

MAGAZINE OF THE HEREND PORCELAIN MANUFACTORY

HEREND HERALD

2010/II. NO. 35.

Adventures and secrets

SURROUNDING 'WHITE GOLD'

Astrology

A SCIENCE WHICH
HAS BEEN OCCUPYING
THE HUMAN MIND FOR
MILLENNIA



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Dear Herend Herald Reader!

Wherever we may be with our porcelain, at either Hungarian or international exhibitions, our esteemed visitors always tell us that Herend porcelain is the world's most beautiful handmade porcelain. It is porcelain which is not only a consumer product but also a work of art, in which the entire world is encompassed via the four elements: water, fire, air, and earth. The combined effects of many factors were necessary and are necessary to this day for Herend porcelain to become a symbol of excellent quality and elegance, and to possess this is a great asset and privilege for us.

What exactly is enclosed in our fragile porcelain?

First of all, the 300-year history of European porcelain manufacturing. You are correct in thinking that porcelain was already discovered thousands of years ago in the Far East, but as this was kept a secret, porcelain had to be rediscovered in Europe 300 years ago. The story goes that news spread about Böttger, a German alchemist who could make gold. The Elector of Saxony Augustus the Strong immediately imprisoned Böttger, and ordered him to make gold. Böttger was unable to make any gold but instead discovered porcelain. And, seeing that he discovered European porcelain, aristocrats and kings used this knowledge to replace the broken parts of their ancient Chinese porcelain ware. As a result, a multitude of Far Eastern motifs were transferred to Europe, thus enriching European artistic wealth.

Our porcelain also holds the secret recipe of its ingredients. We know that porcelain is born out of the marriage of kaolin, feldspar, and quartz, but the exact ratio of these substances in the porcelain is the internal secret of every manufactory, and is thus the closely guarded secret of the Herend Porcelain Manufactory too.

Uniqueness and Herend's famous quality are determinant factors of our success. For us, quality not only means the quality of our products, as naturally only products of an outstanding quality may leave the gates of the Manufactory. We believe that outstanding quality must also apply to the regulation of our processes, the order and cleanliness within our organisation, as well as the quality of relations between our co-workers. Herend has been manufacturing porcelain products according to artisan traditions for over 180 years.

This is the point where we reach our product development activities, which are one of the fundamentals of Herend's success. The Herend Porcelain Manufactory possesses 16,000 different white forms and 4,000 different paint patterns, which in total hold potential for the creation of 64 million different Herend products. In addition, hundreds of new products are created every year, and Herend fans know that these days Herend can not only be associated with the Victoria, Rothschild, and Apponyi patterns.

Last but not least, one of the key elements of Herend's success can be found in our social responsibility. Today the Herend Porcelain Manufactory, which was established in 1826, is one of the world's largest porcelain manufactories which is also a successful business enterprise. It gives us joy that in addition, the Manufactory's com-



munity feels responsible for caring for Hungarian and European artistic and cultural values. We can maintain the Porcelanium Visitor Centre, our Museum, and the Vocational Training School in Herend based on this social responsibility, and this also enables us to showcase our porcelain at Hungarian and international exhibitions.

Just as a drop of water contains the entire world, so do our porcelain creations enclose every one of these thoughts, and these fragile objects which you can hold in your hands carry all these ideas for us. This is how Herend can be the symbol of timeless beauty and eternal value.

With these thoughts I recommend our current issue to you. I trust that once again our magazine will be to your liking, and I sincerely hope that you will enjoy reading our articles!

Respectfully yours,

DR. ÁRTILA SIMON, CEO

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HEREND HERALD

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On the cover: The PRESENT cup Photo: Barna Burger

THE SECRETS OF CERAMICS AND LITTLE BOXES IN HEREND

The Herend Porcelain Museum recently hosted two interesting shows. The first introduced the most beautiful pieces of the Ceramics Symposium's last 13 years in Hódmezővásárhely, based on the concept of Zsuzsa Lovag, a member of the advisory board of the Porcelain Museum in Herend. The other exhibition, which included more than 150 valuable little boxes, was the result of a cooperation with Budapest's Applied Arts Museum. Some of the boxes are notable for the producers' technical merit. Of course little porcelain boxes and bonbonnières from Herend were also featured at the exhibition. They created a unified picture with the museum's collection. ✨



THE QUEEN OF EQUESTRIAN SPORTS

The third Pulai Horse Park Cup took place during the first weekend of August in Balatonvilágos. The outstanding prizes for the major gathering's two main events were provided by the Herend Porcelain Manufactory. The competition at Lake Balaton occupies a very prestigious place amongst Hungarian horse-dressage competitions, as demonstrated by the record number of participants this year. Dressage is considered to be the queen of equestrian sports, and it is also one of the most spectacular and most beautiful sports. At the conclusion of the two-day competition a porcelain plate with a Victoria pattern was awarded to the winners of the 'Intermediaire programme performed to music' and the 'Grand Prix programme performed to music' (György Komjáthy and Sonja Grossauer, respectively). Both competition days were concluded with a special musical show. ✨

MUSEUM AT NIGHT



This was the fourth time that the Herend Porcelain Manufactory participated in the June Night of Museums event series. Nighttime visitors were awaited with a theme-based exhibition and high-quality concerts. The Night of Museums is one of the highlights of the manufacturer's cultural mission. In addition to enjoying performances, the several thousand visitors had the opportunity to discover secrets of handcrafted porcelain production.

Dr. Attila Simon, the CEO of Herend Porcelain Manufactory, greeted visitors of the temporary exhibition, "Hungarian products - Hungarian values in Herend porcelain", which opened that night at the museum as well. In his speech he emphasised that Herend porcelain is a genuine Hungarian product, because the fragile and beautiful masterpieces are identified with our country in many countries of the world. The audience could, among other programmes, enjoy the following events lasting till past midnight: a concert by Judit Halász; a concert by István Szabó, the pan-flute player; a programme by András Berecz, the folk tale teller; a delightful performance by the Rajkó Orchestra and Folk Music Band; and songs performed by Márta Sebestyén and Judit Andrejszki. Guests were also entertained with a hussar show, a traditional fire-lighting ceremony, and the clever tricks of fire jugglers. The night concluded with a concert performed by the Holdviola Band. ✨

ASTRONAUT SIGNATURES IN HEREND

Bertalan Farkas, who spent eight days in space aboard the Soyuz-36 spaceship as part of the Interkosmos programme 30 years ago (from 26 May to 3 June, 1980), arrived at Herend as a representative of the Space for the Future of Earth Foundation. Space for Earth was founded in 2008, and its members are only astronauts who have already been to space. The foundation coordinates trainings and development programmes launched for aeronautics and the creation of a liveable planet, and it provides scholarship opportunities for future aeronautics scientists, including Hungarian young people as well.

