

2017/2

HEREND HERALD

49.

MAGAZINE OF THE HEREND PORCELAIN MANUFACTORY



HEREND INTERIOR DESIGN

Modern harmony

CURIOSITIES

Shop till you drop

TRAVEL

Life in the white desert

RESPECTED HEREND HERALD READERS,

HANDS...

The soft, velvety hands of the new born grasp its mother's fingers and a lifelong bond is formed. Later, they reach out to stroke tired, veined hands exhausted by a life of work, as they prepare for a well-earned rest...

Our hands caress and comfort; a firm handshake forms lifelong alliances. We embrace our children with our hands listening to the rhythm of their heartbeat, in which the whole world is enclosed. We shake hands, lend a hand, kiss someone's hand, and ask for a loved one's hand in marriage pledging love to each other till death do us part.

Our hands show character. Palms tell us our destiny, they perspire when we are anxious and we wring our hands with worry. Putting our hands together in prayer we look up to the sky, then part them to share an embrace. With our hands we invite and reject, praise and punish, give and take. Our hands build, create, demolish and destroy.

The work of our hands is worthy of respect. One of the most important Hungarians, Count István Széchenyi, showed his respect by kissing the hands, tired and gnarled by farm work, seated round the table at his end of year festive supper. Hands plant life-giving seeds.

One pair of hands with so many messages. Hands are so much more than what they first appear to be meaning they can never be replaced by computer controlled robots.

CREATIVE HANDS

At Herend the porcelain we make is passed from hand to hand, from the initial blending of the kaolin, feldspar and quartz up to the final brush stroke.

Generations of expertise, knowledge, love and respect of porcelain are passed on through the hands of Herend masters for posterity.

At Herend, hands create objects with value not only for the porcelain maker but also for its future owner. The hands working at Herend take two hundred years of tradition, add 21st century innovative ideas and mold these two elements into elegant porcelain. The hands that work at Herend may change but their creations are everlasting.

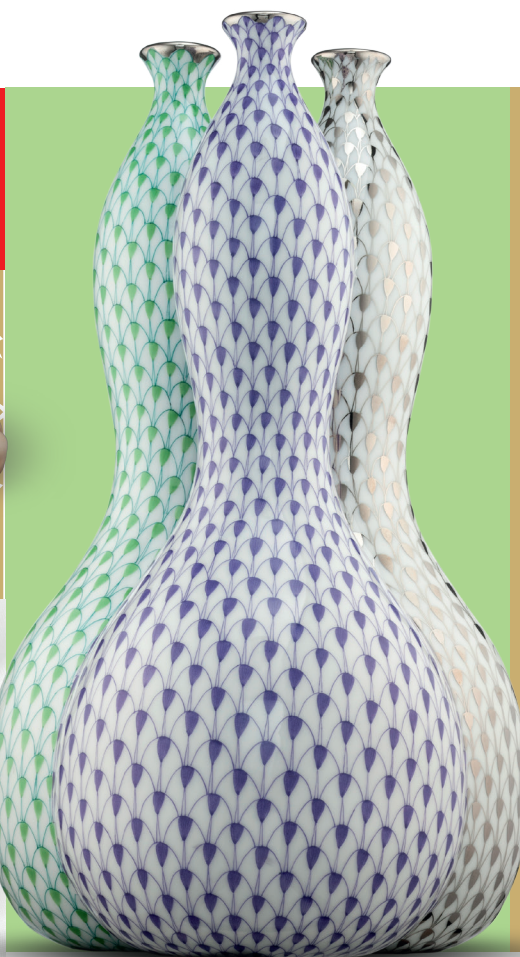
THE CRAFT OF HANDS: HEREND PORCELAIN

Thank you for your kind attention. I trust you will enjoy reading the articles in our magazine.

