Magazine of the Herend Porcelain Manufactory



HERALD

NATURE

A forest that plays music, a field that sings

GAME

When playing cards reveal a person's true colors

THEATER

The theater where even the gods applauded







DEAR HEREND HERALD READER!

Centuries-old oak trees, with their imressive appearance, are witness to history. They are silent observers of good times and bad, standing between the present, the past, and the future.

The Herend Porcelain Manufactory is 200 years old. A milestone anniversary.

We are fortunate that on this notable anniversary, we, the people of today, can celebrate the Manufactory. Although it is two centuries old, Herend is forever young. Others grow old, but not Herend. It is constantly renewing itself, drawing on its past and creating for the future. Like a giant oak tree, Herend is firm and unwavering to storms and lightning, because it holds tightly to its values, like a tree to its roots, from which it is able to constantly renew itself, moving forward with the times in which it lives. The Herend Porcelain Manufactory also contemplates history, while following its own path and creating value day after day.

Just think how long two hundred years is! During the operation of the Herend Porcelain Manufactory, the steam engine revolution began, Edison's incandescent light bulb launched the electrical industry, Morse invented the telegraph, the Suez Canal was opened, the first car was built, Ford's famous Model T rolled off the assembly line, the Olympic movement was reborn, the Titanic, thought to be unsinkable, set sail on its tragic journey, two world wars swept across the globe, the United Nations was founded, television was invented, Gagarin orbited the Earth in his spacecraft, Apollo 11 landed on the Moon, the Berlin Wall fell, and the internet and artificial intelligence knocked on our door. Each of these events is a milestone on the endless road of history.

Herend experienced the prosperity of the 19th-century Hungarian Reform Era, Hungarian became the official language of Hungary, Herend became an imperial and royal supplier, admired the beauty of Sisi, bid farewell to the last Habsburg emperor, witnessed the opening of the first Hungarian railway line, celebrated the beginning of shipping on Lake Balaton, experienced the introduction and then the inflation of the pengő, switched to the new currency, the forint, saw the Hungarian Parliament House and the Chain Bridge in Budapest built during its operation, survived the wars, the 1956 Hungarian Revolution, experienced the 1989 change of regime, and celebrated the new Hungarian Nobel Prize winners.

History rushes by, but Herend stands firm and continues to develop. The changing world and the tide of history have continuously refined and ennobled the Herend Porcelain Manufactory, which has ultimately became a sparkling diamond, the world's leading porcelain manufacturer.

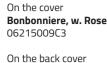
Our two hundred years history calls for a grand celebration. The birthday will not be just one day, but a whole year in Herend.

We will do what history expects of us, leaving behind more for the future than we received from our predecessors.

Herend lives on like a giant oak tree, with strong roots and innovative shoots. Two centuries of history, and at least another two hundred years of success ahead for Herend. Herend porcelain was, is, and will always be!

With respect,

Dr. Attila Simon



Teacup 02731200P0MME1





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A giant dragon snake winds its way across the map of

WILDLIFE The prince of animals

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Sweet journey around the world

GIFT IDEAS

IMPRINT

Herend Porcelain Manufactory

Instagram: herendporcelain

Phone: +36 88 523 100 E-mail: info@herend.com Web: herend.com Facebook: herendporcelan Managing editor: Dr. Attila Simon Editor: Rita Cserhalmi

Graphic Design: Bakony-Balaton Média Kft. Author, Proofreader: Bálint Hajas Photos: Zsolt Bak, freepik.com, envato.com, pixabay.com Editorial Office: H-8200 Veszprém, Horgos u. 8.

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THE NEPTUNE SERIES FROM HEREND IS THE CROWN JEWEL OF PORCELAIN MAKING

Each piece in Herend's Neptune series is a masterpiece of craftsmanship and precision, requiring skills possessed only by the most experienced masters. The manufacturing process begins with a plaster core, where the arrangement of the scales is carefully marked out in both the longitudinal and horizontal directions. Each scale is individually patterned, while the precise movements of the patterning tool bring the relief surface to life. The preparation of the plaster molds is extremely challenging, as the perfection of the seams is essential, and the lifespan of the molds is much shorter due to the complex pattern, only 25-30 castings.

When shaping parts such as teacups, saucers, and dessert plates, the clay must be handled with care so that the patterns do not crack during drying. During assembly and "garnishing," it is essential that every scale be visible, and extra care must be taken during cleaning. Glazing then adds a new dimension to the series. In the case of Neptune, porcelain makers use hand glazing, which is where their many years of knowledge and experience come into their own, as they have to work out exactly how long each product should be immersed in the glazing vat. If it is too short, the glaze will be thin, and if it is too long, the layer will be too thick and the

patterned scales, into which so much energy has been invested, will not be visible on the piece

The decorations on Neptune are created using a watercolor-like technique, allowing for a looser, more painterly brushstroke that highlights the beauty of the textured surface. The matte glaze particularly emphasizes the texture of the reliefs. Thus, each piece is not only a functional object in the home, but also a true gem of porcelain making, promoting the values of artistic care and craftsmanship.