During the visit to the Manufactory, astronauts and their escorts were guided by Dr. Attila Simon, CEO. Along with the signatures of three astronaut colleagues - Valerij Rjumin, his wife Jelena Kondakova, and Loren Acton - the signature of the first Hungarian astronaut can now also be found in the guest book of the Manufactory. ✨



Dr. Attila Simon and Bertalan Farkas

AN AMBASSADOR VISITS THE MANUFACTORY

Eleni Tsakopoulos Kounalakis, the ambassador of the United States of America to Hungary, visited the Porcelain Manufactory in Herend at the beginning of July. Dr. Attila Simon, CEO, greeted the honourable guest, who is an acclaimed businesswoman in her home country. It is not surprising that she expressed a deep interest in the condition of the Hungarian economy and the current business status of the Manufactory. She was pleased to learn that the largest market of the company has been the United States for the past several decades. The ambassador - who is also as a porcelain collector - delivered an enthusiastic speech about Herend porcelain. During her visit she observed the process of porcelain making from the raw material, through its formation, to its painting by hand. She even tried to form and paint a porcelain herself.



Eleni Tsakopoulos Kounalakis

MEMBERS OF THE CHAINE DES ROTISSEURS VISITED HEREND

The International Gastronomy Association Chaîne des Rotisseurs was founded in 1248 in France, and it was reorganised in 1950. In January 1990 the Hungarian Gastronomy Association was also established as the local member of the French international organisation. The members of the friendship association are professionals and amateurs who are dedicated to high-standard, bold international gastronomy that preserves traditions with excellent quality, which dares to risk with innovative novelties. The most important objectives of the Hungarian association include raising the standard of Hungarian gastronomy, learning about the traditions and new trends of the culture of dining, and disseminating information to wide circles, as well as popularising the culture of quality food and drinks.

This May the organisation signed a cooperation agreement with the porcelain manufacturer, Herend, to develop and strengthen their relationship. As part of this cooperation an international group of 30 people became acquainted with the Manufactory and the delicious meals of the Apicius Restaurant, which is operated by the Manufactory.



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EXHIBITION IN THE KISFALUDY GALLERY AND THE ABBEY IN TIHANY

This summer was dedicated to Herend porcelain in Tihany, and additionally in Balatonfüred. An elegant exhibition introducing Herend's outstanding role in the historical culture of tableware was opened in the Kisfaludy Gallery in Balatonfüred on 9 July. Dr. Attila Simon, the CEO of Herend Porcelain Manufactory, highlighted in his speech that the exhibition also celebrates the 300th anniversary of the birth of European porcelain. Visitors were able to admire the diversity of Herend patterns and forms at a table more than ten metres long, and filled with exquisite pieces of beautiful porcelain. The exhibition also displayed collections compiled from rarely displayed pieces which belong to museums.

On the morning of the Anna Ball, several hundred visitors had the opportunity to take part in a festive occasion in the Gallery of



The Abbey in Tihany

the Benedictine Abbey in Tihany. The "Timeless beauty, eternal values: Herend" exhibition, which introduced a slice of the Manufactory's product palette in 20 cabinets and on three tables spread with marvellous porcelain, was opened by Richárd Korzenszky OSB (the abbreviation of the Latin name of the St. Benedictine order, Ordo Sancti Benedicti). In his speech he described what porcelain in general – and specifically porcelain from Herend – means to him. He said that it is a unique Hungarian product which promotes Hungarian handicrafts in almost every country of the world. ✎

THE PORCELAIN OF THE ARISTOCRACY

After a year, the travelling exhibition "Herend in Castles" arrived at its last venue in Fertőd at the end of May. The Esterházy Castle was an appropriate venue for the event. The close connection to the noble family is preserved until this day in one of the most famous Herend decorations, the Esterházy pattern. The exhibition was opened by Prince Antal Esterházy, who focused on the variety, value and perfect handicraft of Herend porcelain. Dr. Attila Simon, CEO of the Manufactory, expressed his gratitude for the success of the series to every contributor. In his speech he mentioned that the exhibition had travelled almost 6,000 kilometres, it had nearly 200,000 visitors, and approximately 300 works of art were displayed at every venue.

The extremely popular exhibition, "The Porcelain of the Aristocracy", which is the continuation of the exhibition series "Herend in Castles" with an expanded collection, was opened in Gödöllő at the end of September. The renovated Rudolph wing of the Royal Palace in Gödöllő will be unveiled to the public with a special exhibition from the Herend Porcelain Manufactory. The exhibition, which was arranged in five rooms with different themes, will be also displayed outside Hungary. The first and only Hungarian venue for the exhibition tour is Gödöllő. Visitors can also admire some very rare artistic pieces. After a long period of

time, the exhibition will also include the Maria Theresa porcelain plate, which is a unique masterpiece with respect to its size, quality, and artistic value.

The Manufactory has multiple historical connections with Franz Joseph and his wife, Sisi, and the displayed artefacts will also focus on these past connections. (The Gödöllő palace, which is located 30 kilometres east of Budapest, was Sisi's favourite Hungarian castle.) Dr. Mihály T. Révész, the operations manager of the castle, highlighted the good relationship between Gödöllő and Herend, which dates back several decades, and he also mentioned the castle's significant role with respect to next year's EU presidency. In his speech, Dr. Simon said that a porcelain object from Herend hides many secrets, traditions, arts, and knowledge, and those who hold one in their hands and admires it cannot only see and feel a fragile beauty, but the complexity of all the characteristics mentioned above. Dr. György Gémesi, the town mayor, welcomed the guests in the name of Gödöllő. The exhibition was opened by Dr. György Habsburg, Ambassador Extraordinary and Plenipotentiary, and president of the Hungarian Red Cross. In the course of his speech he also talked about his personal relationship and memories connected to Gödöllő and porcelain from Herend. ✎



Porcelain with Gödöllő pattern in the Royal Palace of Gödöllő



GOBLETS FROM HEREND FOR THE BEST SOMMELIERS



Sommelier Gábor Cseke, Hungarian champion (left)

