

Magazine of the Herend Porcelain Manufactory
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No. 64

HEREND HERALD

INTERIOR DESIGN

The colour of the year – Mocha Mousse

ARCHITECTURE

Lighthouses

GAME

The domino



Herend
200

HEREND PORCELAIN
TRADITION-INNOVATION



DEAR HEREND HERALD READER,

I have been reflecting on myself for quite a while as to what crosses my mind and catches my attention when I look at a piece of Herend porcelain? What emotions evoke in me at the sight of a Herend piece of art? We have been made one pair for decades on end and I still cannot help admiring its beauty. I adore it, which makes me part of the large community of the devotees to the pieces of art of Herend worldwide.

The very first impression that captivates me when looking at a Herend piece is the workmanship, the art of handcraft, the perfect harmony between creative talent, artistry, uniqueness, expertise handed down from generation to generation and the porcelain itself that comes alive from the four components. I can see the daily toil and trouble of our colleagues in our pieces of art as well as their constant aspiration for innovation. Our goal is for our posterity to be left with more than we were left with by our progenitors. Tradition and innovation are coupled in each and every piece of Herend as our legacy. Strong roots and innovative shoots characterize our creative mindset.

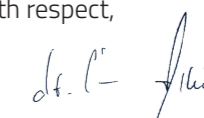
I can see the translucency of our porcelain, the vitalizing streams of sunshine coming through the delicate shape when turned towards the light which winks at me with a smile. I take a look at the shape, whether it is Rocaille, Osier or Lisse? I take a look at the grace of the porcelain figure, its vivid look is on me, I can feel the scent of plasticine molded and reshaped to perfection, the struggle and the joy in the making. I wonder it is no coincidence that this piece of Herend that stands in front of me right now from among our sixteen thousand different figures.

It wants to say something, it has a message for me. My attention shifts from the shape to the painted pattern on it. Now I remember the first person who ordered this pattern, to whom we dedicated the piece of art. Queen Victoria, the Rothschild family, Esterházy, Apponyi, Batthyány, Humboldt, Queen Sissi, ... and then there are the colours. We have approximately 900 different colours in the Porcelain Manufacture of Herend, all of them are different and adorned with real gold and platinum. I can visualize the gentle touch of the brush on the porcelain, the elaboration of the motives to the very last detail. The depicted human figures and the scenery come to life, I take delight in the flower patterns inspired by nature, while birds, butterflies or dragonflies glittering in vivid colours spread their wings and take to the sky.

I can envisage our customers satisfied with our pieces of art, giving us their love for the porcelain. We cannot ask for more, we draw from their love which inspires us. We create for the future, since we are the first porcelain manufacture in the world and we always will be.

Just a glimpse at Herend and ideas on the past, present and future transpire. The 200-year-old Herend – everlasting and evergreen!

Greeting you with respect,


Dr. Attila Simon
CEO

On the cover
Teacup 02703200PIV

On the back cover
Shell box 06127000VHSP196



Bell 15281000 SP1236

COZINESS AND LUXURY IN ONE SHADE

Close your eyes and imagine three cups! In one, a gentle waft of bitter cocoa powder, in another, sweet chocolate gleams, and in the third, dozens of coffee beans lure you into the pleasantly dark depths. The visual experience created by this triumvirate has a name: Mocha Mousse shade, selected the colour of the year in 2025.

The Pantone Institute, which is dedicated to researching the psychological, cultural and market impact of colours, has selected the colour of the year for twenty-sixth years now. In 2025, this decision was driven by the quest for perfect elegance and a sense of calmness and homeliness. This is how they arrived at the Mocha Mousse shade.

It looks particularly good in living rooms and dining rooms, where the brown tones can bring the space together and provide a calming backdrop for family gatherings. The discreet elegance of Mocha Mousse also harmonises perfectly with classic Herend artistic features such as the Victoria, Apponyi or Rothschild porcelain decorating patterns.

Mocha Mousse is a timeless classic, with a modern reinterpretation that conveys a message of sustainability, closeness to nature and simple luxury.

The symbolism of the colour goes beyond the beauty of the colour itself. This choice of colour is a reminder of how the simplicity of nature and the reinterpretation of craft traditions can inspire anyone in everyday life. The Pantone Institute's decision highlights the fact that sustainable and authentic design is an essential part of a future in which aesthetics and environmental awareness go hand in hand.