THE GIFT OF THE RENAISSANCE TO THE WORLD

More than four hundred years ago, a bold experiment began in Florence when a group of poets, philosophers, and musicians began to explore the boundaries between literature and music. Initially, they did not have the creation of a new genre in mind, but merely the revival of ancient Greek theater, where the predecessors of the modern actors performed while singing. However, the spirit of the Renaissance invisibly embraced the experiment and led them into a world where music was no longer just an accompaniment, but the story itself: where emotions were expressed not by words, but by melodies - opera was born.

Its uniqueness lies in the fact that every detail—the set, the singing, the orchestra—serves a single purpose: to touch the soul. It is as if the stage were a living painting, the sounds brushstrokes, and the actors moving figures on the canvas.

Music historians consider Monteverdi's Orfeo to be the first truly significant work in which music and stage action were in perfect harmony. The extravagance of the Baroque, the arias of Handel and Purcell, then Mozart's delicate balance, Verdi's passion, and Wagner's monumental music dramas all added their own layers to the mosaic we now call opera.

Although the genre has its roots deep in Italy, opera has now become a global language. In the 18th and 19th centuries, France, Germany and Hungary also created their own national opera traditions, and it soon took its place of honor in the cultural showcase of almost every nation.

Thus, the candlelight of Florentine nights now illuminates the stages of imposing opera houses, in the timeless monumentality of elegance.

DID YOU KNOW?

The oldest surviving opera, Dafne, is revealed in its sheet music, yet it is not considered the first work, as many details have been lost in the storms of history. Thus, like pieces of broken porcelain, this work only vaguely hints at the birth of opera. Monteverdi's Orfeo, on the other hand, has survived in its entirety and is still referred to today as the origin of opera.

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THE CATHEDRALS OF CULTURE

Opera houses, wherever they are located in the world, proclaim the triumph of human creativity - both in art and in engineering feats. These monumental buildings are not haunted by ghosts, but rather the human spirit basks in glorious immortality.

Teatro alla Scala (Milan)

Since its opening in 1778, La Scala in Milan has been considered a sanctuary of opera. The masterpieces of Verdi and Puccini were performed within its classicist walls, and its auditorium, adorned with red velvet and gold decorations, is still a meeting place for the elite of the music world. The auditorium is horseshoe-shaped and has six tiers of boxes, above which are the galleries. La Scala's audience is legendary for its strictness. Even the biggest stars are booed if they do not deliver a flawless performance. That is why success here is particularly prestigious.

Hungarian State Opera House (Budapest)

The Hungarian State Opera House, the jewel of Budapest and a neo-Renaissance masterpiece by Miklós Ybl, opened its doors on September 27, 1884. Its acoustics are considered so perfect that only its counterparts in Milan and Paris surpass it in Europe. The palace on Andrássy Avenue can accommodate approximately 1,200 spectators, offering a grandiose yet intimate spatial experience. Its façade is decorated with statues of sixteen composers, and its interior is covered with more than 7 kilograms of gold. Károly Lotz's ceiling frescoes, the huge marble staircase, and the exceptional acoustics all proclaim the celebration of art in Hungary.

Metropolitan Opera (New York)

The Metropolitan Opera in New York opened its doors in 1883 and has been located in Lincoln Center since 1966. With a capacity of over 4,000, its modern stage technology and world-class productions have made it famous around the world. The opera house's huge curtain, woven with 23-carat gold, is a real spectacle in itself and Chagall muralsas are the Swarovski chandeliers made by the Viennese company Lobmeyer. With a capacity of nearly 4,000, the Metropolitan Opera proclaims an unparalleled harmony of grandeur and modern

Sydney Opera House (Sydney)

The Sydney Opera House is one of the icons of 20th-century architecture, inaugurated in 1973. Its sail-like roof structure has become a symbol of modern design, covered with approximately one million tiles. Its walls have not only hosted opera performances, but also ballet, concerts, and theater productions. Standing on the waterfront, it has become both an arts center and a symbol of Australia

Carnival woman, limited edition 15022000WZ

A FOREST THAT PLAYS MUSIC, A FIELD THAT SINGS

There is a strange orchestra that never rehearses, has no conductor, yet every melody is familiar and unique. The forest and the fields are its stage, and the musicians are the birds, insects, and mammals that have been giving concerts for thousands of years to those patient enough to listen. However, these melodies are not just background noise—they are secret messages, expressions of emotions and instincts.