The final events of the 17th Hungarian Sommelier Championship were held on 26-27 August. A sommelier is a master of elite gastronomy who specializes in matching wine and food. The competition was won by Gábor Cseke (Hotel Great Fosters, Egham, Surrey, United Kingdom), who will represent Hungary in Strassburg in this year's European Championship. Second place was taken by György Molnár (Déryné Restaurant and Bistro, Budapest), and third place was won by Attila Sutus (Corus Hotel Hyde Park, London, United Kingdom). Beside professionals, amateur sommeliers could also prove their knowledge at the 1st Pannon Wine Cup. This competition was won by Tamás Dobos, ahead of András Somfalvi and Zoltán Fekete. All of the three medallists in the two categories were rewarded with a porcelain goblet from Herend. ✂

GOLF BALL AND A PAIR OF BIRDS FROM HEREND

The Royal Balaton Golf and Yacht Club hosted the third Herend Balaton Golf Cup competition in Balatonudvari. Nearly 50 players competed for first place on the extraordinarily beautiful course to win the Herend vases. According to the Rothschild jubilee year, this year the wonderful gifts were decorated with the Manufactory's pattern of a pair of birds. In addition, competitors could also compete for other special prizes – golf balls made from Herend porcelain, which were painted by hand. Those who did not hold a club in their hands could not only admire the game, but also the skilfulness of the Manufactory's porcelain painters.

This year the various categories were won by Dr. Sándor Mislai, Balázs Visnyei, Gábor Pataki, Katalin Bernáth, and István Máthé. The winner of the Herend Balaton Golf Cup was István Tóth, Jr. ✂



Korinna Kocsis, queen of the ball

TRADITION AND BEAUTY

The Anna Ball was organised again in July. The 185th ball, which has a considerable past, filled the rooms and garden of the Anna Grand Hotel at Lake Balaton. The delicious meals were of course served for the guests on Herend porcelain tableware, since the Herend Porcelain Manufactory has been the ball's cooperating partner since 1997. The acknowledgement of classical beauty and the preservation

of cultural values have always played a significant role in the Manufactory's corporate culture.

Viktória Farkas, last year's ball queen, asked for and received permission to open the ball in the presence of János Martonyi, minister of foreign affairs and main patron; Zolt Páva, mayor of Pécs; István Bóka, mayor of Balatonfüred; and Dr. Attila Simon, the CEO of Herend Porcelain Manufactory. The bestowing of the Kiss Ernő Award, which was founded five years ago, was a part of the opening ceremony to recognise the person who makes efforts to enhance the intellectual life of Balatonfüred. This year the acknowledgement was awarded to Tamás Erdei, the CEO of MKB. (The award is a small relief of Ernő Kiss, the martyr of Arad, in the gala uniform of the Hannover Hussar Regiment, who met his wife at the first ball.) The ladies who arrive at the "ball of balls" received a number-registered porcelain heart from Herend this year as well. The queen of the ball and her maids of honour were selected by the spectators of Duna Television via a text message voting process. Out of the 15 ladies selected by a professional jury, the spectators chose Korinna Kocsis to be the queen of the 185th Anna Ball in Balatonfüred. The first maid of honour was Petra Borkai, while the second one was Anna Piedl.

The queen of the ball won a valuable Herend goblet vase decorated with a Victoria pattern, a golden apple, and the special prize of Duna Televízió, while the maids of honour won a smaller Herend goblet vase with a Rothschild and Apponyi pattern. ✂

TEA SELECTION IN HEREND

Four types of exclusively packaged Herend Teas – the dense black tea, the milder green tea, the creamy rooibos, and refreshing fruits – can again be purchased in the Herend sample store network. Like every product bearing the Herend brand, these fragrant and delicious teas are distinguished by their excellent quality. ✂



The ambassadors of Herend porcelain

Shops offering Herend porcelain abroad have a role similar to that of ambassadors, representing the values of their countries.

Herend brand shops, which can be found all over the world, of course mainly offer excellent handmade products from the porcelain manufactory, but they also contribute to the positive image of the country.

Luxurious shops which offer Herend porcelain can always be found in elegant shopping districts and department stores from Baku to Berlin, and on every continent. Now we would like to introduce four of these shops.

HEREND BOUTIQUE, TAIPEI

The local distributor of our brand, Maboli Enterprise Co. Ltd., opened Taiwan's first Herend boutique in June. The shop offers the extraordinary porcelain in the industrial, financial, and high-tech centre of the country, Taipei. The 150th anniversary of the Rothschild pattern and the opening of the boutique were celebrated in the famous Sogo Department Store, which offers world-famous brands. During the celebration the Manufactory was represented by a master painter who signed Herend porcelain pieces on the spot between 7-13 October. Regular visitors to the shop include local buyers. It can be predicted with certainty that the Herend boutique will be successful in the future, because the city remains an important factor in the quick economic development of the country, and its financial power is unquestionable.

CLUB HEREND, TOKYO

This shop distributing Herend porcelain moved to a new, exclusive place in Tokyo – to the ground floor of the Aoyama twin towers, in front of the Akasaka Imperial Palace. The former shop was located in a quiet residential district, and it was visited only by Herend porcelain enthusiasts. In its new busy venue, the store not only attracts previous collectors and buyers but also potential future buyers who belong to a younger generation. The grand-scale opening party was held on 5 October. The 150 invited guests included the Hungarian ambassador, journalists from varied magazines, and of course regular buyers who have already been charmed by the beauty of Herend porcelain pieces.

Herend Boutique in Sogo Taipei Department Store

9F., No.45, Section 4, Zhongxiao E. Road.,
Taipei City 106, Taiwan (R.O.C.)

Opening hours: 11:00 a.m. – 9:30 p.m.



Club Herend Japan

East 1F,
Minami Aoyama 1-1-1,
Minato-ku,
Tokyo 107-0062, Japan

Opening hours:
Tuesday – Saturday
11:00 a.m. – 7.00 p.m.,
closed on Sundays
and holidays



HEREND ALL OVER THE WORLD



HEREND BRAND SHOP, BERLIN

The Herend Porcelain Manufactory opened its first brand store abroad in 1997 in the department store at the Hotel Adlon in Berlin. In the initial period, purchasers at the store were mainly foreign guests of the hotel, but nowadays the shop can boast a significant circle of regular local buyers as well. Adlon, which is considered to be the most prestigious hotel in Berlin, hosts official guests of the German government, including foreign presidents.

In addition to the traditional collection, new Herend products are also introduced each year at the luxurious store, which measures almost 90 m². The shop supports several public and cultural events, and it closely cooperates with the Hungarian Embassy, which can be found in the vicinity.