Its versatility is even more evident in the world of interior design. Paired with light, neutral colours, it creates a warm and welcoming atmosphere, while gold or bronze accessories add a touch of elegance.

Teacup and saucer 007300000-V-MX1



DID YOU KNOW?

The porcelain painters of the Herend Porcelain Manufactory work with a remarkable palette of almost 900 different colors, applying them with precision from the grandest designs to the tiniest decorative details. In addition to this vast range of hues and shades, an average of 36 kilograms of gold and platinum is used each year in the creative process.

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WALLS COVERED IN FLOWERS AND WAVY LINES

The Art Nouveau movement took off in the late 19th century and quickly conquered the world. The trend made a revolutionary impact on architecture, with no less an aim than to break away from the constraints of the past and create a new aesthetic language that would elevate the harmony of nature and the beauty of craftsmanship to a pedestal.

Such buildings are easily recognised by their organic lines that evoke the undulating rhythms of living nature. Almost every detail of the architecture, from the facades to the staircases, is decorated in some way. Wrought iron balconies reminiscent of plant tendrils, tiles richly covered with floral motifs and the vibrant colours of glass mosaics all exude the unique charm of Art Nouveau.

Iconic representatives of the style, such as Antoni Gaudí in Barcelona and Otto Wagner in Vienna, created not just buildings, but real works of art. Gaudí's works, such as Casa Batlló, almost come to life thanks to their nature-inspired use of colours and forms. In Vienna, Wagner combined modern functionality with the inexhaustible creativity of Art Nouveau in the Majolikahaus.

However, not only Europe was conquered by this stylistic trend. The works of American architect Louis Sullivan show the intersection of organic ornamentation and new architectural technologies. In Japan, a unique fusion of Western and Eastern artistic influences developed within the style.

Although the influence of Art Nouveau waned after the First World War, it remains a source of inspiration for architecture to this day. While admiring Art Nouveau buildings, you are taken back to an era when innovative ideas manifested themselves in the harmony of nature and art.

Vase, embossed 07155000C



DID YOU KNOW?

Herend Porcelain products are inspired by Art Nouveau, just as this particular architectural style is influenced by the natural forms created by porcelain painters.

SHINING GUARDIAN ANGELS ON CLIFF EDGES

Lighthouses, like silent guardian angels, have watched over seafarers for thousands of years, their beams like a pathway show the safe way home. These majestic structures are not only symbols of safe navigation at sea, but also monuments to human ingenuity and perseverance.

The first lighthouse was built in the 3rd century BC in Alexandria, Egypt, on the island of Pharos. Today, we remember this great building as one of the seven wonders of antiquity.

The lighthouse towered some 120 metres into the sky, in its spire huge fires were lit to signal to the sailors that they were approaching the harbour. Yet its light represented more than that. It shone like the gaze of an ancient god who watched over humanity.

Throughout the centuries, lighthouses have evolved along with human civilisation. The stone towers of the Middle Ages were lit by candles, after which the invention of the 18th century, the Fresnel lens, revolutionised their operation. The innovation concentrated light like arrows concentrate in a wind rose, allowing the light from the towers to reach up to 30 kilometres away.

Today, lighthouses are run by automated systems, and the lighthouse keeper job ceased to exist. Instead, LED lights and GPS coordinates help navigation at sea. However, lighthouses have never lost their romantic charm.

DID YOU KNOW?

The largest lighthouse in existence today is Jeddah Light, located in Jeddah, Saudi Arabia. The building is 133 metres high and also serves as a maritime navigation centre. Jeddah Light is a modern lighthouse, so it is not only its height but also its innovative technologies that make it special. Unlike ancient lighthouses such as Pharos in Alexandria, Jeddah Light is now fully automated and represents 21st century technology.

Once they helped sailors, today they remind us that even in the darkest night there is light to guide us home. As guardians of the soul, they are a constant symbol of security, hope and human spirit.



Lighthouse 15092000VH

ART MEETS TECHNOLOGY IN HEREND

For centuries, porcelain making has been a unique symbol of human creativity and craftsmanship. In Herend, the shaping of this special material is not only a professional process, but also a way of artistic expression, which can take the form of a wide variety of shapes in addition to cups, vases and plates. This is how the birth of porcelain comes to life within the walls of the Herend Porcelain Manufactory.



