

— 2019 02 —

Magazine of the Herend Porcelain Manufactory

No 53

Herend

HERALD





Dear Herend Herald readers,

Harmony...

To be in harmony with ourselves and the outside world is to balance body and thought. If you live in harmony, you hear silence in noise, birdsong in a scream, you notice frailty behind shiftiness; if you live in harmony you are able to create and manifest, you can do good selflessly, and you can express gratitude for all this. If you live in harmony, you see your talents as a gift to others. Harmony bestows wisdom, patience, independence, hope, self-confidence, humour and optimism on the soul of those who possess it. It slips in and out of man, sending him a Lucifer-like wink from behind as he does so. From time to time, we lose it in order not to take anything for granted. When it returns to us, we're standing on posts again, which we can step on to traverse the turbulent ocean. One living in harmony knows who they got their face from and who they have to dedicate their life to. Harmony wants you, it is with you and within you!

Herend harmony...

Our two century-old past marks our future and drives us to innovate. We need to constantly create new things, fashion new styles, bring fresh new shoots forth from our roots. Creating graceful forms is both our mission, our regard for our past, and our responsibility. Harmony spawns art and renders creativity perceptible. Sixteen thousand Herend shapes, four thousand patterns, fourteen thousand paintbrushes in our workshops, and nine hundred unique colours give us our scope for inexhaustible richness and a source to nurture creative minds and deft hands in Herend. Harmony of form and design: the essence of *Herend porcelain!*

With warmest regards,

Dr. Attila Simon
CEO



Contents

Events	5	A New Favourite from the Tropics	16
Gold Rush	7	Underground Adventure	18
Greener Homes	8	From the Compass to GPS	19
Animal Migrations	10	The Five Elements	20
Famous Hungarian Dog Breeds	12	Rosé Goose Breast	21
Mesopotamia	14	Gift Ideas	22

Imprint



Published by **Herendi Porcelánmanufaktúra Zrt.**
 H-8440 Herend, Kossuth Lajos u. 140. • Phone: +36 88 523 100 • Fax: +36 88 261 518
 info@herend.com • www.herend.com • Facebook: Herendporcelan • Instagram: herendporcelain

Managing editor Dr. Attila Simon
Editor Rita Cserhalmi
Design Drone Creative
Author Anita Tamás
Proofreader Ágnes Siklósi
Photos Csaba Fekete, Zsolt Bak, Adobe Stock, Unsplash
Editorial 1075 Budapest, Károly körút 1.
 herald@drone.hu • www.drone.hu



Printed by Pauker Printing House
 ISSN 1787-6133



Another trophy has been added to Hamilton's Herend collection

In August of this year, the British, Lewis Hamilton won his seventh race at the Hungaroring, thus receiving the Herend trophy once again - as the Herend Porcelain Manufactory was the designated official trophy provider for the 2019 race, too. The winner of the Formula 1 Budapest Grand Prix received a neoclassical-style vase that features the silhouette of the Hungaroring track.



A giant cup for the sumo giants

Since 1986, sumo champions of the Japanese national sport have been awarded Herend trophies at the Grand Sumo Tournament. The cup has been re-innovated this year and, as of May 2019, the winners receive a special Victoria-patterned teacup. This Herend artwork is considered to be a feature piece, solely based on its size: it weighs more than 15 kilograms and has a capacity of almost 20 litres.



Winners of the world Judo Championships

The victorious Japanese team was not the only one to receive a Herend trophy at the Tokyo World Judo Championships. The International Judo Federation's Fair Play Award was presented for the first time, together with separate Herend porcelain vases made for the occasion, the first recipients of which were the Hungarian, Miklós Ungvári and the Austrian, Sabrina Filzmoser.



85th anniversary of the Balaton Blue Ribbon

The Blue Ribbon Grand Prix is Europe's longest and oldest lake sailing regatta. In July 2019, the fastest finishing time of the approx. 155-kilometre race, was that of the Racing Django catamaran, at 15 hours and 37 minutes. Zsolt Petrányi and the crew received an exclusive porcelain cup from the Herend Porcelain Manufactory.

Did you know? The actual time record of the Blue Ribbon is held by Fifty-Fifty, captained by Márton Józsa, completing the distance in 7 hours 13 minutes and 57 second, in 2014.



Dancing, glamour, Szombathely

The Savaria International Dance Competition is the most prominent competition dance event in Hungary and was first held in 1966. Once again, the couples taking part in the 2019 competition arrived in Szombathely from all over the world, with the top three couples taking home a modern, platinum and turquoise Apponyi-patterned, Herend trophy.



