

Magazine of the Herend Porcelain Manufactory Ltd. 2/2011 No. 37.

# HEREND HERALD



Comité Colbert • Sylvia Sass • Count Antal Esterházy

Professional International Recognition

Always en route

The rally driver

# Dear Herend Herald reader,

ONCE AGAIN WE CAN LOOK BACK ON RICH, VALUE-CREATING AND SUCCESSFUL WORK UNDERTAKEN THIS YEAR. WE ARE CONVINCED THAT IT IS THE TASK OF THE MANUFACTORY COLLECTIVE TO PRESERVE AND ENRICH ITSELF, AS WELL AS ITS IMMEDIATE AND DISTANT ENVIRONMENT, AND TO CREATE MORE VALUE EACH YEAR THAN PREVIOUSLY. THIS IS NOT ONLY OUR TASK, BUT ALSO OUR RESPONSIBILITY.

**B**esides the Herend Porcelain Manufactory being a successfully operating business company, it has also proudly adopted the concept of social responsibility for years. As recognition of our work performed in the field of social responsibility we have recently been awarded the European prize Committed to Excellence.

The concept of social responsibility is especially important when the economic development of the world seems to be stopping short and the global economic crisis is affecting lives adversely. Saint Martin's command for the strong and big to help the weak and the downcast is especially true at this time. The belief that 'you get back far more than what you give' is proved by the Manufactory's past of nearly two centuries and its continuous success.

We are proud that the French national federation of luxury industry companies, the Comité Colbert, has elected the Herend Porcelain Manufactory as a member. For the first time the federation, whose members comprise 75 houses of French luxury (including Baccarat, Chanel, Dior, Montblanc and Louis Vuitton) has offered membership to so-called 'European members', including Herend. This distinguished recognition shows that Herend is today a truly well-known and acknowledged international trademark, the symbol of outstanding quality, luxury, exclusivity and elegance.

We are pleased that there is such an eternal, refined hallmark as Herend porcelain in the 21st

century's hurrying world of plastic-tray, fast-food restaurants. We believe that the expertise accumulated since the Manufactory's foundation in 1826, the Herend masters' love and respect for porcelain, the traditions of manufactory porcelain making, the marrying of kaolin, feldspar and quartz in the basic material, the secret recipes of porcelain paints, the striving for outstanding quality and continuous renewal, for being unique, and the beauty of porcelain together represent the values that connect Herend's past with its future. These are the values which have remained steadfast during the Herend Porcelain Manufactory's nearly two hundred years, which span from the 19th to the 21st century. All these values are incorporated in our porcelain and our noble creations represent them to Herend enthusiasts.

Our magazine provides information about our value-creating events. You can also learn about the story of a legendary family and its racing car. Opera singer Sylvia Sass shares her thoughts about the harmony of music, painting and writing, and you can read about the relationship between humans and pigeons. Furthermore, you are introduced to some outstanding records in the world of porcelain.

With these thoughts I commend our magazine to your attention and I hope it will be to your liking. Have a good and pleasant time reading!

With sincere regards,

**Dr. Attila Simon**  
CEO, Herend Porcelain Manufactory





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#### Herend Porcelain Manufactory Ltd. •

Executive chief editor: Dr. Attila Simon H-8440 Herend, Kossuth Lajos u. 140. •  
Phone: +36 88 523 169, +36 88 523 100 • Fax: +36 88 261201 •  
E-mail: info@herend.com • www.herend.com

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Editor-in-chief: János Ékes  
H-1026 Budapest, Pasaréti út 125. • Phone: +36 1 251 2768 •  
Fax: +36 1 273 1215 • E-mail: info@studio2000kiado.hu  
Advertisements: media.ertekesites@studio2000kiado.hu



# *Four presentations in London*

DURING THE SUMMER ROYAL GARDEN (EVICT), THE NEW INTERPRETATION OF THE ORIGINAL VICTORIA PATTERN (VBO), WAS PRESENTED AT FOUR PRESTIGIOUS EVENTS IN LONDON.

Sinclair's hosted clients and journalists at its 'Royal Wedding' afternoon tea in The Director's Suite of the Science Museum. Among other outstanding patterns, the new EVICT was introduced at the event. While sipping Herend tea from a variety of Herend teacups the guests could view the exhibition with pleasure. The occasion was highly successful - many were present and a large number of purchases were made from among the exhibited items.



In April the Luxury Dining Department of Harrods celebrated the introduction of the new Royal Garden pattern with an exhibition about the history of the Victoria pattern's development. The pattern was presented on 20 different plate sets - from the original to the latest variety - on a table set in a central spot. At the same time a Herend exhibition marked the jubilee of the Victoria pattern in a prominent area of the department store.



The luxury establishment Fortnum & Mason held an exhibition in May entitled Teapots to Tapestries. Celebrating traditions and skills, the event featured everyday objects that especially extol the talent of their makers. Herend was represented by a painter and a potter who fascinated visitors with the skill of their craft. Some of the guests themselves were able to try their hand at painting decorations on a huge vase.



In June the distributor of the finest dinner sets, Thomas Goode, celebrated the Herend Porcelain Manufactory's royal connections with an exhibition of Herend designs made for and used by monarchs across the world. The exhibition in the foyer and the Herend Room reflected these relations with special regard to the unique nature of the sets. Royal Garden featured in both its colour varieties and was highly popular among visitors.

