

— 2024 OI —

Magazine of the Herend Porcelain Manufactory

No 62

Herend

HERALD

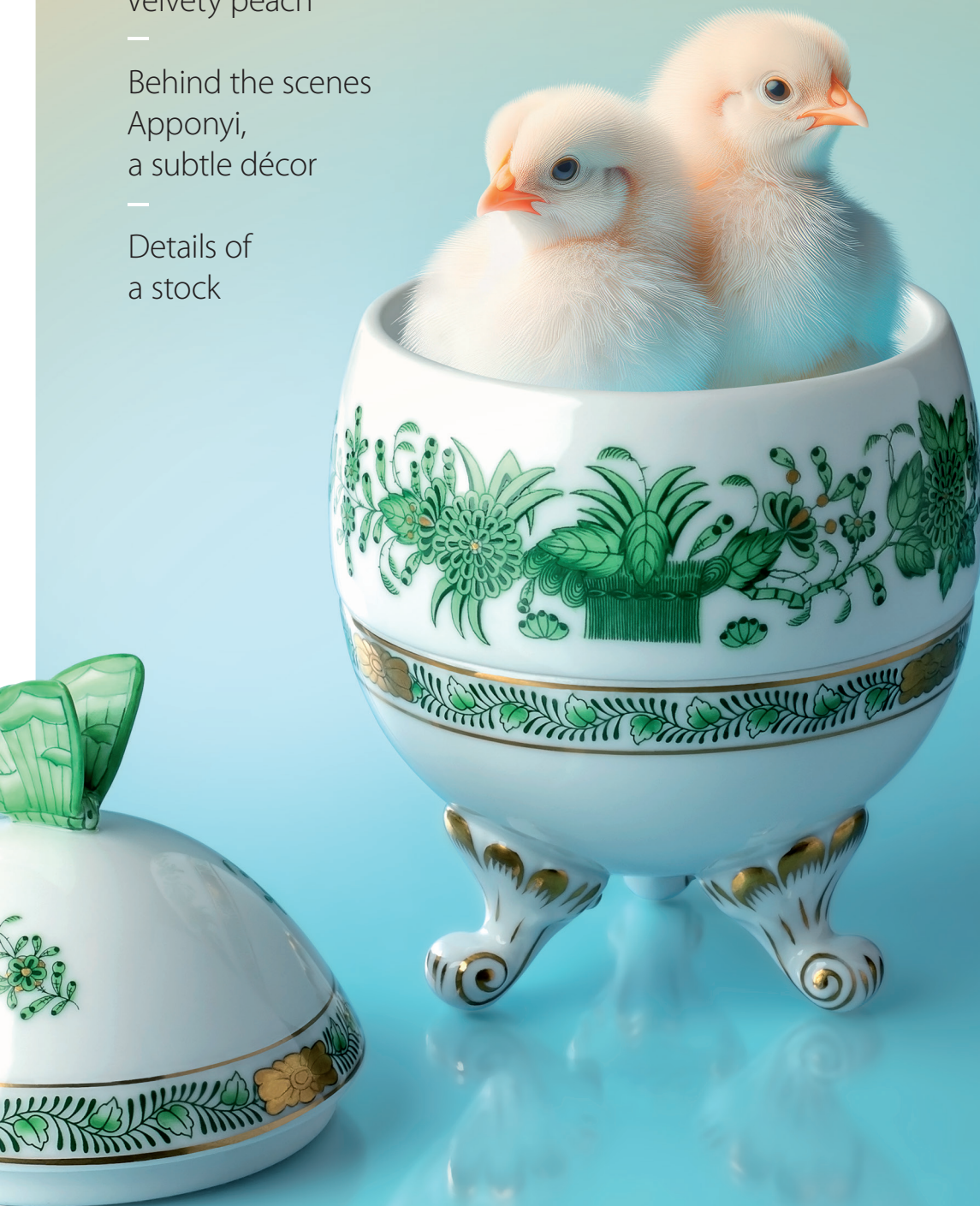
Interior design
Velvety peach

—

Behind the scenes
Apponyi,
a subtle décor

—

Details of
a stock





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Dear Herend Herald Readers,

Herend porcelain is constantly rejuvenated and refreshed, showing the world a new face year after year. It is traditional and modern at the same time, trendy, charming and of lasting value.

And relaxing ...