HEREND BOUTIQUE, BAKU

Azerbaijan lies along the famous Silk Road, where Europe and Asia meet. We are likely to associate the name of the country with oil, but Azerbaijanis are also traditionally good merchants. Proof of this is that the popularity of Baku, the capital and the largest city of the country, is constantly increasing. Its city centre is full of merchants offering their products, loud locals walking around and buying from the merchants, and curious tourists. It is not by accident, therefore, that the company Italdizain Group, which distributes world-famous brands, opened an amazing 125 m² Herend porcelain shop here on 20 May. As was proven during the relatively short period of time since the opening of the shop, Herend porcelain pieces are very popular, and they are frequently bought by local residents.



Herend Verkaufsgalerie im Hotel Adlon

10117 Berlin, Unter den Linden 77.

Opening hours: Monday – Friday 10:00 a.m. – 7:00 p.m.,
Saturday 10:00 a.m. – 6:00 p.m., closed on Sundays

Herend Boutique

3, 28 May Str., Baku, Azerbaijan

Opening hours: Monday – Saturday 10:00 a.m. – 8:00 p.m.,
Sunday 11:00 a.m. – 8:00 p.m.

“I spend most of my time in Hungary”



Photo: MTI

PERSONAL DETAILS

György Habsburg is an Ambassador Extraordinary and Plenipotentiary, and the President of the Hungarian Red Cross. The son of Otto von Habsburg was born in 1964 in Starnberg in the Federal Republic of Germany, under the name Paul Georg Maria Joseph Dominikus von Habsburg-Lotharingen. He studied law, history, and politics at universities of Innsbruck, Madrid, and Munich. He is married to Duchess Eilika von Oldenburg, and the couple have three children. György has been a Hungarian citizen since birth. He received his Hungarian passport in 1993.

A CONVERSATION WITH GYÖRGY HABSBURG

History lends special interest to your strong Hungarian ties. With this family background, how were you able to integrate into Hungarian social life, and how did the locals react to your settling in Sós-kút?

I have been attached to Hungary for a very long time. The first connection with Sós-kút came when my father was elected as honorary citizen in 1993. Both my wife and I have spent our lives living in small settlements close to large cities; while she lived by Hamburg, I lived close to Munich. It was important for both of us to find a scenic environment which is close to Budapest. I am very glad that we opted for Sós-kút, and I see no problems with our social integration. My wife established an equestrian centre where she provides horse-riding opportunities to 120-130 handicapped children every week.

How do you finance this centre?

Partially with the support of my wife's foundation and partially with parental support. Our children attend school here, and they don't face any problems either. We are happy being at home in Hungary. Of course I still travel, mostly to Geneva and Brussels, but I spend most of my time in Hungary.

You have been the head of the Hungarian Red Cross for years. What do you think of the organisation's activities?

I felt honoured by the request from the Hungarian Red Cross which I received in 2004, but as I am neither a doctor nor a logistics expert I thought I could offer my international connections, and I could help by lobbying for the organization. The Red Cross operates in 186 countries, which is a great opportunity. My other goal was to aid the social recognition of the organisation, as the Red Cross truly does a lot for people yet its visibility is low.

I am happy that I have been able to fulfil some of my goals in the first four years; I think this is why I was re-elected. I am very proud that we were able to bring the European directorate of the Red Cross Federation to Budapest, which has been operating the Red Cross and Red Crescent societies of 52 countries from Budapest ever since. We can profit immensely from the consequent conferences and visits to Budapest, as we receive ideas for organising more successful blood donation drives and for our programmes aiding the elderly. This is how we were recently able to familiarise ourselves with successful models used in Austria and Spain. This is a great opportunity which opens up a vast perspective, as it is a global demographic problem that the numbers of the elderly are increasing, and the Red Cross undertakes a role in helping them. ✎

KRISZTINA FERENCZI

THE HEREND CONNECTION

The relationship between the Habsburg family and Herend porcelain is not recent, as the first order for a tea set was placed by Princess Sophie of Bavaria, the mother of Franz Joseph in 1855. The Maria Theresa plate, which won the appreciation of the court and which is exhibited this year at the Royal Castle of Gödöllő, was made in 1861. In 1872, Herend delivered a 3,300-piece court set for the emperor's court. Queen Sisi also regularly commissioned Herend porcelain decorative items and sets for the Castle of Gödöllő.

More recently, in 2007 the Herend Porcelain Manufactory gave the gift of a Gödöllő-pattern porcelain shell to Otto von Habsburg, the son of Charles IV, the last Austrian emperor and Hungarian king, who celebrated his 95th birthday in Herend with his family.

Then in 2010 his son, György Habsburg, opened the exhibition entitled "The Porcelain of the Aristocracy" in Gödöllő with the words: "These porcelain objects contain all of history. The family crests and the paintings often also serve as historical documents."

ADVENTURES AND SECRETS

surrounding 'white gold'



There is no other material or everyday object – perhaps with the exception of gold – which has such an adventure-filled history. It is no accident that porcelain is also called 'white gold'. The glory of primacy undoubtedly belongs to the Chinese; however, what once upon a time could only be the privilege of wealthy families, has today become accessible to everyone.

What is porcelain? The classic composition is made of kaolin, quartz, and feldspar. The glaze also consists of these materials, but it contains less kaolin and more feldspar. First the paste is fired at approximately 900°C, but at this point the consistency is still porous, water-absorbent, and fragile. When the product is immersed in glaze and is re-fired, the feldspar fills the gaps and the material becomes dense. The glaze melts together with the base material and creates a smooth coating. Finally it is painted using metallic oxides or coloured glass powder.

Kaolin was known in China before Christ, and it was brought to Europe by Portuguese sailors at the beginning of the 16th century. Porcelain had such a high value because of the long and expensive sea voyages required to transport it, which demanded human lives too. The Chinese did everything to guard the secret of porcelain making. According to the chronicles, the description of the process reached Paris with the assistance of a Catholic priest, d'Entrecolles. The father was a member of a Jesuit mission, and went on a visit to the centre of imperial porcelain manufacturing (Ching-te-chen). Here he observed the process of manufacturing, and recorded even the tiniest detail. Despite the strict Chinese security measures he was even able to send a sample of kaolin back home.