Birdsong is perhaps the most delicate part of this symphony, but few people know that we are actually listening to a secret conversation. Researchers have made some interesting discoveries in recent decades. Birdsong not only varies from species to species, but also from region to region. Just like human dialects, birdsong can also reveal

subtle differences in emphasis, rhythm, and melody. For example, a blackbird sings differently in the Carpathians than it does in French forests. Scientists call this bird dialect, and this heritage is passed down from generation to generation in the songs of chicks.

But fields also have their own acoustic experience. The chirping of crickets on summer nights evokes one of nature's most ancient rhythms. This music is not just romantic background noise, but a means of communication for these tiny insects. The intensity and speed of chirping are part of courtship and territory defense. It is like a summer sonata, in which every note is a message between the blades of grass.

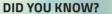
Deep in the forests, however, more powerful sounds can be heard. The autumn bellowing of deer is not only a demonstration of the animal's strength, but also a competitive melody to attract the attention of females. The deep, trembling sound waves evoke both the raw power of nature and the eternal rhythm of species preservation. Wolves also engage in a similarly peculiar form of communication, using their howls not only to call their pack

together, but also to signal their distance and strength to other predators.

The sounds of insects, birds, and mammals together form a polyphonic fabric without which

the forest and the field would be silent and lifeless. Modern bioacoustics research is now able to record and analyze the sounds of different species, revealing that nature's sound system is much more complex than we previously thought. Every chirp, every buzz, every crackle is part of an invisible dialogue: warning, seduction, defense, or even community bonding.

We must walk quietly in nature not only because modern humans are merely guests in these landscapes. If we listen carefully to the symphony of the animal world, we realize that the world consists of much richer and more nuanced melodies than we would perceive at first hearing.



There are birds that can mimic human speech. Although they do not understand the meaning of the words, they can reproduce the sounds they hear with impressive accuracy. The African gray parrot is one of the most talented. There have been specimens that knew more than 1,000 words and could even recognize objects. The record holder is a budgerigar, which knew 1,700 words. These birds learn to "talk" because of their extraordinary social sensitivity. In nature, they also use sounds to communicate with their companions, and when they live near humans, they consider us "team members" and try to communicate with us using words, rhythms, and playful intonations.





THE GENTLE FACE OF MONUMENTAL POWER

The mysterious world of elephants is one of nature's finest examples of the power of family and the cohesive force of community. These enormous creatures are monumental not only in appearance but also in their emotions. At the center of their society is the matriarch: the experienced, older female who, like a wise queen, leads the herd across the savannah.

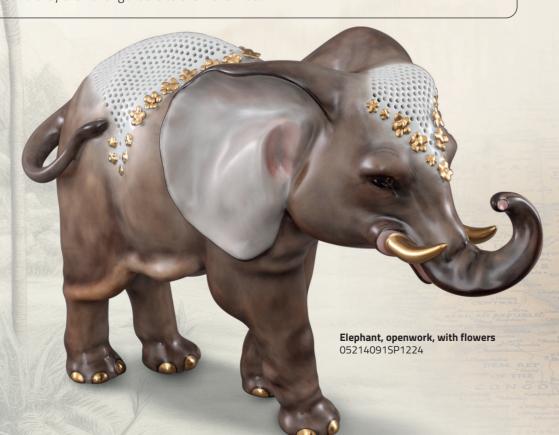
The family life of elephants is characterized by subtle gestures of care. The calves are always surrounded by "elephant nannies" — younger females who playfully yet responsibly learn their future maternal roles. Older males tend to become solitary wanderers over time, but the community of females remains close-knit for decades, like an unbreakable bond.

Elephants communicate with each other just like humans do, but their communication remains hidden to the untrained eye and ear. They communicate through touch, glances, and barely audible deep vibrations that can be heard for miles. This silent symphony keeps them together. And when one of their companions passes away, the ceremonial silence of mourning is a moving testimony even to humans: their bond survives even death.

The secret world of the elephant herd thus becomes an eternal allegory of loyalty, tenderness, and community. It is an elegant reminder that the true meaning of strength lies not in solitary power, but in a life lived together.

DID YOU KNOW?

Elephants have a gestation period of nearly two years, and the birth of a calf is a real celebration for the herd. They often live to be over seventy years old, and their death is sometimes caused by a mundane reason: their teeth fall out and they are no longer able to chew their food.



THE SECRET SEA ROUTES FROM EUROPE TO INDIA

When sailors in the 15th century stood on the quayside and gazed out at the waves, they did not see an endless expanse of water, but the gateway to unknown worlds. Among them was Vasco da Gama, the Portuguese explorer, whose personality was not without contradictions. His courage and perseverance were admired by his contemporaries, but his harshness and ruthlessness were just as much a part of the legends that sprang up around him during his lifetime.