The world is in a rush, and most of us have to join the “bandwagon” while racing through life. Let’s try to slow down for a moment, and indulge in the details, shapes and colours of Herend porcelain. Herend offers 16,000 different shapes and 4,000 different colour patterns in a range of 64 million products.

If we take a moment in the hustle and bustle of everyday life to sip our favourite drink from a Herend cup, we immediately notice that coffee or tea tastes much better than if we were drinking it from an ordinary porcelain. But soup, meat, fish, vegetables, fruit and desserts also taste better when served on a Herend plate. Herend not only refines the flavours, but also nourishes our soul and fills us with harmony and serenity.

Herend is enriched with real precious metals. Every year, over 35 kilograms of real gold and platinum are used when decorating our porcelain. The elegant band of precious metals not only runs around the edge of plates and cups, but also shines through the patterns painted on it. If you

hold a Herend piece decorated with platinum, it will always shine in a colour that matches the colour of your dress. You can also choose a cup with the main motif facing you or the guest sitting opposite you. And when you look into your cup or turn over your plate, various Herend motifs will wink at you and bring a smile to your face.

What kind of handle does your Herend have? It can be a twisted knob, or a flower, or a tree branch, or a bird, but it can also be a realistic fruit, round or square, or even pointed. Or, if you choose a Far Eastern Herend pattern, we can offer you Mandarin handles and paint the tiny figure in hundreds of different costumes.

And the colours More than 800 different Herend colours! ... which are a mixture of several colours, the ratios are hidden in our secret formula.

Design your own porcelain, just the way you like it! We do not impose standards on you, we offer uniqueness.

Our creations embody your creativity, your craftsmanship, your time and your infinite patience.

With warmest regards,

Dr Attila Simon
CEO

—
On the cover **Three-part egg with butterfly knob** 06045017 FV
On the back cover **Openwork peacock with flowers** 05690091 A-OR

—
Openwork ascending dragon 15999091 A-OR



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DETAILS OF A STOCK

More than just a security; beyond its face value, everything else on it, too, is worth scrutinizing. The essence lies in the details.

The history of stocks is closely linked to the emergence of exchanges, of which commodity and stock exchanges are distinguished. Founded in 1602, the stocks or shares of the Dutch East India Company were initially sold on the streets and in cafés, they were registered shares, and their owners had unlimited liability. The volumes of trading saw a great boom in the mid-19th century, when the first railway companies were launched. In Hungary, the popularisation of joint-stock companies is attributed to István Széchenyi, although the statesman did not live to see the opening of the Budapest Commodity and Stock Exchange in 1864.

Legally, a stock is a registered, negotiable security with a specific face value, representing membership rights exercisable in the joint stock company that has issued the stock. The production of securities by printing is subject to strict requirements of format, quality, and document security. Moreover, not only must the graphic design conform to the corporate identity of the issuing company, but it must also ensure protection against reproduction through applying a combination of fine lines, ornamental designs and special graphic elements.

At Herend, it is not only porcelain that is artistically crafted but also the company's stocks are uniquely beautiful and abound in symbolism. Herend's stocks are bordered with the same Apponyi garland floral motif as used on porcelain items, and its four corners are embossed with gold. The two sides represent the two core trades: moulding and throwing, as well as painting, in reference to the two essential work processes in handcrafting porcelain. The centre of the stock features a globe with its focus on Hungary, where the world-famous and globally renowned Herend porcelain represents a special Hungarian value, a declared Hungaricum since 2013. According to the symbolism of the graphic design, the petals of a mature flower are picked up by the wind and blown all over the meadow, similarly, Herend porcelain from Hungary reaches every part of the world, every inhabited continent, and roughly sixty countries. Below the globe is the main entrance of Herend Porcelain Manufactory and two angels symbolising providence, for although porcelain objects are created through infinitely precise and strictly controlled processes, handcrafted porcelain-making cannot be fully controlled by human knowledge, the heavens' watchful eyes are indispensable. A beehive depicted between the angels symbolises the Manufactory as a highly efficient work organisation, along with its many hard working employees.

Did you know?

A few animals are regularly mentioned in stock exchange news. Thrusting its horns upwards, the bull refers to an upsurge in the market, while a bear, striking down with its paws, to a market downturn. Risk-averse investors are called chickens, and those following other investors are sheep.



THE YEAR OF THE DRAGON

Horoscopes in China are based on lunar months. In 2024, the Chinese Lunar New Year, along with the Year of the Dragon began on 10 February. To mark the occasion, Herend Porcelain Manufactory proudly presents its dragon of exquisite design.