Visit of the Princess

In 2019, we celebrate the 150th anniversary of the establishment of Hungarian-Japanese diplomatic relations. In the jubilee year, Princess Kako, the second child of Emperor Naruhito's younger brother, Crown Prince Akishino, visited Hungary. Known for their sophisticated designs and their beauty, the Herend pieces are particularly popular in Japanese circles, and the 24-year-old princess was also fascinated to learn about Herend's porcelain making secrets. 2019 is also decisive for Japan because Akihito, the 125th Japanese emperor, abdicated and his son, Naruhito, succeeded him on the Chrysanthemum Throne. The chrysanthemum is an emblem of the world's oldest dynasty, which has ruled for 2,600 years, and is a symbol of peace and eternal life.



Royal encounter

An exhibition of the 'Queen of Porcelain' has opened in Prague, known as the 'queen of cities'. The large-scale Herend exhibition, which was set up at the Hungarian Institute in Prague, was titled Heritage of the Future, as the exhibition focused on the duality of tradition and innovation, demonstrating the evolution of a pattern or shape from the founding of the Herend Porcelain Manufactory to the present day.

World of colours

Nearly five hundred exhibited Herend porcelain pieces, including a spectacular laid-out dining table, feature pieces, some rarely seen masterpieces, including the decorative bowl depicting Sárvár Castle and a porcelain replica of the Holy Crown of Hungary, could all be admired by visitors to the Nádasdy Castle in Sárvár. The uniqueness of the exhibition was only enhanced by its location since, for centuries, the medieval castle was owned by an aristocratic family whose members played a significant role in Hungarian history. In the 13th century, they helped King Béla IV, who fled and was hiding from the Tatars, but their name is also associated with the first book printed in Hungary, in Hungarian.

GOLD RUSH

People have always been intrigued by gold. In 1848, when James W. Marshall found a few tiny gold nuggets along the Sacramento River, masses began to migrate to California in the hope of getting rich quick. The gold rush then reshaped not only the landscape but also the population.

One hundred and fifty years ago, in 1849, approximately three hundred thousand people - the so-called 'forty-niners' - arrived on clipper sailing ships, wagons and horses, to settle near the banks of the Sacramento River and wash gold from the muddy waters with their worn out pans.

Californian dream

Gold miners did not travel to the West only from the eastern and southern parts of the United States, groups also arrived from Latin America, Europe, Asia and even Australia. The rapid development of steamboats and the rail network made their travel easier, as a result of which, settlements began to pop up like mushrooms and San Francisco, for example, grew from a small village consisting of a few tents into a big city. The population of the area increased dramatically, an administration was established and, in 1850, California officially became the 31st state of the United States of America.

The real business

Although a few were lucky and made their fortunes by discovering a few valuable nuggets of gold, most of the forty-niners never found significant amounts of gold in the streams of California. Of course, the smarter individuals did not aim to get rich on the riverbank: those who opened banks and sold clothes and equipment in the area were guaranteed to make a good living from the new arrivals.

Not everything that glitters is gold

Today's equivalent value of the amount of gold found during the California gold rush would be approx. ten billion dollars, but even that was not enough to change the lives of so many people. Even though a worn out pan was sufficient for gold washing at first, mining required more and more complicated procedures. Fortune hunters were unable to compete with the development of the industry and even James W. Marshall himself died impoverished.



Did you know?

Various precious metal paints are used to decorate Herend porcelains: three types of matt gold (each with a 20% gold content), bright gold and bright platinum are available to painters, all in liquid form.

Ornamental teapot
07364013 MOR



Did you know?
 Herend's unique and exquisite decorative vase was inspired by the artistic motifs of Samarkand. The age and cultural heritage of the city of Samarkand are similar to those of Rome and the craftsmen of Herend have captured the beauty of its world-famous carpets on an ornamental vase.



GREENER HOMES

The warmth of sunlight and the sight of lush greenery improve our mood unobtrusively, so designing and maintaining a conservatory is guaranteed to bring you joy during the colder months.

The conservatory or, as it was known, the 'orangerie' (orange house) was originally a privilege of the nobility. The noble families were fond of showing off to their guests with their spectacular collections of tropical plants and offering them exotic fruits. Fully glazed building sections where the gorgeous flowers and citrus fruits can grow freely, protected from the cold, and get enough sunlight, were first built in Gothic or Classic style in the 17th century for the purpose of the naturalisation of the rare plant species imported from the Dutch, English and French colonies. Three thousand orange trees bathed in the sunlight of the great orangerie at Versailles and King Louis XIV of France also bathed in glory of having the largest conservatory in the world. The conservatory slowly became fashionable throughout Europe and, in the 18th and 19th centuries, they functioned as community spaces, hosting social events and concerts within their glass walls. Nowadays, these residential extensions serve another purpose, as we spend time with our favourite plants, mainly for rest and recharging our batteries. Here are a few more reasons to support them.

1. Useful living space

A modern conservatory should be designed to be a full-fledged living space, not just a space for overwintering plants. It can also function as a reading, study room or a dining room.