He was the first European to sail to India in 1498, ushering in a new era in world trade and cultural exchange. His journey began in Lisbon, sailed along the coast of Africa, rounded the Cape of Good Hope, and after many months of hardship, anchored in the port of Calicut. For Vasco da Gama, this was a geographical triumph, as he was the first to prove that India could be reached by sea. For Europe, however, it meant much more: it was a

Sailing boat 06871000VHB-X1 turning point in civilization and economics, as it opened the way to the realm of fragrant spices and silks.

However, the journey to Calicut had a sobering effect on da Gama and his crew. Their ships' holds were full of goods, but no one in the wealthy Indian city wanted Portuguese merchandise. In the end, da Gama was happy to take home a few samples of fragrant spices and a letter for the Portuguese king, written by the ruler of Calicut. The journey home took almost a year, and when the ships returned to port, they were celebrated as heroes in Portugal.

The age of discovery, in which Vasco da Gama made his mark forever, was not just about exploring new trade routes. The blank spots on maps slowly disappeared, replaced by the names of cities, ports, and new worlds. The undertaking of sailors at that time was like someone lighting a lantern in a dark room — it simultaneously illuminated the unknown and transformed reality.

DID YOU KNOW?

During Vasco da Gama's voyages, they navigated by observing the stars and the Sun, while a magnetic compass helped them determine their direction. They also used contemporary portolan charts, mast marks, and depth measurements to safely navigate the unknown seas.

THE PLANET OF THE GOD OF WAR

A bright red, shining point in the sky that accompanies the nights of humanity living in its solar system neighborhood. It captivates both astronomers eager for cosmic discoveries and artists romantically gazing at the sky.

The Red Planet bears the name of the god of war, Mars. In Roman mythology, he was the embodiment of heroic struggle and passion, and his name seems to evoke the planet's desert-like, reddish landscape. It is as if the cosmos itself sees him as a symbol of struggle and trial.

From a scientific point of view, Mars is even more fascinating. It orbits the Sun at an average distance of 228 million kilometers, its atmosphere is thin and consists mainly of carbon dioxide. Its surface is covered with huge volcanoes and deep canyons. It is home to Olympus Mons, the highest mountain in the solar system, which at 22 kilometers high is three times taller than Everest. Valles Marineris is a grandiose canyon system unlike anything we have seen on Earth or any other planet.

Mars' greatest mystery is also its main attraction: did life ever exist or does it exist on the planet? Although the presence of liquid water on the surface is only theoretical, ice is abundant in the polar regions. Some researchers believe that vast oceans may have covered the planet in the past, and that microbial life forms may still be hidden beneath the surface today.

The red color comes from iron oxide, and this

mysterious hue has attracted scientists and

writers for centuries. Mars stands at the

intersection of fantasy and science:
sometimes the destination of
future human expeditions,
sometimes the imaginary
home of mythical heroes
and alien civilizations.
Thus, it becomes
both a scientific
challenge and a
source of literary
inspiration, posing
eternal questions to
humanity's curiosity
and courage.

DID YOU KNOW?

Humankind has sent more than fifty satellites and nearly ten rovers to the Red Planet, which is the fourth planet in the solar system after Earth, but has a diameter barely more than half that of our planet. Curiosity is searching for geological clues, Perseverance is investigating signs of ancient microbial life, while orbiters are mapping Mars' atmosphere and surface.

DID YOU KNOW?

There is no complete agreement on the exact location of the Kármán line. NASA and the US Air Force designate 80 kilometers as the boundary, while the International Aeronautical Federation designates 100 kilometers. This difference reminds us that space, however infinite it may seem, still allows for a grain of uncertainty.

Brown barred owl, limited edition 05903000VHSP92

THE INVISIBLE BOUNDARY OF INFINITE SPACE

Silently and aimlessly, billions of years old travelers, asteroids and comets, hurtle through the darkness of space. A human lifetime is but a blink of an eye in cosmic timelessness. Yet even in this infinity, there are invisible boundaries. They have been there for a long time, but only became known through scientific discoveries.

One of the best known of these is the Kármán line, which lies roughly 100 kilometers above sea level. This imaginary boundary separates the Earth's atmosphere from infinite outer space. Although it cannot be physically touched, every airplane, rocket and astronaut know that crossing it is one of humanity's greatest achievements.

The line is named after Theodore von Kármán (1881–1963), an engineer and physicist of Hungarian descent, who demonstrated that at this altitude, the air is too thin for the laws of conventional flight to apply. Aircraft no longer "fly" at this altitude, but rather float, and rockets take over the main role.

