful in front of the guests, but the President replied, "If the golden fork was good enough for former President James Buchanan, I think it's good enough for Tabby." About the other cat, he once remarked, "Dixie is smarter than my whole cabinet!"

The inventor's muse

During his lifetime, Serbian-born physicist Nikola Tesla took out more than a hundred patents, including on such great inventions as the polyphase alternating current system, the remote control, and wireless power transfer. And who would have thought that the genius was once inspired by a cat? In a letter dated 1939, Tesla writes that he was mesmerized by electricity because of his childhood pet, Mačak, a black cat: "In the dusk of the evening, when I was stroking Mačak's back,

I saw a miracle that left me speechless with amazement. Mačak's back was a sheet of light and my hand produced a shower of crackling sparks... I cannot exaggerate the effect of this marvellous night on my childish imagination. Day after day I asked myself, 'what is electricity?'"

Did you know?

The cat figurines in the range of Herend Porcelain Manufactory represent beautiful kittens in positions familiar to every pet owner: one peacefully napping, another playing with a ball of yarn, but there are also some that are exploring fish or birds.

Cat with bird 15711000 VHNM+VHM
Cat with aquarium 15710000 VH
Standing kitten 15832000 VH
Kitten with yarn 15833000 MCD

Heart shaped pet tag 08078047 VH
Sleeping cat on pillow 15709000 VH
Cat carrying a kitten in mouth 05551000 VHB

BLUE ZONES

In the know about the secrets of longevity

What do Nuoro province, Okinawa, Icaria and the Nicoya Peninsula have in common? They share a number of attributes that researchers believe may contribute to an exceptionally long and healthy life.

A range of research has concluded that genetic factors account for no more than twenty to thirty per cent in influencing how long we live. Our lifespan is much more emphatically influenced by environmental factors, including our diet and lifestyle. Global life expectancy in 2023 is 73 years on average, but in certain parts of the world people tend to live for much shorter or much longer. The latter regions are what scientists and demographers call blue zones. What might be their secret?

The **Nuoro province** of Sardinia is home to some of the oldest men in the world. In this mountainous part of Italy, most people are farmers, i.e. they lead an active life and drink red wine in moderation, while it is believed that being taken care of by their families also contributes considerably to the fact that many of them live to be a hundred.

Okinawa in Japan, which is also known as the island of the immortals, is home to the world's oldest women, whose diet is rich in soy-based foods and they practice tai chi to keep their minds and bodies fit. The prefecture is also a shining example of cohesion within the community, with moai (social support groups) making life more convenient for locals, offering support ranging from financial to spiritual assistance.

Icaria is a Greek island in the Aegean Sea, whose inhabitants keep a Mediterranean diet: they consume a lot of olive oil, red wine and home-grown fruits and vegetables. The pleasant climate and the long sunshine duration certainly boost their joie de vivre, and, just like in many other southern societies, an afternoon siesta is part of their daily routine to help avoid over-exertion.

Even in old age, the people of Costa Rica's **Nicoya Peninsula** regularly engage in physical activity, get plenty of fresh air, and consider it essential to have a "plan de vida", i.e. a solid purpose in life to help them overcome hardships. After all, preserving mental health deserves just as much attention as physical health.



Did you know?
The latest development is an increase in the number of blue zones. Singapore has most recently been designated a blue zone, with a life expectancy at birth reaching eighty-five years - one of the highest in the world.

You are what you eat
Remarkably, ninety-five percent of the diet of people living in blue zones is plant-based. Not all of them are vegetarians, but even those who do eat meat, only eat it no more than five times a month. Generally speaking, they consume large quantities of vegetables, which are an excellent source of fibers, vitamins and minerals. Just like pulses (beans, lentils, chickpeas and green peas), which are a staple of the blue zone diet. As for cereals, whole grains are preferred, while nuts and seeds, which are rich in protein and unsaturated fats, are enjoyed as snacks. And, obviously, another major factor is the availability of freshly caught fish for people living in blue zones: the consumption of fish high in omega-3 fats supports the healthy functioning of the brain.