2. Positive effects

A well-built conservatory has many advantages. For example, it provides a comfortable climate and oxygen-rich air, reduces dust in the rest of the house and protects against sound and noise.

3. To every house a different style

When planning a conservatory, keep in mind that it should be in harmony with the rest of your home - in terms of proportions and the raw materials used, as well as its shapes and colours. Of course, this is also where your own taste comes into play: for those who like minimalism, we recommend functional and moderate design, while romantic types may be inspired by Victorian orangeries.

4. Good orientation

From a technical point of view, it is also important that the conservatory be made of high quality, durable and well-insulated elements that can be both ventilated and shaded. Southern or southwestern orientation is the best choice for energy efficiency.



Flowerpot, dolphin handle A-VHNMN
 Pair of macaws 05808000VHSP68
 Vase with button knob 06576-0-15 SP186

Flowers with butterfly 09306000 CD2
Whale 15516000 VHB

ANIMAL MIGRATIONS

Finding food, giving birth to offspring and escaping extreme weather conditions are just a few of the reasons why an animal species may migrate - and even travel for thousands of miles. Let us therefore follow the greatest wanderers of land, water and air.



The Monarch Butterfly

Millions of butterflies set off for a nearly five thousand kilometre journey each autumn from the North-Eastern parts of the United States of America and Canada to the sunny South-West of Mexico, migrating over a two-month period. However, they never return, as their average life span is only 6-8 months. Although scientists have long studied this furthest migrating insect species, they still do not know why the Monarch butterflies fly so far.



The Blue Whale

Blue whales are indigenous to all the oceans, swimming in pairs or alone. In winter, escaping the extreme cold, they head toward the Equator to spend those months in the warm but nourishing waters of the tropics - and to give birth to their calves. In the summer, they return to the Arctic, where the water is still ice-cold but full of plankton, with which the giants of the oceans can stay well fed.

Polar bear 05267000 PTVH
Zebra 15558000 VHSP64
Grizzly with Salmon 15665000 MCD

The Polar Bear

These Arctic predators, due to their cold-tolerant genes, do not sleep in the winter but are forced to follow the migration pattern of their main food source, the seal, in order to avoid starvation. Polar bears are also forced to migrate due to climate change: as they hunt from floating ice sheets and reproduce on them, in fact using them for travel, too. The continuously shrinking polar ice cap is reducing their living space and forcing them to venture further south.



Zebra

The enemy of hoofed animals in Africa is the heat: in the dry season, there is no rain at all and no grass grows, so grazing animals would starve if they did not seek food elsewhere. In Equatorial East Africa, every May, millions of zebras, gazelles and wildebeests leave the burnt, grazed savannah and head to the lush North-West. On the more than two hundred kilometre long journey, hyenas and lions decimate the herd, though the sometimes fast-flowing rivers also pose a danger.



The Salmon

There is no doubt that among fish species, the migration of salmon is the most spectacular. They are forced to travel great distances because they can only spawn in fresh water - adult salmon live in the sea, but they lay their eggs in oxygen-rich rivers. After reaching the mouth of the river, they then have to overcome many obstacles while swimming upstream, with many so exhausted after such a tiring journey that they die immediately after spawning.



FAMOUS HUNGARIAN DOG BREEDS

There are some breeds of dog that were the faithful companions of the Hungarians during their conquests and those have continued to assist the work of their hunters and shepherds. Although most of them were originally bred as working dogs, they are now happy to live together as pets.

The Pumi

To this day, they are often confused with the Puli because, not only are their names similar but also their appearance, thanks to the fact that the Pumi arose from the crossing of the ancient Puli with foreign breeds. They are also referred to as the clowns of the dog world because they are restless, extremely agile and constantly active. They really are workaholics and, since these days they have little to do with herding, their skills are often used in agility sports.

The Kuvasz

Our nomadic herding ancestors used the Kuvasz not only to guard the herd, but also to hunt bear, bison, and auroch. To accomplish their task, they needed a good nose, courage and muscles of iron to give them a look of strength and pride. They are very intelligent so, after proper training, they can be expected to perform guarding tasks as well as skilled work. Twice on the verge of extinction, only sports breeding was able to save them.

The Komondor

This 'tangle coated Hungarian sheepdog', the 'silken-haired wolf', the 'owl-eyed' Komondor, is a breed that came to the Carpathian Basin with our ancestors during the Migration Period and it has had many names over the centuries. Because the Komondor has always guarded the herd, protecting the garden is so much in their blood that they need no teaching: they lie and watch during the day and they are on patrol at night. They are family-focused and, with their high level of empathy, they can also be trained as guide dogs.