The Kármán line is like the meeting point of the written and unwritten rules of the universe. Gravity can still be felt, but the air no longer provides support. Every movement is dictated by the

laws of physics. From here, the spherical silhouette of the Earth appears strikingly fragile, and beyond the horizon, the blue atmosphere slowly gives way to the blackness of space.

This boundary is not merely a number or a definition. It is the place where dreams originating on Earth soar toward the stars. Where everything that crosses it becomes a weightless traveler for a short time and becomes part of the mysterious, invisible system of rules of the universe.

Gomboc 08549000GOMBOC

Globe 15725000VHI

THE PRINCE OF ANIMALS

In the jungles and swamps, a dark shadow appears among the plants, then the contours of a streamlined body take shape, with regular patterns of pale and dark stripes. Before we know it, one of the most fearsome predators on earth, one of nature's most magnificent creations, the tiger, stands before us with a stern gaze.

If the lion is the king of beasts, then the tiger is a prince clad in ornate armor, made special not only by his physical strength and agility, but also by his mystery and cultural significance. For centuries, the tiger has been a symbol of power, courage, and wisdom in Asian art and mythology. In Chinese feng shui, it represents strength and protection, while in Indian legends, it is the companion of the gods and the lord of the jungle.

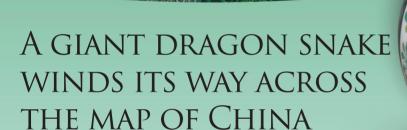
The diversity of the species is impressive, which also sets this majestic hunter apart from its peers. The Sumatran tiger is the smallest, but even these specimens weigh nearly 100 kg, while their Siberian counterparts can reach 300 kg. They live for 10–15 years in the wild, but in captivity they can reach the age of 25. They are all capable of living in different ecosystems, adapting to everything from snow-covered taiga to dense tropical forests. However, they all have one thing in common:

their physique makes them the most formidable hunters, with strong legs, muscular shoulders, sharp claws, and teeth that can kill their prey with a single blow.

However, despite their strength and authority in the animal world, tigers are seriously endangered. Due to habitat loss and poaching, wild populations have declined dramatically in recent decades. Yet the presence of every single tiger in the wild is living proof of nature's sophistication and mystery. As it moves silently through the forest, it is both a lesson and an inspiration to humans. It is the jewel of the wilderness, an eternal symbol of courage and freedom.

DID YOU KNOW?

Tigers are solitary creatures, each animal having its own territory, which it marks with its glands. Their hunting technique is sophisticated: they approach their prey stealthily, then strike with explosive speed. Although tigers are legendary for their strength, according to the laws of nature, patience and cunning are just as important in the struggle for food, and tigers possess these abilities as well.



Wall.

DID YOU KNOW?

The most famous section of the Great

Wall of China is Badaling, located near

Beijing. This section is the best restored

and easiest to visit, making it extremely

popular with tourists. Badaling often

appears in photos and documentaries,

making it the iconic face of the Great

Like a giant dragon snake, the Great Wall winds its way across the map of China, proclaiming for more than two thousand years the endless reservoir of human ingenuity and perseverance.

Vase, bottle-shaped,

open-work 06711000SN

Construction of the first sections began as early as the 7th century BC, when the fragmented Chinese principalities erected their own defensive lines against the northern nomadic tribes. However, the true unifier of the wall was Qin Shi Huang, China's first emperor in the 3rd century BC, who connected the separate sections, creating a continuous line of defense that served the rapid movement of armies and the security of the empire.

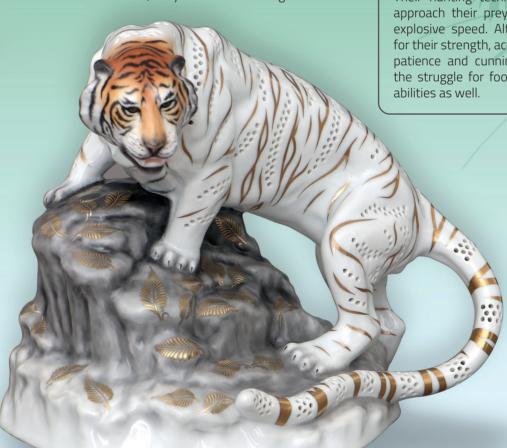
The material used to build the Great Wall of China varied depending on the landscape. In mountainous areas, it was built from rock, while on flat terrain it was constructed from compacted earth and clay. The imposing nature of the wall system was further enhanced by watchtowers and castles rising above the stone wall.