Even in the 16th century many people attempted to "discover" porcelain. In France they produced a material which already contained the ingredients, but it was not fired at the right temperature. This was soft-paste porcelain. The English discovered phosphate porcelain, or 'bone china', made of phosphate of lime. Finally, after extensive experimentation, Johann Böttger and Walther von Tschirnhausen discovered the secret of real porcelain in 1709 in Saxony. One year later – exactly 300 years ago – they were able to produce high-quality porcelain. (The raw material which they finally deemed to be adequate was until then used to replace rice powder in dusting wigs.)

In France a manufactory was established in 1741 at Vincennes Castle, which later fell under the patronage of Marquise de Pompadour and was then set up in Sévres. For a long time "Chinese taste" was predominant in the French patterns. While Saxon porcelain stood out with its more advanced technique and the modelling of the figures, Sévres stood out with its two inimitable shades of colour: the Sévres blue and the Pompadour red, or Dubarry pink. By the end of the 18th century, the manufactories which were appearing across Europe were able to compete with Chinese porcelain.

In Russia too, only those living in the Tsar's court could afford porcelain, which was imported for a long time. (If you are a porcelain-lover and you travel to Russia, it is worth taking a pilgrimage to Kuntsevo on the outskirts of Moscow, where you will be met with a table laden with vintage porcelain and glass dishes.)

Porcelain manufacturing started in Hungary at a relatively late date. Following the initial attempts, the manufactory was founded at Herend in 1826. The key focus was the replacement of the aristocracy's porcelain sets and copying products. Gradually however, independent decorations appeared, but they were always produced for the elite.

For centuries porcelain was looked upon as treasure. Literature and the world of film also demonstrate this in a number of works: the little servant spent months paying off the value of a broken cup. Porcelain was a family asset. Nowadays technology enables the mass production of porcelain, but the products from manufactories are of the highest value, and are collected by hundreds of thousands of collectors worldwide.

Consumer society has changed household habits, but the interest in classic porcelain objects has remained. Finding the right balance between practicality, decoration, function, and individuality is not an easy feat for manufacturers today.

✂

LENKE ELEK



Christmas pattern with
green and red striped bows
and a golden bell.
Fete de Noel.
Christmas
holiday.
(FTNOEL)

*Hungarian
Christmas
candy
wrapped in
a shiny foil – this
is ‘salon candy’
(szaloncukor).
There is no other
place in the world
where so many similar
Christmas candies –
which are decorations,
presents, and desserts at the
same time – are sold. They are
inseparable from Hungarian Christmas.*

Shining sweets

HUNGARY'S CHRISTMAS 'SALON CANDY'

Its name has many possible origins, but the most rational explanation is that in the 1820s parlours (“szalon” in Hungarian) became fashionable in middle-class homes following the French example, and the Christmas tree usually stood in this room. The tree was decorated with a homemade fondant which was wrapped in colourful papers. This decoration was relatively cheap but also slightly time-consuming, which was a problem for the cooks but not for the ladies of the house. The runny and hot sugar was kneaded and rolled out on a marble sheet, then it was flavoured with homemade jam, dried fruits, orange juice, candied orange or lemon peel, or cocoa powder, and optionally, with added food colouring. The candied version with violet petals, which Sisi would surely have liked because she loved violets, must have had a most pleasant fragrance.

Later on salon candy could be bought in confectionaries, but not with the present-day shiny and printed paper, because tinfoil, silver paper, and cellophane were only invented later. These products were flavoured brick-shaped candies made from sugar wrapped in fringed and colourful papers, which had to be eaten soon after purchase as they hardened quickly. (Salon candy spread within the Austro-Hungarian monarchy, but later did not become an essential part of Austrian Christmas traditions.)

Sugar was usually expensive – just remember those old Hungarian films in which the housekeeper kept the key of the larder on her belt, and counted the sugar cubes in front of the tiny maid. The weaving girl was dreaming about sugary dishes, while poets were dreaming about Kuglers. Candy – which became in the 21st century

a dangerous, unhealthy, but easily accessible drug – was considered a luxury at that time, but today it is easily affordable.

ILLUSION

In the first half of the 20th century nobody was afraid of sweets or obesity, and salon candy became so popular and symbolic that during the wars people wrapped little dry bread pieces into flattened tin foils from the previous year to decorate pine branches and create the illusion of a real Christmas.

The technology of Hungarian salon candy production and the selection of the candies did not substantially change until the end of the seventies. In addition to the flavoured candy, another version with a creamy filling also appeared, which was more delicious and harmonious, and salon candy with lemon, chocolate, vanilla, punch, or raspberry flavours became available. It was also very special, when the tree was decorated with candies wrapped in tin foils of different colours and patterns, not just silver ones.

Nowadays there is an amazingly huge selection of flavours, varieties, and price ranges on offer. The shelves of supermarkets are full of an innumerable selection of salon candies.

Christmas trees are less frequently decorated with salon candy, which is another sign of globalisation – people rather pour it into shiny bowls, and offer it along with other types of candies, bonbons, and fruit. Mainly families who follow old traditions hang salon candy on the tree, while others just put the bonbon-like candy – which is sold in elegantly wrapped fancy boxes of marzipan, coconut, apple

HOMEMADE CANDY

Ingredients: 1/2 kg sugar, 1.5 dl water, 10 dkg bitter chocolate with high cocoa content, 5 dkg butter, 10 dkg chopped raisin, 20 dkg ground nuts, 10 dkg ground biscuits, peel of 1 orange

Boil sugar in water for nearly 10 minutes. The prepared material should become viscous. Let it cool down until it begins whitening, and stir it occasionally. When it has thickened, add chocolate and butter cut into little pieces. (They will melt due to the heat of the solution.) Put it aside, and next day add some nuts (if preferred), and raisins, biscuits, or orange peels, and knead it well. This is the stage when you can experiment by adding various delicious ingredients. Form it, turn it into chocolate or cocoa powder, and wrap it into colourful papers with previously cut fringes at the end.

(The Museum of Catering in Budapest still preserves old tinfoils in 30 colours, in which candies were wrapped, as well as a fringing machine. With the help of this machine it is possible to fringe the paper of salon candy with a single action. In famous confectionaries apprentices had to operate this machine.)

pie, or Irish cream liqueur flavours – on the table. Last year 28 types of salon candies were available, and this number did not include the proprietary products with fantastic aromas of certain famous multinational chocolate factories present in Hungary.

SUCCESS BEYOND BORDERS

Nowadays people buy less salon candy, but of higher quality. At the same time this candy still counts as a mass food article in Hungary: it is included on gift lists prepared by companies before Christmas, and it is part of charity packages – if a family cannot afford to buy salon candy before Christmas, then they really must have serious problems.