The Puli

Hungarian shepherds have always known how valuable and loyal this sheepdog is. In herding, the Puli is unparalleled; in the past, particularly it was popularly used to control sheep flocks, while today it is perhaps better known as an excellent watchdog. Perhaps the only bad characteristic of this braided haired dog is that they easily take offence and they respond to any telling off they considered unfair with a long sulk. A world-famous breed, Mark Zuckerberg, the founder of Facebook, is also the proud owner of a Puli.

The Hungarian Vizsla

This is probably the most popular and best-known Hungarian dog breed in the world. The short-haired Vizsla was known as early as the 15th century, while the wire-haired version was bred in the 1930s. They could be considered to be the dream dog, because their elegant, sporty appearance is accompanied by an intelligent look and a pleasant character. They were originally kept for hunting and they love to be taken for sports and swimming, though they best like being close to their owners. With a height of 52 to 61 centimetres at the shoulder, it is a medium-sized dog, with short, thick, and always single-colour, coat. Their, low set, pinned back, hanging ears and oval visage look make them really friendly.



Did you know?
Throughout the world, agility, in which the owner and their four-legged pet must strive for the perfect harmony, is the favourite and most entertaining dog sport. The goal is for the dog to complete the obstacle course within a specified time – free of leash or collar.

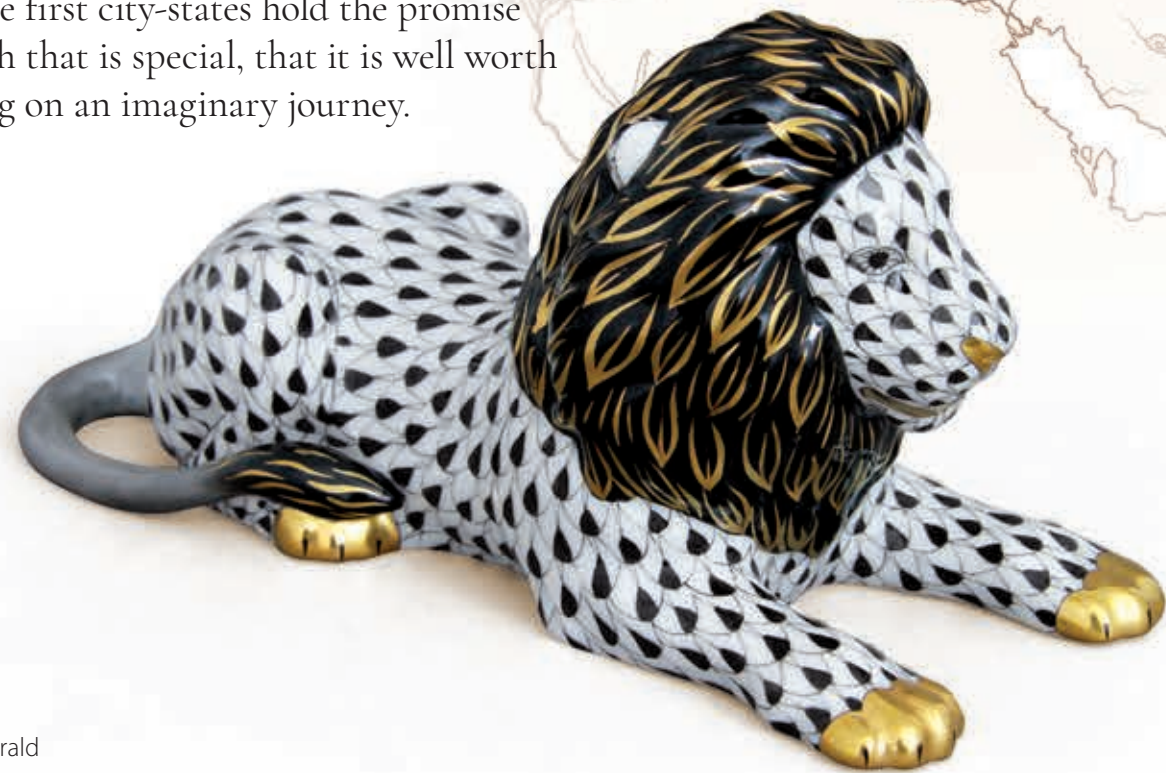
–
Setter 05204000 C
Puli 15879000 C



MESOPOTAMIA

the cradle of civilisation

To discover the ancient empire between the Tigris and the Euphrates Rivers, we must travel more than four thousand years back in time, though the first city-states hold the promise of so much that is special, that it is well worth embarking on an imaginary journey.



Our time machine lands in Akkad, the capital of the Akkadian Empire, which played a key role in the region until the third millennium BC. In the first known empire in world history, the donkey is the fastest means of transport. That is how we get to our modest accommodation, equipped even with a kitchen, where the multi-storey, narrow clay house offers us comfortable relaxation after the long journey. We relieve our hunger with traditional Mesopotamian bread, which is most similar to today's pita. We do not spend much time here, as the constant wartime conditions do not favour tourist groups. Monumental stone tablets tell us of the power of the rulers and of their military successes. Before we leave Akkad, we still send an inscribed clay letter to those at home, as there is a postal service in the empire already!