The wall reaches a height of 8 meters in some places and varies in width between 4 and 5 meters. However, its actual length is not easy to determine. Estimates range

from 6,000 to 10,000 kilometers. This uncertainty still exists among historians because the Great Wall of China is not a single structure, but a legacy of different eras and different builders in different sections.

However, the Great Wall of China is not merely a military structure. Its cultural significance extends far beyond physical protection. It symbolizes the unity of the Chinese state, the diligence and perseverance of its people, and over the centuries it has become the subject of literary works, paintings, and legends.

The Great Wall of China is thus both an engineering feat and a work of art, a historical fortification and a cultural symbol. It bears witness to human perseverance and strategic thinking, and is also an inspiration to all those who wish to admire both the past and the distances it has covered.



Tiger, medium, open-work 16280091SP1228

ARCHITECTURE

THEATER LITERATURE

THE THEATER WHERE EVEN THE GODS APPLAUDED

Imagine the moment when the sun has just risen over the city of Athens, the scent of wine and olive trees fills the air, and the citizens of the city—philosophers, soldiers, and merchants—are hurrying to the theater carved into the hillside. They are not only going there for entertainment, but also to be part of a community in the theater. Together, they face the wrath of the gods, human passion, sin, and redemption. Ancient Greek theater was not just a performance, but a journey into the darkest and brightest corners of the soul.

On stage, masked men brought human destinies to life, while the choir wove the stories ever tighter with their singing and movements. Sophocles' heroes struggled between divine will and human choice, Euripides rode the deepest waves of passion, and Aristophanes lashed out at the political intrigues of the age with mocking laughter.

Catharsis was not yet a literary concept here, but a physical experience, as laughter and tears cleansed the soul at the same

In addition to their cultural and social role, ancient Greek theaters were also impressive examples of engineering expertise. Some could seat tens of thousands of people, and their acoustics were so powerful that spectators sitting in the top row could hear the actors whispering just as clearly as those sitting in the front row. The rich and poor, philosophers and master craftsmen sat together on the stone steps, making the theater a true melting pot of society.

Although today only the ruins of columns and stone walls remain of ancient theaters, the tradition has not been lost. In every modern theater, where the curtain rises and the audience waits with bated breath, the Greek spirit revives. The legacy of ancient theater lives on not in the pages of history books, but in every round of applause, every tear, and every moment when a person finds themselves on stage. Vase, empire, on base

DID YOU KNOW?

The largest theater in ancient Greece was located in Epidaurus and could seat approximately 14,000–15,000 spectators. It had a diameter of 120 meters, and after Roman expansions, spectators could fill 55 rows of seats. Thanks to its outstanding acoustics, which were enhanced by the limestone structure, even the slightest whisper of the actors could be heard from the top row, making it a symbol of theatrical engineering and the wonder of Greek drama to this day.

THE PLAYWRIGHT WHO COMPOSED THE MELODY OF THE HUMAN SOUL

Shakespeare's name has survived the trials and tribulations of centuries. Yet, at the end of the 16th century, England had no idea that this commoner born in Stratford would grow to become one of the greatest figures in world literature, far outliving his own generation. Even though the details of his life remain shrouded in mystery. Few official documents about Shakespeare have survived, but his works are so vivid that it is as if he had written his own era and personality into every line.

> His plays are both products of Renaissance England and timeless human stories. The royal dramas, such as Richard III and Hamlet, depict the endless game of power and conscience, while the comedies - such as A Midsummer Night's Dream - dance with words with lighthearted charm. Perhaps it is in his tragedies that we can best appreciate his genius. Othello's jealousy, Macbeth's bloodlust, and King Lear's madness fill today's audience with the same tension as they did four hundred years ago.

> However, fewer people know that Shakespeare was not only a playwright but also a poet. His sonnets encapsulate the thousand faces of love and the eternal game of desire and transience in perfect form. These poems best reveal the duality that defined his art: earthy rawness and heavenly beauty at the same time.

> The power of his works lies in the fact that his heroes are not idealized figures, but flesh-and-blood people. They make mistakes, they yearn, they fail, and they seek redemption. Perhaps this is why Shakespeare is rediscovered again and again by every generation. From the stage of London's Globe Theatre to the modern stages of the world, the same echo can be heard: the melody of the human soul, which Shakespeare knew so deeply.

DID YOU KNOW?

Skull, bookend 05779000PLATI One of William Shakespeare's most famous quotes is that "all the world's a stage, and all the men and women merely players." By this he meant that our lives are a series of roles: we all appear in different scenes, playing out our own stories on the world stage.





HISTORY

SUNSET THAT NEVER TRULY FADES AWAY

The Wild West is the stage where America's young nation created its own mythology—through the strange dualities of crime and law, blood and love, freedom and eternal wandering.