Millions expected the Lunar New Year all around the world, as the Dragon is the strongest and most favourable sign in the Chinese zodiac, symbolising strength, wisdom, luck, and prosperity, while also epitomising goodness, courage, consistency and perseverance. In the spring, the Dragon takes to the sky, flying above the clouds, while in the autumn, it dives into the depths of the oceans – this is why its awakening shows a renewal of energy on earth.

With this as a starting point, Herend Porcelain Manufactory has created the latest and hitherto largest and most complex bravura piece in its dragon collection. Over a metre high, the creation consists of forty-six pieces. This highly intricate and exceptional masterpiece that requires the highest levels of artistry in making porcelain employing manufactory methods is a worthy reflection of Herend's ranking in the world's porcelain

art. Its statistics are mind-boggling: its designer spent nearly 600 hours working on it; the plaster mould took another 650 hours to complete. Casting was an eight-hour long procedure, and the pieces were glued together over the span of sixteen hours, followed by eight hours of cleaning. It then needs to dry for an entire month before firing, after which glazing begins, an eight-hour task in itself. It can then be sent to Herend's porcelain painting workshop to be 'dressed' by our painters.

The dragon of Herend is a combination of animals regarded in oriental mentality to have all good qualities: it got its nose from a camel, its ears from a buffalo, its eyes from a demon, its antler from a deer, its belly from a clam, its tail from a snake, its paws from a tiger, and its nails from an eagle.

—
Dragon on rock 16426000 VHSP123

Did you know?

The special figurine has a height of 1070 millimeters, a length of 510 millimeters, a width of 345 millimeters, and a weight of 19,200 grams. Limited to ten pieces.





A SUBTLE DÉCOR

Inspired by the Far East, the Apponyi decor has gone down in the history of porcelain as one of the most well-liked decorative designs of Herend Porcelain Manufactory.

Origin

In each era, the most fashionable motifs from all over the world have found their way into Herend's workshops, and have been uniquely preserved and developed by the masters working here. As far as we know, the design was created by porcelain painter Márton Grund. Documents dating back to as early as 1858 indicate the existence of an 'Apponyi décor', which probably refers to a similar motif or even to the Indian flower basket pattern. But just what is the Indian flower basket pattern?

Did you know?

An internationally renowned statesman, diplomat and patriot, Count Albert Apponyi came from an aristocratic family of landowners and spent almost 60 years serving Hungary as a politician. He was elected a member of the Hungarian Parliament in 1872 and he was a Minister of Culture in the last years of World War I.

A stylised basket

The fleurs des indes (Indian flower basket) pattern is made up of tiny flowers and gracefully arching leaves, surrounded by a stylised fence that looks like a small basket. At the 1867 Paris Exposition, the tables of the Élysée Palace were laid with a set featuring these motifs at a reception held in honour of Emperor Franz Joseph. At Herend Porcelain Manufactory, the first dinner set decorated with the motif inspired by this pattern was commissioned by Count Albert Apponyi in the 1930s: the peony, the scaled up main motif from the oriental style bouquet of the fleurs de indes combines the exoticism of the Far East with a balanced bourgeois feeling. The well of the plate has a garland running around the edge, interrupted by gilded and engraved rosettes. Six contoured floral motifs surrounded by leaves are arranged in a circle on the border. This subtle decoration, i.e. the Apponyi pattern, gradually grew into a separate motif and became one of the most popular decorative elements in the Manufactory's range of motifs. In recent years, innovation has led to the creation of many new colour variations, with gold sometimes being replaced by platinum, making this classic legend a trendy pattern also for 21st century homes. In addition to green, Herend masters also paint in purple, orange, blue, yellow, lilac, hazelnut, black, trendy turquoise and multicoloured variations.



Bowl 00361000 P

Basket 07372000 FV

Crescent 00530000 FB

Dessert plate 00514000 AL

Magic stones

08550000 ATQ3-PT; 08550000 AV



UNDER THE MICROSCOPE

Used for magnifying things invisible to the naked eye, this instrument had a huge impact on the development of science, and its history dates back centuries.