Then we move on to Babylon, the city-state known as the holy city of Mesopotamia, where the sanctuary of the most important divinity is located. The path to the almost a hundred metre high Marduk Temple is impressive and we pass glazed brick reliefs of lions, dragons and bulls. Perhaps even more famous than the ornate temple district is the Hanging Garden of Semiramis, one of the seven wonders of the world. The gigantic cascade was built by King Nebuchadnezzar II for his wife, who did not like the bareness of Babylon. On the terraces of the seven-story oasis, you can admire roses, figs and water lilies and, looking at it from a distance, we can understand the origin of the name hanging garden: the thousands of tendrils and leaves cover the walls so much that the plants seem to float in the air. After sunset, we turn our eyes to the sky, as the Babylonians were the first to engage in astronomy and make geometric calculations to measure the celestial bodies.

We spend the night on a boat, as we must take to the water to reach the city-state of Uruk on the Euphrates. Uruk was founded by the Sumerians and the city is renowned for many innovations, including the science of writing, which is taught in the local schools. Instead of writing in pictures and symbols, they use cuneiform - although they dispute with the Egyptians over who invented it first. For Uruk writing, they use soft clay tablets, impressing the text into them with reed styli, and then dry or bake the tablets in the sun. It seems very simple, but it took a long time to write down an epic about Gilgamesh, the King of Uruk (one of humankind's oldest written sources)... The dozens of bazaars of the rich merchant city tempt us to buy souvenirs, but even if we cannot find anything that matches our taste, one thing is certain: we will return home with the gift of civilisation.



Mesopotamian lion 05546000 VHNM
Sumerian owl 15865000VHBR2
Exclusive item for Hoshi Shoji Ltd.

A NEW FAVOURITE FROM THE TROPICS

Thousands of exhibitors show their products every year at 'Ambiente' in Frankfurt. At the world's largest porcelain trade show, naturally, this year too, the latest products of the Herend Porcelain Manufactory will be on show, including a masterpiece beyond all imagination.

Herend porcelain has already received numerous awards at the 'Ambiente International Exhibition and Fair' and the iguana statuette made for this 2020 event also has every chance of winning a prize. The creation of the nearly 50 centimetre tall ornament, from its conception to its final firing, has been a worthy representation of the centuries old, artisan tradition of the Herend Porcelain Manufactory.

Design and casting

„The iguana is one of the most popular domestic ornamental animals and the decorative appearance that evokes the colours of the tropics is well suited to porcelain,” explains model designer Zsolt Szaraka, the creator of the figure. – Thanks to its innovative, youthful design, this ornament may be a worthy centrepiece of any modern living room. Its size makes its point, though it is not too ostentatious.” During the design process, for a period of almost a month, the artist worked solely on a plasticine figure, which he then transplanted into a gypsum core to make a form, a production tool. Then the figure was cast and the pieces married together.

The assembly

The impressive figure is made from fifteen pieces in total and it requires extraordinary concentration in order to move and assemble them precisely - this is the pinnacle of the porcelain maker's craft. After assembly, the technological drying time is essential; gentle drying takes two weeks. This is followed by the retouching of the iguana, which also requires precise and special treatment, as semi-finished porcelain is very fragile in this state. After retouching, a further ten days of technological drying time follows before firing can commence.

Firing and painting

This operation is performed in two stages: first comes a so-called 'biscuit firing', followed by glazing and a 1400 degrees C. gloss firing. After gloss firing, the product gains the glittering, perfectly smooth surface that the porcelain masters decorate by hand painting. To achieve a naturalistic effect, we use a number of different techniques and more firing. The paints applied to the figure include both pure and mixed colours; the latter are produced in our paint lab using strictly guarded, secret formulae known only to those who work there. We use a different brush for each colour, though some shades require up to four different sizes. The firing of the iguana is performed using a special firing programme followed by careful cooling over a number of days. The final result is a great source of pride to all the participants in the process.



Did you know?

To make this naturalistic product even more lifelike, the painter applied a new, previously unused, painting method: thanks to a special sponging technique, the iguana figure resembles, to the point of deception, a reptile to be found in nature.



Unique specialty

Today, with over two hundred years of experience and established values, Herend Porcelain Manufactory is still a symbol of perfect beauty and crafted elegance. This exceptional figure, stunningly unique in size, decoration and professional application, proudly proclaims to posterity the professional skill, value and uniqueness of the Herend Porcelain Manufactory.

Iguana 16161000 CD

UNDERGROUND ADVENTURE

Caving is a great sport for those who are interested in the mysterious world underground, are eager to push their boundaries or are looking for lifetime experiences.

