

HEREND HERALD

MAGAZINE OF THE HEREND PORCELAIN MANUFACTORY

DECORATION
WHERE SPACE RULES

SECRETS OF THE TRADE
PORCELAIN IN 3D

INTERESTING FACTS
WINES AND MONASTERIES



DEAR HEREND HERALD READER,



Every human being is continuously looking for his path amid the seemingly unresolvable contradiction of predestination and free will. Some of us reach our destination, while others are continuously on the go. Our life finds fulfilment in interaction with others, within our family, work, language, history and culture. We cannot accomplish achievements on our own, and it is not a real pleasure to live them on our own.

We are not alone on our journey, everyone has a companion: Whose encouragement, providence, trust in us, smile and help with inevitable changes.

We come to innumerable crossroads without signposts, where we have to choose a direction to follow. In making the choice we rely on our roots, values, intuitions and experience, as well as on advice from our friends and the ideas of others who help us.

With our choices, with our progress on our path, we present an example to the next generations, our children. This is our purpose: to leave even more to the posterity than we

have inherited from our forefathers. The future of our grandchildren will judge the value of our actions.

The change is in us: by the end of our journey we will be different from what we were at the start.

The Herend Porcelain Manufactory has come a long way. From a small workshop founded in 1826, it has evolved into the world's largest porcelain manufactory. Herend Porcelain is present on every inhabited continent on Earth. It started with just a few porcelain objects, and today, it offers a choice of some 16,000 shapes freely variable with 4,000 painted patterns. We have always been proud of our traditions, the values we have accumulated, but we have never dwelled in our past, we have never sought just to turn it into profit. Instead, we have always looked for new ideas and turned towards the future. We have always been ready for innovation and progress, and have always dared to choose the right direction at crossroads. As a result of nearly 200 years of the Herend Community's work and achievements, our handcrafted artworks represent never perishing value, singularly high quality and uniqueness of the Herend brand. There is no home interior and style for which we cannot offer a fitting porcelain. We are not a factory but a manufactory, where we still handcraft our artworks.

We firmly believe that our manufactory is a valuable heritage for future generations.

And now, in the spirit of what has been said above, let me recommend to your kind attention a few articles in the present issue of Herend Herald, such as the story of Budapest's Millennium Underground Railway, which was unique in its time, or the one about the tradition of winemaking in monasteries. Those who like mushrooms will definitely find pleasure in reading the article about chanterelle, and those who have not tasted it yet, will surely do so after reading the article. And maybe they will be listening to Andalusian music while they are tasting this delicacy.

Wishing you an enjoyable time turning its pages, let me recommend to your kind attention the present issue of Herend Herald.

Yours sincerely,

Dr. Attila Simon
Chief Executive Officer

THE POET OF PORCELAIN

Designer Ákos Tamás's oeuvre exhibition, titled Herend Design was held at the Dubniczay Palace in Veszprém, close to Herend.

Go this year, Tamás uses the original Herend technology to make his spectacularly thin plates from pastel colour layers of porcelain, along with his transparent organic ornamental objects, vases with colour inlay and lithophane lamps. His works enjoy great popularity in Italy, Greece, Switzerland, Israel, Hong Kong and New Zealand. His artistic excellence has been recognised numerously with quality awards at exhibitions, as well as with three design awards, and the Prime Minister's special award, the award of Japan's MINO International Ceramics Festival, the diploma of the 1st Korean World Expo, the special award of the Pécs Ceramics Biennale, the Bojtor Károly Memorial Award and Veszprém County's Award of Honour.



BEFITTING FROM TRADITION

Like the Herend Porcelain Manufactory, Balatonfüred does not only preserve its traditions but benefits from them. At this year's annual Anna Ball, which was the 189th, Herend Porcelain Manufactory's CEO was awarded the prize named after a Martyr of Arad, Ernő Kiss. At the same event, a young lady voted the Belle of the Ball received a Herend vase with the Victoria décor, as is traditional at Anna Balls. Her first lady of honour received a vase with the Rothschild décor, and the second lady of honour one with the Apponyi pattern as courtesy of the Manufactory.



HEREND'S NEW PATHS

Designer Etelka Meixner's exhibition *Látni és játszani – Herend új útjai* (To See and Play – Herend's New Paths) was held at the Szent Korona Gallery in Székesfehérvár.

Herend Porcelain Manufactory's designer enjoys an ever growing recognition for her works, which include new figurines, ornamental objects and the re-conceptualisation of several traditional décors. Her masterpieces have become popular objects in the homes of a younger generation of customers. Always in search of exciting new directions, Meixner presented some of her new designs for the first time at the exhibition, which was opened by Kossuth and Liszt Award winner opera singer Erika Miklósa.



WHERE THE GREATEST MEET

The Herend Porcelain Manufactory has opened a shop in Barcelona's elegant department store, El Corte Inglés de Diagonal, part of Europe's largest department store chains. The company was established in 1940 by Ramón Areces Rodríguez, who had started his business career buying a tailor's shop in Madrid. With 80 department stores El Corte Inglés de Diagonal is one of the top five chains in the world today.

Spanish people consider El Corte Inglés a symbol of their culture. Thanks to the new Herend shop, from now on, customers in Barcelona will have direct access to the masterpieces made by Herend's world-famous moulders and painters.



FOR 30 YEARS IN ATHENS

Thanks to Theodore Martionos and his family, Herend porcelain has enjoyed great popularity in Greece for 30 years now. Displayed in Athens's elegant luxury stores, customers have had the opportunity to experience and purchase Herend masterpieces in environments that matches their great tradition and outstanding quality. Currently, the Herend shop is in the very centre of the city, next to such prestigious brands as Prada, Bjorn, Louis Vuitton or Ferragamo. Today the business is run by the daughter Emilia Martionos, with support from her family. Surrounded by Herend products since her childhood, she is their great admirer and has an excellent knowledge of this renowned porcelain.

A STORE FOR LUXURY CONNOISSEURS – SINGAPORE

The masterpieces of the Herendi Porcelain Manufactory have become available in Singapore too! Blue Duna company's boutique in Singapore presents the Manufactory's handcrafted pieces, with the owners of the store providing expert's information about each artefact. "We decided to set up a business and sell the products we are fond of. We are proud that we can offer you the products used by royal and imperial families, presidents and world celebrities. We are proud to offer you the well-known Herend porcelain, associated with luxury, style, sophistication and the highest quality. Its main value is that each product is made by the skilful hands of the master, and therefore it is unique in its style."





DID YOU KNOW?



Guitar legend Paco De Lucia, who died this year, was the most famous moderniser of flamenco. He was born in Algeciras, Andalusia, where his statue had already been erected in his lifetime. He opened flamenco up towards such styles as bossa nova, rock, blues and most importantly, jazz – for which he was often criticised by conservative traditionalists. This is how De Lucia replied to them: *“I have never abandoned my musical roots because then I would have lost my way. What I tried was holding on to tradition with one hand and reaching out with the other to scratch about, looking for things to integrate in flamenco.”*