However, the extremely wide selection of flavours does not only mean that the quality has improved. Compared to the candies produced 100 years ago, the flavours must be much more quintessential, an opinion formed as our tongues became used to strong aromas, stabilisers, additives, and preservatives. We consume much more candy

than 100 years ago, and we do not feel that it is a festive occasion if we eat a few pieces of chocolate.

We should rather buy fewer products of better quality, which look beautiful, taste good, and are eaten up – and this way we do not have to think about what to do with it after Christmas: whether to take it to our workplace or to give it to our neighbours.

Primarily we do not buy salon candy because of its sweet flavour, but because of tradition. This is especially true for families with little children – although we immediately prohibit them from eating it, because it is not good for their teeth. But sooner or later every child becomes acquainted with one of the most special and characteristic features of Hungarian Christmas.

We also often give salon candy to our foreign acquaintances as a present. It is a perfect present, because it is delicious, decorative and interesting. Skilful confectioners who used to invent the filled version of salon candy could not foresee that Hungary would one day export salon candy. But this is what currently happens: a significant quantity of salon candy has been exported to Great Britain for several years, and Hungarians who live abroad buy it because this symbol reminds them of the atmosphere of Hungarian Christmas.

Foreign people also like it, but they do not know that it can be hung on the tree with a small string or metal hook – this is strange for them, because it does not really look good on an artificial tree with several shiny balls and colourful lights.

THE OLD ONE AGAIN

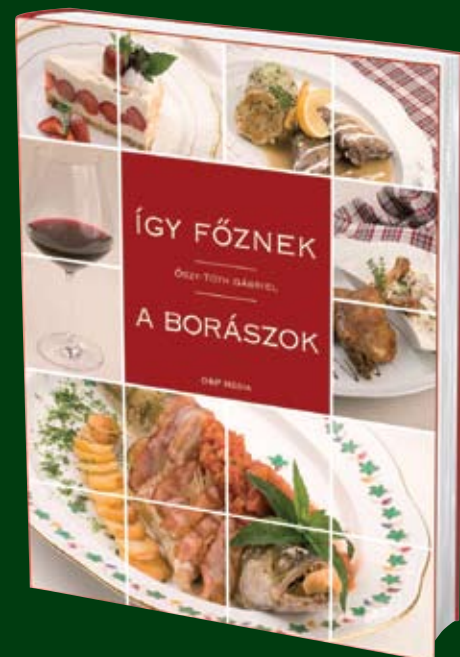
Nowadays more and more people try to prepare salon candy and honey cake at home due to the increasing prestige of home gastronomy. The homemade version is not so soft, and it is not sure that it will remain as soft as the one baked in a factory, where they know thousands of elaborate tricks, tools, and secrets to slow down the drying process. But at least we will know what we eat on Christmas afternoon... ✎

LENKE ELEK

THIS IS HOW OENOLOGISTS COOK

Gábor Ószi-Tóth's book titled *This Is How Oenologists Cook* has recently been published, and it is already a huge success, because it is not only a cookbook, but a guide to Hungarian historical wine regions, and it includes interesting interviews with 81 famous oenologists. In the book these oenologists also offer wines to accompany their favourite foods. The author has visited nearly 130 wine cellars in one year with his wife, Ibolya Balla, and they tasted approximately 600 types of wine. Since they wanted to share these experiences, they organised a tasting festival in Symbol Budapest at the end of October, during which visitors could taste each of the 81 dishes and wines together, as they are described in the book. Furthermore, the authors organised a gourmand cream competition for oenologists, within the framework of which every participant could season a given homemade margarine according to their taste. Ibolya, who is a pianist, also organised the Choir of Oenologists, and at the festival they introduced the song "Come Here, We Are Waiting for You", which was recorded with the choir *Vivat Bacchus*. Due to the huge success of the event, the authors plan to organise another tasting festival next spring, and to continue the gourmand cream competition for oenologists.

More information: www.igyfoznek.hu



Herend ABC

Those who would like to become acquainted with the complete motif system of the Herend Porcelain Manufactory have a mission which is almost impossible to complete. Now we will describe two pattern variations of the several thousand patterns which are modernised versions of classical decorations. Our series will introduce our patterns in alphabetical order.



COPOH (POISSONS COLORÉES)

Koi fish are a frequent motif in Chinese and Japanese artistic imagery. This is not an accident, because this type of fish, which originates from Persia and Central Asia, was already being bred in China 2,400 years ago. Since it could conquer the waterfalls of the Yellow River, it deserved to become the symbol of power and a part of the Chinese motif system.

European porcelain arts also borrowed the mostly stylised depictions of colourful carp. There are many versions known in the Porcelain Manufactory in Herend, and objects decorated with fish have been for sale since 2008. The patterns called COPOH and CO-PON use fish of different shapes, which are depicted in seaweed, as a scattered motif. The orange-red or black colour of the carp is only decorated with a tiny golden pen sketch.



FODO (FORAINS D'ORIENT)

The model of the pattern, which was prepared in Herend in 2008, was a decorative element of the Altwien manufactory in Vienna. The original depiction was simplified, and according to today's fashion, a variable motif group was born. The edge of each piece is richly decorated, while certain plates only include one highlighted motif out of the 12 figures in the pattern. There is, however, a little humour behind the six human figures and the six bird images. In the Baroque period original Chinese objects – and later on their European copies – were purchased at an especially high price. This pattern includes fair clowns and Oriental jugglers, which are ironic imitations of these Chinese figures. The Herend porcelain is richly decorated and painted with warm colours.

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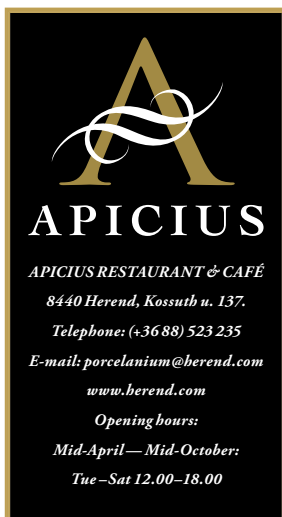
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Apicius recipes



Chef László Pintér Photos: Barna Burger



SMOKED SALMON ROSES WITH KING PRAWN MOUSSE FLAVOURED WITH HORSERADISH

Ingredients for 4 persons:

8 king prawn tails, 80 g smoked salmon slices, 1 tablespoon grated horseradish, 2 tablespoons whipped cream, 40 g butter, 4 slices of toast, salt, ground pepper, garlic, parsley leaves, 1-2 limes, olive oil

Clean the prawns, season them with salt, pepper, garlic, finely chopped parsley leaves and lime juice, then let it rest for a couple of minutes.