Due to the steep slopes, slippery surfaces, low temperatures and the risk of flooding, caving is nowadays considered an extreme sport. However, when we think about it, we have an ancient connection with caves: in prehistoric times, they served as our dwellings, but later they also functioned as hiding places and sites of religious ritual. Caving also explores really special places: underground streams, waterfalls, stalactites, and stalagmites are part of the sort of natural beauty that deserves the overcoming of the countless obstacles.

Dizzying depth

Using the superlative in regard to caves is not easy: on the one hand, nature is constantly changing and on the other, cavers are making new discoveries from year to year. The deepest known cave in the world today is the Krubera Cave in Georgia. The passage, which is to be found in the western Caucasus is 2,197 metres deep and is also known as the Everest of caves.

Ice magic

The world's largest ice cave is over 42 kilometres long and is located in the Austrian Alps. Inside the Hochkogel Mountain, a river carved out corridors to form the Eisriesenwelt, which means the world of ice giants. The amazing ice statue-like formations were shaped by nature from the melting snow entering the cave.

Secret jungle

To illustrate the size of the world's largest cave hall, perhaps it is enough to say that a forty-story skyscraper would fit comfortably inside it. Hang Son Doong in Vietnam was accidentally discovered by a farmer in 1991, though it was only in 2009 that enterprising cavers were found who would map an area that had until then been unknown. The expedition team also found special creatures, rivers, lakes, and jungles down there and discovered that the cave has its own ecosystem.

Crystal Palace

Choosing which is the most beautiful cave in the world is purely a matter of taste, though the Crystal Cave in Mexico must have a good chance of being honoured with that title. In this groove of the Naica mining system below the Chihuahua Desert is the largest crystalline formation in the world at 11 metres long and weighing 55 tonnes. Although the sight is spectacular, it is extremely dangerous to descend into the Crystal Cave, where the temperature is around 45 degrees Celsius and humidity is above 90 percent.



Respect nature!

After caving, try to leave the cave in the state in which you found it. Do not damage it or leave rubbish behind in it. You would certainly not be happy a cave filled with plastic bags and flasks instead of the hidden treasures of nature.

FROM THE COMPASS TO GPS

Nowadays, if you wish to get to an address that you have not previously visited, you simply, and naturally, reach for your smartphone and a navigation application. However, you may still remember the times when navigation looked quite different.

The needle shows the direction

The first known compass was made in China around 200 BC, and was originally used by the ancient Chinese to predict the future. A more modern version of that spoon-shaped, magnetite device was born more than a thousand years later and, according to historians, can also be credited to the Chinese. This instrument consisted of a suspended, freely rotating magnet, which settled in a north-south alignment, due to the magnetic field of the Earth. The development of the compass continued until the 19th century.

The stars point the way

Although primitive maps helped the ancient peoples navigate on the mainland, it would have been impossible to survive on the open seas without compasses - it is no accident that the Latin word navigatio means not only orientation but also sailing. From the very beginning, the stars have also shown sailors the way in unknown landscapes. The Sun, rising in the east and setting in the west, was a good reference point during the day and, at night, directions were set on the basis of the constellations. Homer's Odysseus sailed eastward, keeping the constellation of Ursa Major by his left hand and following the Pleiades, on the advice of the nymph Calypso.

The sextant and the chronometer

The next milestone in navigation was the creation of the sextant. With the invention of the sextant in the 18th century, it became possible to precisely determine the angle of the selected celestial element (usually the Sun) above the horizon - though it assisted orientation only when a precise astronomical atlas was also available for the traveller alongside the two-mirror protractor. The first nautical chronometer, the work of watchmaker John Harrison, was created at about the same time as the sextant. This structure was already based on the fact that time is closely related to longitude and, since latitude could already be determined, the navigators were able to determine their position precisely.

The invention that superseded everything

The invention of radio, the beginning of aviation and the number of wars, brought into existence ever more sophisticated navigation systems, though the real breakthrough came only in the era of satellites. Since the 1950s, space researchers had been experimenting with the development of a navigation satellite system, originally intended for military and exploration purposes and, in 1973, the US Department of Defence came up with DNSS, now known as GPS. By the 1990s, the Global Positioning System had infiltrated everyday traffic and, today, it can also help us keep our children safe through a tracking keychain.



Bat 05345000 VHNM
Globe 15725000 VHOR+N

THE FIVE ELEMENTS

The greatest physicists in history, including Albert Einstein and Stephen Hawking, spent a whole lifetime researching the theory that explains all the processes of the universe - from the functioning of the human brain through the formation of mountains to the destruction of stars. However, the teaching had already been found thousands of years ago, which provides the answer to everything. That would be the doctrine of the five elements.