With warmest wishes,
Dr. Attila Simon
CEO



CONTENTS



- 5 EVENTS
- 7 WRITING DOWN THE UNWRITABLE
- 8 SHOP TILL YOU DROP
- 10 AMAZING ORIENTAL CARPETS
- 12 MODERN HARMONY
- 14 THE AMAZING WORLD OF ANIMALS

- 16 THE EYES ARE THE WINDOWS TO THE SOUL
- 17 WHEN THE STARS LEAD THE WAY
- 18 EXTRACTS FROM THE HISTORY OF LAKE BALATON'S PASSENGER BOATS
- 20 LIFE IN THE WHITE DESERT
- 21 APICIUS RESTAURANT RECOMMENDS
- 22 GIFT IDEAS

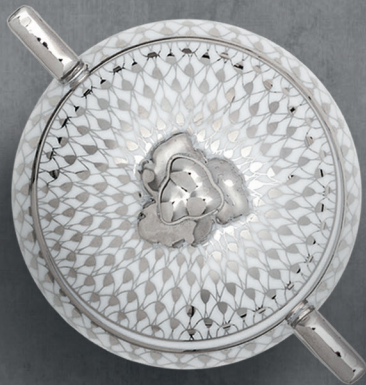
IMPRINT

HEREND HERALD

Managing editor Dr. Attila Simon
 Editor Rita Cserhalmi
 Design Mátai és Végh Kreatív Műhely
 Translation Zsuzsanna Kovács, Zsuzsa Lajos, János Liszi,
 Judit Molnár, Éva Pálvölgyi, Sándor Vida
 Photography Tamás Kaunitz, Zsolt Bak, Shutterstock
 Editorial Mátai és Végh Kreatív Műhely,
 1036 Budapest, Perc utca 6.,
 kreativmuhely@kreativmuhely.hu

Published by the Herend Porcelain Manufactory
 Herend Porcelain Manufactory
 H-8440 Herend, Kossuth Lajos u. 140.
 Phone: +36 88 523 100, Fax: +36 88 261 518
 E-mail: info@herend.com
 Web: www.herend.com
 Facebook: www.facebook.com / Herendporcelan
 Printed by Keskeny Nyomda.
ISSN 1585-1397





MODERN HARMONY



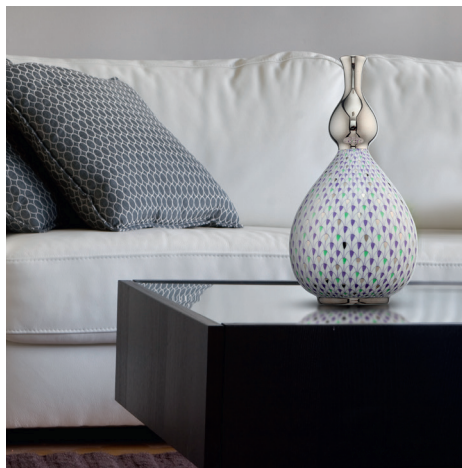
Minimalism as an art movement is linked to the name Walter Gropius who founded the Bauhaus school in 1919. Minimalism aims to create beauty by bringing together simple shapes with modern materials into a single harmonious effect. Natural materials, subtle shades and large, light-filled spaces are all equally important when designing a minimalist home.

Did you know?

The KonMari method of tidying up was made popular by Japanese organizing consultant Marie Kondo.

The main point of the method is decluttering and addresses how harmful it is to our sense of wellbeing to surround ourselves with unnecessary clutter. The KonMari system covers how to organize and declutter in 12 easy steps.

The ever increasing pace of life, our expanding world and the constraints of time have led to interior design focusing on blocking out the exterior to create interior tranquility.



MINIMALIST MATERIALS

Selecting natural, quality materials sourced locally are important considerations in creating the overall effect. Concrete and stonework, wood and metal furniture, and glass surfaces all create a light, airy feeling.



YOUTHFUL ENERGY

This style is not only modern but also emphasizes the importance of the natural world. Through the use of natural colours a clean, spacious area is created giving a sense of freedom.

Natural light and materials bring harmony and balance to the subtle shapes and simple geometry. A carefully chosen colour, shape or ornament imparts individuality on a sparse, functional, monochrome space.

CLEANLINESS AND ORDER

The typical geometric lines and subtle colour schemes of modern minimalist architecture create a space of functionality, order and calm.

Clearly defined needs during the planning phase bring about clear, open spaces imparting a feeling of tranquility to everyday life.



THE EYES ARE THE WINDOWS TO THE SOUL

The eyes are one of the most complex of the sensory organs, and their importance goes far beyond that of finding our bearings and gathering information from our surroundings. As the saying goes the eyes are the windows to the soul, but what is it exactly that we see when we look deep into someone's eyes?

Psychologists are the experts in metacommunication but ordinary people with a high level of emotional intelligence can easily read other people's eyes. The eyes are the one organ of communication that give us away if we lie. If they are not genuine, a smile, a few kind words or a hug will all be betrayed by our eyes. The simple act of quickly looking away while we are speaking can indicate a hidden secret behind our words. Our eyes do not only give us away they also have the ability to influence a Kindergarden children have been shown to be much happier and more focused during play when under the watchful eye of their mother.