Fry the prawns in hot olive oil and let them cool down. Stir the butter, then add the squeezed meat of 4 prawns, whipped cream and grated horseradish. Flavour it with salt and pepper. Fold roses from the salmon slices, put them on toast flavoured with garlic, place the prawn mousse with horseradish next to the toast with the help of a decorating bag, and a whole king prawn. Decorate it with lime slices.

MOZZARELLA WITH BRANDIED FIG MOUSSE AND PARMA HAM

Ingredients for 4 persons:

120 g mozzarella, 80 g fig, 80 g thinly sliced Parma ham, 20 ml brandy, 120 g puff pastry, 2 tablespoons whipped cream, 1 spoonful of sugar, 1 egg, salt, ground pepper, balsamic vinegar

Caramelise sugar, add a little bit of water and cook to a syrup. Add cleaned figs, which have been mashed with a fork, and brandy, then let it cool down, and add whipped cream as well. Flavour it with salt, pepper and balsamic vinegar.

Knead puff pastry and cut it into nearly 0.5 cm strips, cover them with the egg, sprinkle with salt, then roll into a spiral and cook on a baking sheet at 180 °C. Cut mozzarella into slices, and place the brandied fig mousse on top of the slices. The ham slices should be rolled on top of the cooled pastry. Serve together.



Royal toast

Every region and every nation has a beverage which is considered to be its traditional drink. Hungary can be proud of its pálinka (fruit brandy). Pálinka is an important part of Hungarian culinary and social culture. Rákóczi Pálinka reflects the characteristics of the typical Hungarian: culture and bravado. The most popular flavours of pálinka, which is either made using the traditional 'pot still' distillation technique or the 'column still' distillation method, are apricot, plum, pear and cherry.



RÁKÓCZI CELLAR

When the Rákóczi Cellar was opened, the primary aim of the owners was to provide an introduction to pálinka distillation opportunity for those who are interested in pálinka production, as well as to raise the cultural profile of pálinka drinking.

The Rákóczi Cellar owns a pálinka collection similar to a museum's collection. If you check the labels on the bottles, you may be surprised about the special flavours of the pálinkas our grandfathers used to concoct! The cellar visit is relatively unique from the standpoint that during the gastronomy experience tours guests can taste dishes in which pálinka features as a significant ingredient.

RÁKÓCZI IMPERIAL PÁLINKA

Rákóczi Imperial Pálinka is prepared from a combination of assorted middle cuts. The alcohol content is 42%, which is ideal for the preservation of this product's dominant fruity flavour. This assortment is presented in a traditional fashion which includes an elegant, oval glass cork.

RÁKÓCZI FEJEDELMI PÁLINKA (RÁKÓCZI ROYAL PÁLINKA)

Rákóczi Fejedelmi Pálinka, which can be purchased in a limited number, is a pálinka adorned in a true Hungarian style: its glasses are decorated with a unique, tall, and handmade 'hat' called a 'csalma', which was prepared and frogged by Hungarian design artists. It is also topped by a crane-wing feather, to the delight of pálinka collectors!

RÁKÓCZI DESIGN PÁLINKA

The cube-shaped bottle and the label, which is luminous under UV light, makes the appearance of the Rákóczi Design Pálinka – which won a gold medal at the Hungarian Product Competition in 2009 – unique.

The pálinka is suggested for consumption at room temperature – 18-22 °C, since the nature of fruit, the aromas and the flavour of aging can only fully evolve at this temperature. It can be consumed before meals as an aperitif, because 4 cl of a real fruit pálinka stimulates the appetite, but it can also be imbibed after meals as a digestive.

In addition to traditional Hungarian pálinkas, the company also manufactures outstanding wines and champagnes, which are produced using the so-called 'méthode traditionnelle technique', during which a specific type of yeast is added

to the champagne, which in turn acts as a catalyst for a secondary in-bottle fermentation process.

RÁKÓCZI SÁRGAMUSKOTÁLY (RÁKÓCZI YELLOW MUSCAT WINE)

Rákóczi Sárgamuskotály is an excellent, aromatic dry white wine. The golden grapes of this specific type are dotted and have an intensive muscat flavour. The acidity and flavour harmony of this wine is especially favoured by ladies.

RÁKÓCZI KATALIN-NAPI BOR (RÁKÓCZI ST. CATHERINE'S DAY WINE)

The grapes for this wine are harvested on 25 November, St. Catherine's Day. Since the grapes are harvested so late in the year, tasters of this wine will encounter a strong fruity character with slight spicy notes and fragrances.

RÁKÓCZI CSOPAKI OLASZRIZLING (RÁKÓCZI WELSCHRIESLING FROM CSOPAK)

Welschriesling (or Italian Riesling, as it is called in Hungary) is the last grape to be harvested during the year, from which a thick and harmonious white wine – which has a discrete fragrance reminiscent of reseda – is distilled. It is a popular wine when meeting friends.

MR. PINOT NOIR

This excellent red wine, which has a deep cherry colour, represents the strongest 'male style' with its lively acidity and explicit tan. It especially requires decantation!

MRS. PINOT NOIR

In addition to its mature raspberry-like notes, roasted coffee and caramel can also be discovered in its fragrance. Its flavour is at least as exciting as its fragrance: fruity and slightly reminiscent of vanilla.

BRUT RESERVE CUVÉE

This is the only champagne in Hungary which is prepared from grapes from the Tokaj region using the 'méthode traditionnelle technique'. It is a dry champagne type with an especially long-lasting flavour, which charms people with its surprisingly fruity characteristics. X

Astrology

A SCIENCE WHICH
HAS BEEN OCCUPYING
THE HUMAN MIND FOR
MILLENNIA

ZODIAC SIGNS ON HEREND PORCELAIN

The first version of the figure series which depicts the zodiac signs of the 12 months of the year was prepared in 1993, and it has been offered by the Manufactory since 1997. The 14-cm-tall figures portray the zodiac signs surrealistically: animal-headed people, human-headed animals, and mythological creatures – centaurs and angels – are also among the figures. The creator of the little sculptures is Ákos Tamás, an applied artist who has been a designer at the Porcelain Manufactory in Herend for 33 years. He tried to emphasise the characteristic features and well-known attributes of the figures with their position and facial expression, and he also worked out the plastic details with a refined and precise technique. The hand-painted decoration makes the appearance of the figures final, because the golden signs and symbols of the zodiac signs cover their bodies completely. It is another interesting fact that the colour version has four main colours, depending on which ancient element – earth, water, fire, and air – a certain figure out of the 12 belongs to. So the warm brownish-greenish colours of Capricorn, Taurus, and Virgo symbolise earth, the reddish colours of Aries, Leo, and Sagittarius symbolise fire, while the turquoise colour of Cancer, Scorpio, and Pisces symbolise water, and the light blue colours of Gemini, Libra, and Aquarius symbolise air. Due to their muted pastel colours they look beautiful together in a group as well. The size and the uniqueness of the figures make them a perfect personal gift without any other additional accessories.