There is no knowing exactly who invented the microscope, but what is certain is that one of the first instruments is attributed to Hans and Zacharias Jansen. The Dutch spectacle makers created a microscope consisting of two lenses. The earliest instruments were capable of magnifying objects to twenty to thirty times their original sizes, which meant a huge improvement compared to the mere six to ten times magnification achieved using magnifier glasses. In the 1600s another Dutchman, Antonie van Leeuwenhoek came up with a fairly simple microscope containing a lens ground by his own hands: through his magnifier, he examined stagnant water, and discovered ciliates. The zoologist is considered the 'father of microbiology', whose work revolutionised medicine and biology.

During the 19th century, microscopes underwent significant development. German scientific instrument maker and optician combined a two-lens objective with an ocular, and then used the theoretical calculations of German mathematician and physician Ernst Abbe to build a high-precision microscope that helped scientists study the structure and functioning of micro organisms in even greater detail.

The first breakthrough in the 20th century is owed to Richard Zsigmondy, who had Hungarian roots. Winner of the Nobel Prize in chemistry, the chemist built an ultramicroscope in collaboration with German physicist Henry Siedentopf in 1903, which even made particles sized around 500 nanometres visible and paved the way for examining colloids. The invention of the electron microscope in 1931 by German physicist Ernst Ruska further enhanced the possibilities of microscopy as even details within a cell and the contours of atoms became observable through it. And science has been capable of surpassing itself even up to the present time: in 2021, engineers at Cornell University used a method called ptychography to capture an image of atoms in a crystal at a magnification of a hundred million times.

Did you know?

There are no two identical snowflakes, as the saying goes. Its scientific proof is owed to microscopes: in the 1880s, US meteorologist and photographer Wilson Alwyn Bentley photographed nearly five thousand snowflakes through his microscope in order to support this theory.



LO AND BEHOLD!

A delight to the eye, we could say, as macro photos show intriguing details – of nature, mostly – that we do not even notice otherwise.

To show something in a size greater than life-size – goes the simplest description defining the essence of macro photography. An extreme close-up photo of a bug, a flower or a fruit gives us a whole new perspective on the world around us.

Macro photography owes its inception to British naturalist, Frank Percy Smith, who began photographing insects in the early 1900s. The equipment he used was similar to that of today, including bellows and extension tubes; these created a closer focal point so he could take close-up shots. With the invention of single-lens reflex (SLR) cameras, the genre became widely available (also to beginners) in the 1950s, and its popularity was boosted by the emergence of the first dedicated macro lens. In the 1990s, macro photography gained even more momentum, and the rise of digital technology and photo editing software gave photographers even more options. And today, you no longer need a camera to take a stunning, razor-sharp image of a creature or object barely visible to the naked eye, as most smartphones have ultra wide cameras.

The most famous macro photographers of our time do not pursue scientific goals but much rather create artistic images. German photographer Ole Bielfeldt focuses on everyday objects – a match head igniting, or a drop of water on the tip of a highlighter. And if you wonder what a ripe raspberry or a coffee bean looks like up close, just check out the work of English artist Jamie Price.

Did you know?

Nuances and marvels invisible to the naked eye served as inspiration for Herend Porcelain Manufactory's tea set Macro. Our master porcelain painters are capable of achieving a sharpness that rivals that of macro lenses.

Frog with ladybug 16051000 VH-OR
Tree frogs on leaf 05138000 VHSP36

Creamer 04759092 MACRO



HAPPY BIRTHDAY!

Whether or not you count the candles on your birthday cake, this special day is cause for celebration. Let's take a look around the world to see the various ways people celebrate it in various countries!

China

In western cultures, someone's first birthday is celebrated one year after their birth, whereas in China, the first birthday is the day of the literal birth. For further birthdays, it is important to hold the celebration on or before the actual anniversary of that day, never later! And although birthday cakes have become a tradition in this far eastern country, longevity noodles will also be guaranteed to be offered on the festive table – representing a wish for the celebrated person to have a life as long as the noodles coiling in the bowl.

Sweden

Swedes do not tarry: they start celebrating as early as in the morning. The family gets up early to prepare a delicious breakfast, and they wake up the birthday boy or girl for breakfast, amid singing, of course. It is traditional in many places to give and open presents in bed.

Canada

Although maple syrup is a national treasure of Canada, butter takes the centre stage when it comes to birthdays – primarily in the eastern part of the country. The birthday boy or girl must be alert, otherwise family members and friends will grease their nose with butter – not only for fun but also because it is believed to oust all the bad luck by making the person too slippery for it. And the amount of butter on the nose increases with each year...