According to ancient philosophies, five elements make up the world around us and that system of thinking helps to simplify all processes. Four identical elements appear in Hindu, Buddhist, Japanese, and Greek elemental theory, which are fire, water, earth, and air, and in most cases a fifth element: wood, metal...

01 Fire
Fire always climbs upward; its energy seems infinite. The element of perseverance and desire, let us just consider the inner fire that urges us to act. If needed, it provides light and, if needed, it provides heat. It has the power to transform materials.

02 Water
An element of emotion and the subconscious, we even cry tears of water. It is a symbol of adaptation, because it is adaptable, without being weak. It flows, but it can even become still.

03 Earth
It is an element of security, stability, fertility and peace. It has a protective and creative power. It is a symbol of the beginning and the end, because life comes from the earth and, after death, it is returned there.

04 Air
It is an element of intelligence, awareness and creativity. It is elusive yet still sensible. It reminds us that not only what is visible to the eye exists.

05 Wood
Wood can be associated with regeneration and growth. It can be generous, caring and sometimes intrusive. Wood nourishes fire and controls the earth.

Did you know?
The raw material of Herend porcelain and its production is in itself a special process as, in addition to the secret formula of kaolin, feldspar and quartz, five elements are needed, namely: fire, water, air, earth and wood.



Dragon 15601000 CHRY
Fish 05255000 G-B
Tea cup 01701266 CD
Gull 05029000 C
Vase 091 SP2010-MCD

ROSÉ GOOSE BREAST

with polenta, caramelised quince and red cabbage puree

Fattened goose breast is most delicious when the skin is crisp and the inside is pink. The sweet tasting pairing goes just as well with it as fine wines.

Preparation

1. Season the goose breast, place it in a bowl and add enough oil to cover it completely. Marinate in the refrigerator for 2-3 days.
2. Remove the goose breast from the marinade, drain and salt. Fry the skin side fast in a hot frying pan until crispy, then roast in a preheated oven at 190 degrees C. for approx. 6 minutes until pink. Remove from the oven to rest.
3. For the polenta, boil the broth with the butter and spices, then add the maize semolina, stirring constantly. Once cooked to soft, pour into a mould and place in the refrigerator to set. Before serving, slice it and turn in hot olive oil.
4. Grate the cabbage for the cabbage puree. Caramelize half of the sugar in the oil and then add the onions, bay leaf, ground cumin and cabbage. Allow to steam in their own juices for a few minutes. Add the red wine and blueberry jam and steam until the ingredients are soft, then season with the remaining sugar and the raspberry vinegar. Puree the finished cabbage.
5. Clean the quince and cut into sections. Cook the cloves, cinnamon and lemon in the white wine with a little water, then use this spiced liquid to poach the quince until semi-soft, then drain. Melt the brown sugar in a frying pan, add the walnuts and the quince sections and turn over.
6. After resting, slice the goose breast and serve it with the prepared garnish.

Ingredients (serves 4)

- 800 g fattened goose breast fillet
- **For the marinade:** thyme, rosemary, garlic, whole mixed pepper, cooking oil
- **For the polenta:** 250 g maize semolina, 500 ml vegetable broth, 50 g butter, salt, ground pepper, finely chopped parsley, crushed garlic, olive oil
- **For the cabbage puree:** 600 g red cabbage, olive oil, 80 g sugar, 100 g diced onions, salt, bay leaf, ground cumin, 100 ml red wine, 1 tbsp. blueberry jam, 30 ml raspberry vinegar
- **For the quince:** 300 g quince, clove, whole cinnamon, half lemon, 400 ml white wine, 20 g brown sugar, 80 g walnut kernels



Diner plate 20524000 PDVICT1
Charger 20158000 CJ1

Apicius Restaurant and Café
8440 Herend, Kossuth u. 137.
Telephone: +36 (88) 523 235

Opening hours: Tuesday to Saturday 12:00 - 18:00
Closed on Sundays and Mondays

Further information: porcelanium@herend.com
www.herend.com

GIFT IDEAS

A colour, a motif, a shape - so many things to associate with the beloved person. Express your attention with a surprise that can be a worthy symbol of your relationship.



01 Teapot bamboo knob
03402091SAJU

02 Eagle
15058000VHFBM

03 Sea turtle with coral
15746000VHSP102



04 Butter dish
00393017VICTF2



05 Owl on branch
05831000VHBM+C



06 Teacup w. saucer
02703100VHNKN, 02703200VHNKN

Brand Shops

Scully & Scully
504 Park Avenue
NY 10022
+1800 223 3107

Meister 1881 AG
Augustinergasse 17.
8001 Zürich
+41 44 221 27 30

J. & L. Lobmeyr
Kärtner Straße 26
1010 Wien
+43 1 5120508

Dom Farfora
Laninsky Prospect 36
119334 Moscow
+7 495 995 60 23

Sogo Department Store Zhongxiao
8F, No. 45, Sec 4, Zhongxiao
East Road Taipei City Taiwan 106
+886 2 2773 8202