Most people associate astrology with forecasts based on stars and making horoscopes. This is not by chance, because astrologists have tried to determine or foretell the possible outcome of a certain event based on the constellation of the planets. Astrology, however, is not identical with making the horoscopes which are so popular nowadays, although it definitely serves as a basis for them.

If we translate the Greek word “astrology” into Hungarian, the literal equivalent will be the science of the stars, which has nothing to do with modern astronomy, although it was represented by great scientists, such as Plato, Copernicus, Galileo, and Kepler. However, to reveal a Hungarian connection to this genre, which has so often been criticised in scientific theories, we should definitely mention the name of László Gyórfy, who – according to our present knowledge – was the author of the first Hungarian handbook on astrology.

EASTERN AND WESTERN VERSION

“The science of the stars” had an important role in every ancient civilisation known until now. Human beings have always wanted to know what kind of good and bad things awaited them. Moreover, the observations of several thousand years seem to confirm that there is a correlation between the constellation of the planets’ aspects to each other and the personality of human beings, as well as the key events in our lives. In addition, this is not only true for individuals, but also for the events in a society. Astrology, therefore, has a significant role in satisfying the natural curiosity of humans, and even those who are sceptical because of the lack of empirical proof seem to be interested in it.



ARIES

TAURUS

GEMINI

CANCER

LEO

VIRGO

Chinese astrology is an esoteric doctrine which originates from Chinese culture. Astrologists prepare their calculations according to lunar years, and they divide time into cycles of 60 years. At the beginning of every Lunar New Year, another animal takes over the rule for the given year. The origin of this doctrine is Chinese, but it is widely used in other Asian countries as well. These calculations, which show a direction and explain certain events, are popular in Japan and Vietnam as well.

According to a legend, Buddha created the 12 cycles, when he ordered the animals to himself. A dozen animals appeared upon his request, and every animal received a year in the order of their appearance. The order was Rat, Ox, Tiger, Rabbit, Dragon, Snake, Horse, Goat, Monkey, Rooster, Dog, and Pig.

The exclusive zodiac series has more product groups for the Manufactory's Japanese market. The first zodiac figure, a rabbit, was produced in 1987, the year of the Rabbit. The first plate was produced in the year of the Rat with a rat motif. The series was later added with two types of mugs. 2010 is the year of the Tiger, which is characterised by dramatic changes, and the events, which will have a long-lasting effect, will follow each other unexpectedly suddenly. The 2010 plate is decorated with the plain image of the ruling animal with a scaly decoration in green (Vieux Herend Vert). A garland with golden rosette motifs runs along the edge of the plate. The symbols of the 12 zodiac signs can also be seen on the edge. 2011 will again be the year of the Rabbit, and it will be suitable for creating stability and business opportunities. The Chinese horoscope mentions this period as the year of the Cat instead of the year of the Rabbit. The two are identical.

At the same time, like all other sciences, astrology is differently interpreted in Western and Eastern cultures. A system which can be summarised by the name Chinese astrology developed in the Far East. The Asian way of thinking and their views about the world are completely different from the European perspective. It considers and interprets the world as a whole, with its correlations. The individual is also a part and a basic component of this global process. Astrology, which is known by its western name but originates from the Middle East, distinguishes 12 zodiac signs, 10 planets, and 12 so-called horoscope houses. It is also important that astrology uses planets, stars, and constellations as a symbol system. It divides a section of the sky, the zodiac, into signs of the zodiac, which also determine the calendar of a particular culture. This is especially true for the Chinese calendar.

THE POSSIBLE PATHS OF THE FUTURE

Western and Chinese astrology also establish a connection between zodiac signs, characters, and elements. But while four elements – earth, fire, air, water – are known in Western cultures, there are five in China (earth, metal, wood, water, fire). Experts in astrology make calculations based on the constellation of

houses, signs, and planets, as well as their relationship according to the computed angle.

The personality of a person, the events in the person's life, or social processes can be examined by the analysis of their joint correlation. It must be added, however, that astrology is mostly criticised because the known facts do not foretell the happening of particular events, and they do not show the future; however they define tasks – mostly concerning character development – which can be performed or possibly avoided according to one's free choice.

Practising astrologists can say that most of the people who contact them – apart from possibly being in some kind of a crisis situation – have questions about material or intellectual wealth, their emotional life, health, relationships, or child rearing. They then have an obvious feeling of lack when they leave if they do not receive an answer which promises a favourable, peaceful, and happy future. That is because astrologists who take the profession seriously can in fact show real and determinant directions, which can be chosen according to the client's free choice. They cannot make a guarantee for the future if the client chooses the wrong way at a crossroads.

✦

GÁBOR SOMOGYI



LIBRA

SCORPIO

SAGITTARIUS

CAPRICORN

AQUARIUS

PISCES



PORCELANIUM VISITOR CENTRE

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Those who are on their way to Herend can catch sight of the special, stately building complex – accommodating the Porcelanium Visitor Centre – right from a distance. It goes without saying that the mission of the Herend Porcelain Manufactory is also evident from here: to provide – apart from producing quality porcelain – ideal conditions for popularising this special profession and technology as well as to pass on the tradition of applied arts.

Since the year 1999 this has been the home of the Minimanufactory, where the visitors can get an insight into the secrets of porcelain-making. If you would like to become a porcelain maker, even if just for a little time, take the raw porcelain mass or the painting brush into your hands, and the workshops will give your imagination free flight. The Viktória Brand Shop is located in the side-wing opposite the Porcelanium. The Porcelain Museum offers a permanent exhibition and temporary shows, renewed in every season, to highlight the history of the Manufactory.

Coming back from the trip to porcelain world, the visitors can take pleasure in the catering facilities offered by the Apicius Restaurant and Café.

www.herend.com

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