Japan

In the Asian island country, no big fuss is made of adults' birthdays, but children's are properly celebrated. Especially the first one, which is attached great significance. A relatively heavy mochi (rice cake) is strapped onto the back of (or put in a backpack to be carried by) the kid who just turned one. It is believed to teach the baby that that nothing in life is easy.

Ghana

In the West African country, this celebration is more than just someone becoming a year older – it is a true community event, which compares to a small festival. A feast is an essential part of Ghanaian birthdays, with many dishes of cultural significance. The birthday boy or girl is expected to wear special attire that sets them apart from the party guests and demonstrates the importance of the occasion. Lots of people are invited, as sharing personal successes and milestones is considered essential.

Did you know?

Pulling the earlobes of the birthday boy or girl is not an exclusively Hungarian tradition: it is practised also in Argentina, Italy and Spain. However, Hungary is the only country where the customary birthday wish goes "may your earlobes reach down to your ankles".



A BRIGHT SUMMER DAY

The reason why the summer solstice is a remarkable event is not only because it marks the beginning of astronomical summer, but also because it is a celebration of light and the fertility of nature. This is when the day is the longest and the night the shortest.

In 2024, the summer solstice will fall on 20 June, and will occur at exactly 20:51. This is the moment when the axis connecting the centre of the Earth and the Sun forms the largest possible angle of 23.5 degrees with the equator, while the Sun is visible in the sky of the northern hemisphere. It is celebrated in many cultures and has many lovely folk customs associated with it.

Midsommar

The Swedish word 'midsommar' means midsummer; the longest day of the year is also a national holiday in Sweden, almost as important as Christmas. In the old days, the greeting of summer was believed to bring fertility, abundant harvests and good luck, and that the herbs gathered at this time have a stronger healing effect. On this occasion, a maypole (majstångja) is set up, and a group of people dressed in traditional folk costumes and wearing flower garlands on their heads dance around it. According to the Swedish, if unmarried girls put seven different flowers from their respective garlands under their pillows on the night of the solstice, they can see their future husbands in their dreams.

International Day of Yoga

In 2014, the UN General Assembly declared the day of the summer solstice the International Day of Yoga. In India, the home of yoga, the summer solstice is a time to pay homage to the Sun for blessing the Earth with warmth and light. If you have never practised yoga before, you could not ask for a more perfect start, as this day vibrates with powerful energies that allow you to practice asanas for intense effects and meditation for deeper introspection.

Kupala night

In ancient Slavic beliefs, the rhythm of nature, especially the change of seasons, plays a prominent role – one such occasion is the summer solstice. The shortest night of the year was a time for rituals: darkness symbolised all human fears, which were kept in check by huge fires whose burning was watched until the morning. Herbs were thrown into the fire and then people jumped over it, trusting in its cleansing powers. In Poland, the celebration is called Kupala Night, after Kupala, the Slavic god of summer.

Did you know?

The summer solstice is also a celebration of the birth of Saint John. In his honour, fires are lit, various fragrant herbs and flowers are incensed. In Hungary, the month of June used to be called the month of St. John.

Seahorse
16026000 VHSP112
Fruit comport
20311000 NY

MORE THAN JUST A COSMETIC

Lipstick works wonders: it lends self-confidence to its wearer and demands attention to itself. This small makeup item has been women's weapon for a long time. But for how long exactly?

Women have used lip tints for thousands of years: Mesopotamian records dated around 2500 BC tell of a queen whose lips were coloured with a dye made from ground stones. Wealthy Egyptians of antiquity, including Cleopatra, used lipstick made with pigments extracted from beetles. It is believed that the ruler, who devoted much attention to her appearance, associated the wearing of lipstick with power. Thousands of beetles with carmine-coloured backs might have been needed to make a single batch of lip stain.

It was not out of vanity that Elizabeth I coloured her lips: the 16th-century English queen used red lip stain to ward off evil spirits, unaware that she was harming herself. The red shade she wore was made of vermilion, which is toxic because of its mercury content. Later, in the Victorian era, heavily coloured lips were no longer fashionable, and Queen Victoria even advised her subjects to avoid wearing bright lip colours.

The use of lip colouring was the privilege of wealthy women until the late 19th century, when a French brand launched a beeswax and castor oil-based cosmetic wrapped in silk paper. Lipstick took its current cylindrical form in 1915 and went on to become a symbol of the suffragettes in the 1920s: their lips coloured red symbolised emancipation, freedom, and femininity.