Thomas Goode & Co Ltd.
19 South Audrey Street
Mayfair London W1K 2BN
+44 207 499 2823

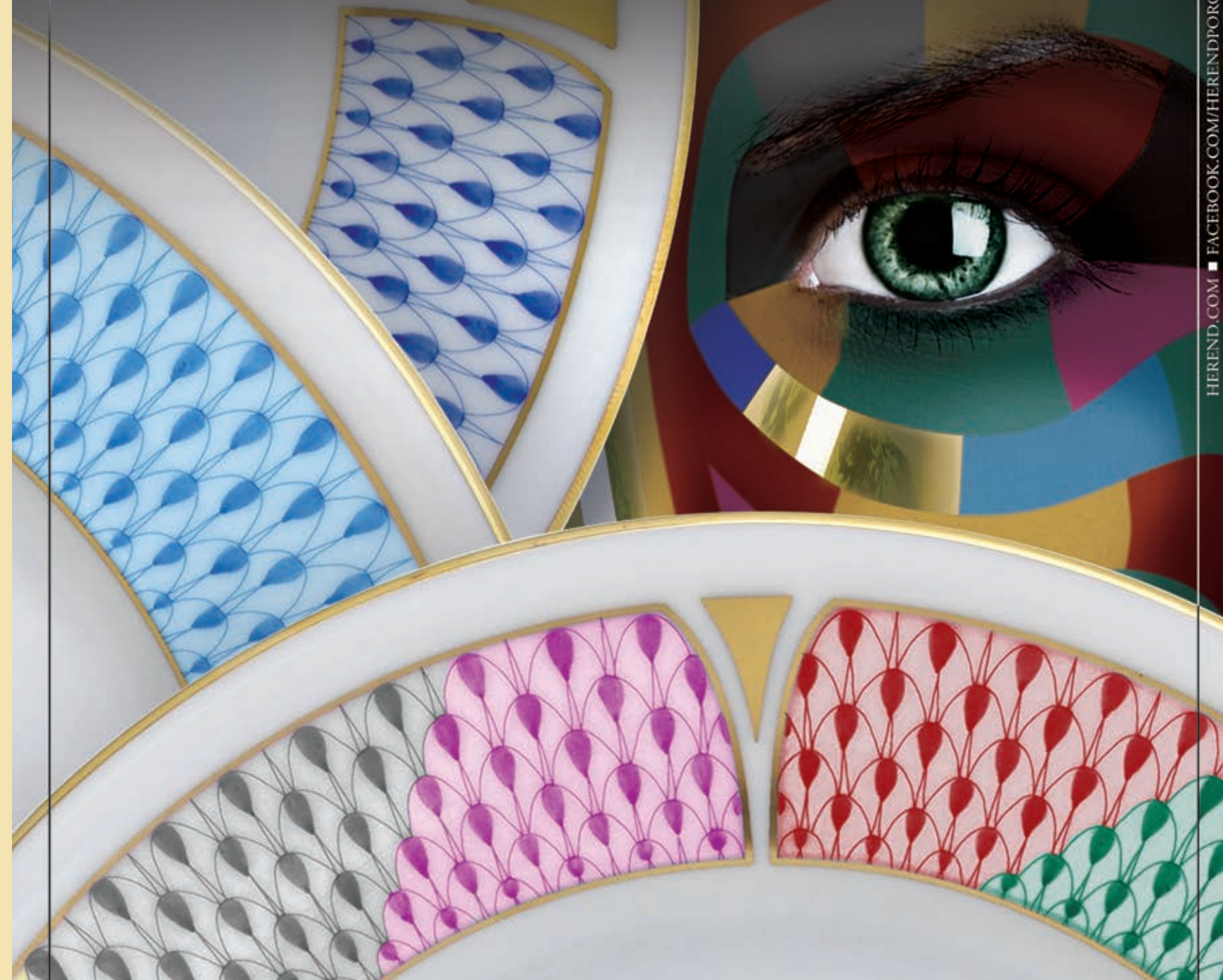
Amleto Missaglia
Via Giuseppe Verdi 6.
20121 Milano
+39 02 86453136

Herend Nişantaşı
Abdi İpekçi caddesi
Prof. Dr. Feyzi Feyzioğlu Sok.
Altın Apt. No: 1/A
Nişantaşı / İstanbul
+90 212 233 05 28

Herend - Rosenthal - Cristofle
28 May str. 3
AZ1000 Baku
Azerbaijan
+994 12 493 2059/16

Club Herend Japan
Shinaoyana Bldg. East 1F
Minamiaoyama 1-1-1, Minatoku
Tokyo 107-0062
+81 35 410 2545

HEREND PORCELAIN



TRADITION
INNOVATION



Herend