Under the loving gaze of a partner women have been shown to blush, have an increase in blood pressure and a raised pulse rate. Couples bond and reassure each other of their feelings through loving looks. If a man shows his interest in someone he will indicate this by looking at them openly and directly. If he feels indifference he is more likely to give that person a cursory glance. For women, however, the opposite is true. They are more likely to steal quick looks indicating through furtive glances that this is something more than just a passing interest. When we find ourselves in stressful situations the adrenalin level in the body increases causing our pupils to dilate. A threatening look can make us retreat or it can have the opposite effect encouraging us to take up the challenge. It is a well-known fact that staring into the eyes of a dog can cause it to attack as it perceives this as a sign of aggression.

Did you know?

- The term eagle-eyed is particularly apt. Birds are capable of seeing objects clearly from a distance of 10 metres while for humans this is much closer at one and half metres.
- All babies are born with blue eyes their true eye colour only becomes clear at around the age of six months.

THE EYES OF GOD: THE SUN, THE MOON AND THE STARS

In ancient cultures the representation of the eye indicated the ability to gain higher knowledge, wisdom, and insight. The third eye suggested perception of inner secrets and recognized the relationship between the inner and outer world. The all-seeing eyes of God are often depicted by the sun, the moon and the stars. In the famous Hungarian tale of the star-eyed shepherd the hero uses his wisdom and knowledge of everyday life to help him face challenges and ultimately to win a whole kingdom. A symbol of God's eye enclosed in a triangle, known as the Eye of Providence, also signifies a greater level of awareness and openness towards a higher world. The Latin word *lux* means light and illumination and our light receiving organs, the eyes, bring clarity of vision and intellectuality into the world around us. There are also negative associations with eyes. In many cultures it was believed that an icy stare was particularly harmful to new born babies, children, young animals and even plants. To counter the harmful effects people used lucky charms and talismans such as the Egyptian Eye of Horus to ward off evil.

WHEN THE STARS LEAD THE WAY

HISTORY OF THE MICHELIN STAR

FROM TYRES TO RESTAURANTS

In the 1800s, in an attempt to increase sales of their car tyres, the Michelin brothers produced a map showing restaurants and hotels they believed offered good service. They could never have imagined this would be the start of a whole new business venture. Initially the publication was free, reviewing the restaurants and hotels around Paris. Later the Automobile Club of France and travellers shared their experiences through the book with others. In 1904 the publication went international and was available in six countries among them Italy and the United Kingdom.

In 1919 the cover of the book first appeared in red and included many more countries. In 1926 the system of star rating was introduced, but only one star was awarded to those establishments deemed worthy of a place in the guide book.

In the 1930s the two and three star rating was added with two stars awarded to restaurants considered excellent and worthy of a detour, while a place with three stars is worth a trip in its own right. The book, published annually, is considered a special event in the world of gastronomy.

MYTHS SURROUNDING THE MICHELIN STARS

- The Michelin rating is indicated by stars: The publication uses icons and though they are referred to as stars they more closely resemble flowers.
- Top chefs can also be awarded Michelin stars: The truth is Michelin stars are awarded only to restaurants. Naturally this is also a great honour for the chef who cooks there as the success of the restaurant is in no small part down to the chef. Though international recognition follows and chefs are often referred to as Michelin-starred chefs the award actually goes to the establishment and not the individual.
- Only luxury restaurants are awarded Michelin stars: A restaurant is judged from five aspects one of which is value for money. So, for example, there are street food stalls with Michelin stars not just luxury establishments. The other important point to consider is that these restaurants are usually run by committed professionals for whom quality is paramount, and this is reflected in the prices they charge.



Did you know?

- Budapest has four Michelin-starred restaurants.
- In 2017 a Viennese restaurant was immediately awarded two stars.
- Gordon Ramsey, the famous TV chef, has acquired 16 Michelin stars for various restaurants.
- Out of 54 three-Michelin-starred restaurants worldwide 26 are in France.

HEREND

PORCELAIN

BEAUTY
TO BE TREASURED
FOR EVER



Herend

HEREND.COM
FACEBOOK.COM/HERENDPORCELAIN

BUDAPEST • SYDNEY • LONDON • MILAN • MOSCOW • NEW YORK • TOKYO