Lipsticks are now widely available in all shades - and even in vegan versions; lipstick sales today are watched not only by players in the beauty industry, but also by economists. Economist and sociologist Juliet Schor first described the lipstick effect in 1998, when she observed that the demand for these make-up products spikes during recessions.

Lipsticks 16296000 SVHBR2; 16296000 SVHP; 16296000 SVH (Available only in the USA)
Vase 07159000 SP863

Did you know?
The most expensive lipstick in the world truly fits the bill for a luxury cosmetic. Though it is not the special shade or the conditioning formula that drives up the price to fourteen million dollars (over five billion Hungarian forints), but its case, which is adorned with 1,200 pink diamonds.



THE PAINTERS OF LIGHT

A century and a half has passed since the beginning of the first major revolution in modern art, which gave us so many wonderful paintings so full of emotions.

A hundred and fifty years ago, the first exhibition of the Société Anonyme des Artistes opened in the studio of famous French photographer Nadar on the top floor of number 35 Boulevard des Capucines in Paris. This is how the group of artists including Claude Monet, Edgar Degas, Auguste Renoir, Paul Cézanne and Camille Pissarro responded to the rejection of multiple group members by the official Salon (an institute of the French Academy, which defined the fine arts scene in Paris at the time), which deprived them of a possibility to exhibit their art – and this is how the opening of the exhibition on 15 April 1874 marked the beginning of a new era in painting.

It was there that the painting *Impression, Sunrise* by Monet was put on display and was heavily criticised by many, calling it unfinished; after the exhibition was mockingly referred to as *an exhibition of impressionists*, and the name quickly became associated with the group of artists.

Impressionists had such novel concepts of painting that they were regarded fools for a long time: instead of meticulous realism with every brush-stroke carefully considered, this school aimed at capturing moments of everyday reality mostly through authentic representation of light effects. It was precisely the reason why the painters left their studios and painted in the open air, in sunlight. But due to the constant changing of the lights and the fact that their paints dried faster outdoors, they needed to work faster, which affected their colour mixing and brush handling techniques. What they represented on their canvasses was their impressions, or perceptions.

Bustling crowds, landscapes and cityscapes, portraits and still lifes were equally frequent subjects for impressionists. Degas is known by most as a painter of ballerinas and the Opera, Monet painted roughly two hundred and fifty canvasses of waterlilies, his favourite flowers, while Cézanne's preferred models were fruits. If you fancy seeing as many as possible of these marvellous works at a single location, the Musée d'Orsay in Paris is the place to visit.



Did you know?

A number of well-known impressionist paintings are represented on Herend's porcelain creations. This vase, for instance, is adorned by the painting *The Dance Foyer at the Opera Rue Le Peletier* by Degas.



VELVETY PEACH

Radiates warmth and modern elegance while being also youthful and timeless – this is what the trendiest colour of the year 2024, Peach Fuzz has to offer.

Since 1999, the colour of the next year has been announced at the end of each year; one that will fundamentally define the seasonal trends not only in fashion and beauty but also in interior decoration and design, while influencing product development and purchasing decisions in all countries and industries around the world. The winner for 2024 is a gentle, velvety peach colour code-named Peach Fuzz. Herend Porcelain Manufactory also offers products featuring the trendy colour of the given year: Peach Fuzz appears on cheerful and playful porcelain figurines and on a highly elegant, limited-edition set adorned with orchids this year.

After Viva Magenta, the vibrant pink of last year, now everything is about the velvety peach colour recalling a gentle, warm embrace. Nestling between orange and pink, Peach Fuzz is a pleasant, inviting peach colour that you instinctively want to touch. The velvety peach exudes warmth and calm, which makes it particularly suited for use in home interiors. It is sufficiently modest for being used on large surfaces, such as wall paints, wallpapers or tiling, and those taking a bold approach in home decoration, can even consider a monochrome colour palette. Given that this tone is soft and pleasant, the residents will not feel it intrusive nor

get quickly get tired of it. But just a little goes a long way towards adding a warm, serene vibe to a room, which means it also looks fabulous on décor items – a solution we recommend for fans of minimalist, white spaces. Peach Fuzz can also be used on cushions, lampshades or candle holders, and is guaranteed to add a splash of fresh colour to any space.