In the mid-19th century, the lands west of the Mississippi River were still considered wild, almost untouched territory. After the Civil War, however, the West shone as a promise to the people. A new life, new land, and the hope of wealth awaited those brave enough to venture into the endless wilderness.

It was on these plains that the legends of the cowboys were born. Although they were nothing more than simple herders, they quickly became symbols of freedom. Lone riders galloping into the sunset on their horses, their receding silhouettes became symbols of courage and perseverance.

However, the history of the Wild West did not begin with them. These cowboys were not explorers, as the land they arrived in was far from uninhabited. Native American tribes had known the secrets of the prairies for centuries. While the "West" represented promise for

the colonists, for the Native Americans it meant painful loss, as their fertile lands and sacred sites disappeared one by one.

For this reason, order was fragile in the world of the Wild West, where the sheriff became a symbol of civilization. With his star-studded vest and revolver at his side, he appeared unexpectedly in times of trouble, ready to keep lawbreakers in check. He was not omnipotent, often a lonely man trying to enforce the law amid chaos, but perhaps that is why he became a legendary figure of the Wild West.

This is how a unique society emerged, in which sheriffs, settlers, saloon owners, courtesans, bandits, and Native Americans all contributed to the greater whole. The Wild West was not just a historical era, but a mythology in which reality and legend were inextricably intertwined, like an endless sunset that never truly fades away.



WHEN PLAYING CARDS REVEAL A PERSON'S TRUE COLORS



There is a card game that disproves the belief that players' success or failure depends solely on the whims of Lady Luck. Perhaps this is why poker has been keeping fortune seekers glued to the table for centuries.

The game's roots can be traced back to the turn of the 18th and 19th centuries, when European and Eastern card games—French poque and Persian as-nas—met on board American riverboats. Poker quickly became popular on the steamboats of the Mississippi, where merchants and soldiers gathered. Its simple rules, the art of bluffing, and the excitement of betting provided perfect entertainment for the society of the time.

It was perfectly in tune with 19th-century America, which was a world of opportunity and risk. Soldiers from the Civil War, gold rush migrants, and guests at saloons in the Wild West all sat down at the table to try their luck. There was something deeply American about poker: the belief that anyone, at any time, could change their fate through skill and daring alone. Thus, the game became a symbol of freedom and entrepreneurial spirit.

Over time, poker spread in countless variations. The simple elegance of classic Five Card Draw was replaced

by Texas Hold'em and Omaha, then Stud, Razz, and many other variations were born. Each form requires different tactics and temperament: in some cases, patience is a virtue, while in others, boldness brings success.

The culture of poker has also changed. The smoky dim light of saloons has been replaced by the brightly lit rooms of casinos, then by the world of television and the internet. Modern poker has become a global phenomenon thanks to world championships, million-dollar prizes, and star players. Yet the essence of the game remains unchanged: it is a battle of wits, where psychology, patience, and courage lie behind the cards.

Today, poker is both a symbol of the risks of gambling and the virtue of self-control. It is both a game and a metaphor for life, where the cards are dealt randomly, but the final outcome depends on how we play them. Poker is therefore not just a card game: it is a kind of mirror in which risk-taking, courage, and human ingenuity are reflected.



SWEET JOURNEY AROUND THE WORLD

The world's master confectioners don't just create delicacies for dessert plates. They are actually mediators between different cultures, where gastronomy is the common language. After all, who wouldn't understand the sweet playfulness that a cake offers when we taste it, from Australia to France? It doesn't matter whether the cream ripples softly or the icing cracks elegantly.

DADAR GULUNG – SENSORY STIMULATION craftsmanship. Pastry chefs use sugar and malt syrup to create a shape reminiscent of a silkworm cocoon.

One of the jewels of Indonesian cuisine, this dessert is particularly popular on the island of Java, offering both a taste and visual experience. The name dadar means pancake, while gulung means roll, so it is essentially a delicately rolled sweet pancake, but it cannot be mentioned in the same breath as its traditional counterparts. The characteristic green color of the dough comes from pandan palm leaves, which not only give it its color but also its distinctive aroma. The soul of the dessert is coconut. The filling is rich, aromatic coconut sugar, made from a soft mixture of cane sugar and coconut flakes, while the pancake batter is complemented by silky coconut milk. Each roll is both visually appealing and a treat for the taste buds.

DRAGON BEARD – AS IF WOVEN ONTO OUR PLATES BY SILKWORMS

This dessert is not only one of China's most famous sweets, but also a masterpiece of traditional

craftsmanship. Pastry chefs use sugar and malt syrup to create a shape reminiscent of a silkworm cocoon, which they fill with hazelnuts, sesame seeds, and shredded coconut for added excitement. Essentially, dragon beard candy is a filled candy that perfectly mimics a silkworm cocoon on a plate, almost fooling even the most seasoned gastronomic adventurers. It is a brilliant idea, exquisitely executed, and, as promised, offers an unparalleled taste experience.