Oval dish 02212000 FEST; Vegetable dish with twisted knob 20038006 FEST; Oval dish 20102000 FEST; Serving plate 20158000 CH3; Sauce boat 20218000 FEST; Twin salt cellar 20255000 FEST; Fruit comport 20311000 FEST; Dessert plate 20517000 FEST; Dinner Plate 20524000 FEST; Crescent 20530000 FEST



SPICE UP YOUR DAILY LIFE!

Spice trade dates back more than four thousand years. In olden times, what was a standard flavour in one part of the world counted as a marvel in another. Fortunately, today we no longer need to travel far to find spices considered exotic – so let's just use them!

Saffron

The most expensive spice in the world, it is extremely labour-intensive to grow: one kilogram of saffron requires the pistils of 150,000 *Crocus sativus* flowers, and, on top of that, it can only be picked by hand. Its price has always been steep, and there was a time when it was more valuable than gold. Luckily, it takes just a tiny pinch to add a beautiful colour and a delicious flavour to dishes such as rice, paella, or mussels, but it is also an exciting ingredient in pastries.

Sumac

Its reputation is seriously tarnished by the misconception that it is poisonous. But the fruit of *Rhus coriaria*, this tart ground spice of the colour of red wine is completely harmless. Its sour, lemony flavour is an excellent match for fish and poultry dishes and vegetable side dishes. It is most popular in North African, Middle Eastern and southern Mediterranean cuisines – so much so that in some places it is available on the table alongside salt and pepper.

Urfa biber

Sour, salty and smoky at the same time, this Turkish chilli pepper, which is native to the Urfa region, has been gaining popularity in recent years. Its speciality is its beautiful dark maroon colour and its flavour with notes of chocolate, raisins and tobacco. Traditionally it is recommended for steamed meats and roasted vegetables, but it also goes well with any recipe that calls for paprika or black pepper.

Grains of paradise

It looks like a whole peppercorn, but its flavour is much more complex, with notes of ginger, juniper, cardamom, coriander, nutmeg and citrus. A favoured spice in West and North African cuisine, it is mainly used to flavour one-pot dishes, but nowadays it also appears in gingerbread and mulled wine recipes. It is also known as Guinea pepper or African pepper.

SEAFOOD AND CHORIZO PAELLA

The colour of saffron, the flavours of seafood and the spiciness of chorizo combine into an irresistible trio characterising this Spanish speciality.

Preparation

1. Pour the stock into a pan and bring to a boil. Add the saffron and salt, then remove it from the heat.
2. In a large cast iron skillet, heat the oil, add the onion and the capsicum, and cook for 5 to 7 minutes over medium heat. Add the garlic and the chorizo.
3. Add the rice, and sauté for a few minutes. Stir in the stock and the tomatoes, season with salt if necessary. Cover and simmer for 15 minutes or until the rice has absorbed most of the stock.
4. Add the seafood, cover and simmer for 6 to 10 minutes or until the rice has softened and the mussels have opened.
5. Garnish with parsley and lemon wedges.

Ingredients (serves 6)

- 1 litre chicken stock
- ½ teaspoon saffron
- ¼ teaspoon salt
- 3 tablespoons olive oil
- ½ yellow onion, finely chopped
- ½ capsicum, finely chopped
- 3 cloves garlic, finely chopped
- 200g chorizo, sliced
- 600g short-grain rice
- 1 can (400 grams) peeled and chopped tomatoes
- 500g mussels, washed and cleaned
- 300g squid rings
- Parsley, finely chopped
- 1 lemon, cut into wedges

Double shell with dolphin
07522018 VMETQ-1
Dinner plate 20524000 ATLA-1
Round bowl 00368000 AB;
00368000 AOG; 00368000 AP



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Gift ideas

It is said that the living room is the heart of our home. This is where we relax in the evenings, where the family gathers, where celebrations and meaningful conversations take place. Let's decorate it appropriately with porcelain ornaments.

- 1 Vase 06571200 SP175
- 2 Cryptex 06999091 HH
- 3 Nutcracker 16136000 VHTQ-PT
- 4 Dish with dragon 07760000 CDO
- 5 Coffeepot with mandarin knob 03311021 CDO
- 6 Teacup and saucer 04911000 CDO
- 7 Composition of porcelain tableaus 08123092 SP508
- 8 Mantelpiece set with candlestick 06506000 VBO



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