Velvety peach goes well with neutral pastel and earthy tones, but its capability to harmonise is not limited to subdued hues: it contrasts amazingly against such bright hues as grass green, sky blue or pink. When coupled with gemstone colours radiating luxury and sophistication, like emerald green or ruby red, it looks immensely magnificent. In terms of materials, feel free to combine it with concrete, wood or metal; however, it will look its absolutely most elegant when used on porcelain.

–
Whirlwind dragon 16154000 VHSP150
Limited tea set for two SP1069
Small nautilus shell 16283000 VH3
Baseball bunny 16238000 VH3

Vase on stand with button knob 06690015 SP969

Did you know?

Our painters at Herend use over eight hundred and fifty distinct colours. They add various – often secret – ingredients to primary colours, which yields the inimitable colour palette of Herend. It is the same with the trendy colour of the year, which is made of ingredients combined on the basis of a secret recipe. An interesting fact about ingredients is that certain colours do not agree too well with each other – yet, they blend beautifully after the décor firing to make a wonderfully pretty colour together.



FLY, BIRD, FLY!

Roughly forty percent of the world's birds migrate – be it for a short flight to a warmer place or a long and arduous passage. Migratory birds set out for feeding or breeding grounds, they boast an amazing ability to navigate, and many of them are genuine record holders.

The one flying the highest

What is a migratory bird to do when its route passes over the world's highest mountain range? Well, it flies over it. The bar-headed goose, which crosses the Himalayas twice a year, astounds biologists by soaring at such extreme altitudes where oxygen levels are below ten percent of that measured at sea level.

The tiniest one

The Calliope hummingbird is the world's smallest long-distance migratory bird, and the distance it covers is particularly impressive in the light of its body size. Weighing a mere two to four grams, it flies eight thousand kilometres each year back and forth between the western part of North America and Mexico. The entire population winters at the latter place.

The fastest one

Its round little body does not seem particularly fit from an aerodynamic point of view, yet it still manages to set a record for the fastest long-distance flight in the animal kingdom. Swedish ornithologists have observed a great snipe fly from Sweden to Central Africa in three and a half days, sometimes covering ninety-seven kilometres in an hour.

One that travels without stopping

The bar-tailed godwit, a member of the Scolopacidae family, is an outright world champion of migration: it covers the longest flyway, over eleven thousand kilometres, without a stopover. It flies over the open ocean from New Zealand to its nesting place in Alaska in a journey that takes seven to ten days.

The one completing the longest flyway

For a really long flight, you must check out the migration of the Arctic tern: apart from this bird, which flies from the Arctic Ocean to Antarctica, no other migratory bird can make such a long journey (some thirty-five thousand kilometres long!).

Did you know?

The white stork is not native to Hungary, it only spends the nesting period here. It is not the wintry weather that drives it off to Africa during the winter but the lack of sufficient prey available here.



Pair of spoonbills 05191000 C
Hummingbird on flowering branch
16138000 VHSP142

SWEET AND HUMBLE LILY OF THE VALLEY

With its elegant appearance and alluring scent, it appeals to the senses; but what else is behind the unrivalled popularity of this tiny plant?

A herald of spring

It is also known as May bells or, in Hungarian, St. George's flower as it begins to bloom in early May, close to St. George's day (24 April). Its white, bell-shaped flowers and wide leaves are most often encountered in deciduous forests and mountain meadows all over Europe, and its distinctive intoxicating scent entices the senses from afar. And exactly that is the reason why it is such a sought-after ingredient in the beauty industry – it is used to scent perfumes, creams and soaps.

Full of goodness

The lily of the valley has long been a beloved plants, but it had different meanings in different cultures and eras. In ancient times, for example, it symbolised purity and humility, while according to Greek mythology, the Greek god Apollo fashioned a lawn of lilies of the valley to protect the feet of the muses. In Victorian times it symbolised a return to happiness, and the Celts believed it to bring good luck. Moreover, it is also a constant motif in Hungarian folk songs and folk art.

Just be careful with it!

Although folk medicine recommends lily of the valley for countless complaints and ailments – a tea or tincture made from the plant's rhizome has been used to treat heart diseases and asthma, but also for headaches and to strengthen memory –, we do not recommend experimenting with it on your own, as it is as toxic as it is beautiful!

A queen's choice

Although she adored roses, Queen Elizabeth II's favourite flower was the lily of the valley – not surprisingly, she had a bouquet of these flowers in both her wedding and coronation bouquets. Nor is it surprising that for the 70th anniversary of her coronation, a unique, limited edition set featuring these charming May flowers was created by Herend Porcelain. Tasteful depiction of snow-white flowers on an essentially white porcelain is extremely difficult, but for us at Herend Porcelain Manufactory nothing is impossible, our porcelain painter artists rendered this enchanting fragrant miracle in a green setting. The set is limited to seventy copies.