GULAB JAMUN - A GENTLE TOUCH OF INDIA

One of India's most popular desserts, known and loved throughout Southeast Asia. It is based on traditional doughnuts, but what makes it special is the milk powder dough, which is fried in butter instead of oil, giving it a rich, soft flavor. However, what really makes this sweet treat unique is the sugary, spicy syrup in which it is soaked: gulab jamun does not exist on its own, it is always served with this mildly aromatic sauce, which completes the flavor experience.





Cupcake 15753000VH colour variations



GULAB JAMUN

INGREDIENTS (FOR APPROX. 12-15 PIECES)

For the dough:

- 100 g powdered milk
- 25 g fine flour
- 1/4 teaspoon baking soda
- 2-3 tablespoons warm milk
- 1 teaspoon butter

For the syrup:

- 150 g sugar
- 150 ml water
- 2-3 cardamom pods (dried cardamom seeds)
- 1 teaspoon rose water (optional)

For the baking:

■ 100 ml butter or ghee

1. PREPARE THE DOUGH:

Gently mix together the milk powder, flour, and baking soda. Add the butter and enough warm milk to make a soft, moldable dough. Knead gently until smooth. Make sure it is not sticky!

2. SHAPING THE BALLS:

Form the dough into small, even balls (approx. 3–4 cm in diameter). Make sure there are no cracks, as they may fall apart during baking.

3. BAKING:

Heat the butter over medium heat, then slowly fry the balls until golden brown. The slow frying process gives them their characteristic rich, mellow flavor.

4. MAKING THE SYRUP:

Meanwhile, boil the sugar and water together, add the cardamom, and cook for a few minutes until the sugar has completely dissolved. If desired, stir in a teaspoon of rose water at the end for added flavor.

5. SOAKING:

Place the freshly fried balls in the hot, spiced syrup and leave them there for a few minutes to soak up the sweet liquid.

6. SERVING

Serve warm, in the syrup. This brings out the rich, soft texture and spicy, aromatic flavors of the dessert.



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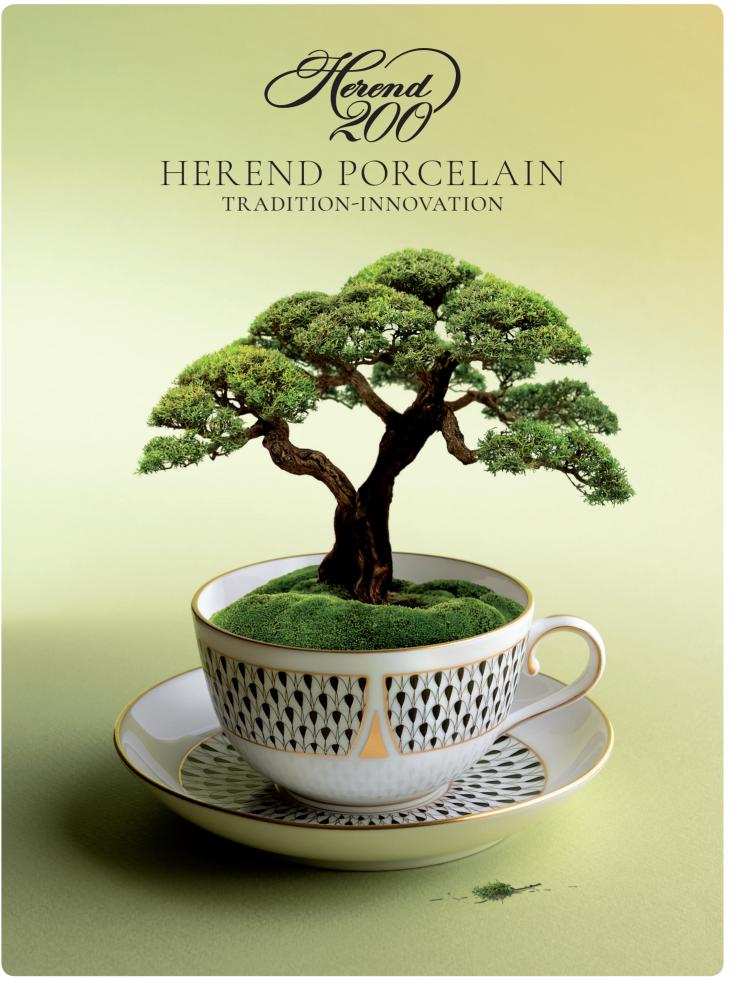
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