Did you know?

The lily-of-the-valley set is fired over four times during the painting process, and the painting itself takes more than a hundred working hours.

SOME LIKE IT HOT

Hot and spicy to warm the body and soul – the 2024 gastronomic trends celebrate those kinds of food. Fortunately, they do more than just pamper your taste buds: they can also boost your immune system and support the health of your heart. On top of that, the world is full of deliciously fiery dishes!

Penne all'arrabbiata

The literal translation of this popular Italian dish is “angry pasta”, which presumably got its name from the fact that it can turn your head flaming red when you are eating it. Originating in the vicinity of Rome, the tomato sauce gets its spiciness from chilli; however, some grated Parmesan can mellow its flavour.

Wasabi

Spicy flavours are not what Japanese cuisine is noted for – this is why wasabi is considered so special. Also known as Japanese horseradish, it is a staple on sushi bar menus given that this green paste is a constant accompaniment to rolls of rice. The pungency of wasabi is the key to its survival: it protects the plant, which is native to the banks of mountain rivers, from being consumed by animals.

Harissa

The best proof of its gastronomic significance is that UNESCO has declared it Intangible Cultural Heritage of Tunisia. Harissa is a hot sauce made from minced chilli and various spices (such as coriander and cumin), which goes well with grilled dishes and, when mixed with yoghurt, it can also be served as a dipping sauce.

Spoon 00237000 ATQ3-PT
Dessert plate 02538000 O-ATQKSZ
Dessert plate 00516000 ATQ3-PT

Did you know?

Pungency is measured by the Scoville scale, which was developed by American chemist Wilbur Scoville in 1912. A level marked zero is not hot at all, while the other end of the scale is occupied by ultra hot peppers, including Pepper X, which is 538 times hotter than jalapeño. It should be consumed with caution, as even the smallest amount can cause serious gastrointestinal problems.

Vindaloo

Spicy curries abound in India, but it is no accident that vindaloo is one of the most famous of them all. Portuguese influences are pronounced in this one-pot dish, the essence of which is provided by pepper, cinnamon and cardamom, in addition to plenty of chillies. Ready-made Vindaloo spice mix is also available.

Pozole

In Mexico, there are many spicy dishes to try. This traditional Mexican ragout soup features pork, garlic and white corn as its main ingredients, and each family makes it according to its own carefully guarded recipe for New Year or other holidays. Depending on the colour of the chilli peppers used, the pozole can be green or red, with the latter guaranteed to make you feel thoroughly hot...



CHICKEN VINDALOO ON A BED OF SPINACH

This classic Indian dish is made truly tasty by a variety of fragrant spices and is usually consumed with rice or naan bread on the side.

Preparation

1. Add chillies, cloves, garlic, ginger, cinnamon, peppercorns, cumin, vinegar and water in a food processor and pulse into a homogeneous paste.
2. Mix the chicken, the spice paste and salt in a large bowl, cover it and let stand for an hour to let the flavours come together.
3. While the chicken is marinading, sauté the onion on oil in a skillet. Add the chicken along with the marinade, blending in the sugar and the turmeric, too. Cook covered on low heat, stirring frequently until the chicken is cooked through. If necessary, add some water.
4. Serve while still warm: prepare a bed of spinach on the bottom of each plate and pile vindaloo on top.

Ingredients (serves 6)

- 1.2kg chicken breast fillet, diced to bite-sized pieces
- 15 whole dried chillies
- 12 whole cloves
- 10 cloves garlic
- 5cm fresh ginger peeled and chopped
- ½ teaspoon ground cinnamon
- 1 teaspoon whole black peppercorns
- ½ teaspoon ground cumin
- 150 ml apple cider vinegar
- 150 ml water
- 1 teaspoon ground turmeric
- 3 tablespoon oil
- 2 large onions, diced
- 1 teaspoon salt
- 1 teaspoon sugar
- 1 handful spinach



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Gift ideas

Sustainability is gaining increasing importance in all aspects of our lives, including gift-giving. Choosing environmentally conscious options, such as surprises made from natural materials and of high quality, can bring joy to the recipient for a long time. Herend porcelain is exactly like that.

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