The first step in porcelain making is the careful selection and preparation of raw materials. Kaolin is the finest of the clays, complemented by the hardness of quartz and the fusibility of feldspar to give the material a sparkling purity in its final form. A blend of these ingredients mixed with water is then poured into the moulds.

Porcelain casting has remained a typical craft process to this day, as mechanisation has never been able to replace the precision of the porcelain casters. Shaped from still-soft porcelain mass, the objects are moulded with extraordinary precision and care, but the end result is far from being the work admired all over the world.

The first step in porcelain casting is to take a sample of the object to be cast, which is then used to make the mould, which then absorbs the moisture from the material. The result is a solid object.

At Herend Porcelain Manufactory, special attention is paid to complex works of art. Many of the products made here are more than just a mould that porcelain painters bring to life with tiny brushstrokes. For many porcelain sculptures, the end result is made up of several elements, which are made separately and then assembled into a perfectly fitting whole.

This is one of the most difficult parts of porcelain making, as the master craftsmen have to pay attention to the perfect balance of many factors, such as the moisture content of each element, the elimination of glue lines, but also the opening cut between the joined parts to allow free air flow. If the master porcelain maker gets the proportions wrong at any point, the porcelain, which shrinks in the firing process, is inflated and deformed by the hot air from the inside.

The multi-piece creations are made by sculpting each element individually and then assembling them into a perfectly fitting whole.



Deer with dogs 15210000MCD

The biggest challenge of these works is that the individual pieces cannot be deformed during the drying and firing process, as even the slightest deviation would prevent them from fitting together. The Herend masters are among the best in this all over the world.

The final cleaning of the figures is done when already dry. To do this, craftsmen use special patterning tools, which they often make themselves. In addition to tiny brushes, they use sea sponges, but also tools made of bone, wood and stainless metal. Even hidden defects that are almost invisible to the naked eye are revealed. A brush dipped in petroleum is used to smooth over the figures, revealing and then hiding cracks that are thinner than hair.

This is how the knowledge of porcelain craftsmanship becomes a tradition that spans generations, ensuring that each piece is a true work of handicraft art, a piece that can be placed on the world's most exclusive tables and in the world's most exclusive collections.



DID YOU KNOW?

The Herend figurine with the most pieces is the Deer with dogs. It is made up of 62 pieces.

The heaviest figure is the giant phoenix bird, weighing 118 630 grams.

By contrast, the lightest is the owl chick, at just 5 grams.

Herend's tallest outdoor artwork is the Tree of Life, which is 3.5 metres tall and has been installed in Budapest and Veszprém, Hungary, painted with various Herend designs.

The smallest creation is the butterfly pendant, measuring just 3 millimetres.

THE BLACK AND WHITE ART OF STRATEGY

Go, the ancient Chinese game is not just entertainment, it is an intellectual art that embodies an elegant harmony of strategy and intuition. Born more than four thousand years ago, it is said to have been created by Emperor Yao himself to sharpen his son's mind and morals. Over the millennia, Go has become an integral part of culture not only in China, but also in Japan and Korea, and today it is a symbol of strategic thinking worldwide.

The Go board is simple yet monumental: it consists of 19x19 lines, offering more than 361 possible moves at every moment. The aim of the game is to occupy and enclose areas using black and white stones. The rules are simple, each stone is placed at an intersection on the board, and the surrounded stones become the opponent's prisoners. However, infinite depth lies behind its simplicity, as every step of the game opens the door to new strategies.

The uniqueness of Go lies not only in its rules, but also in its philosophy. For Eastern cultures, it is a representation of the harmony of yin and yang, a scaled-down model of the universe. It teaches you not to win quickly, but to think long-term. As in life, every step in Go has weight and a consequence.

DID YOU KNOW?

In recent years, artificial intelligence like AlphaGo has also explored the superhuman depths of the game, further highlighting the complexity and beauty of Go. Go is not just a game, it is an art and a master teacher that reminds us of the fundamental laws of life: patience, foresight and harmony.

Herend Domino set in Giftbox

DOMINOES, THE GAME OF INGENUITY

The domino game is a classic example of human ingenuity that both entertains and challenges the grey matter. The origins of the game can be traced back to China in the 12th century BC, although at that time the tiles with tiny dots were used for divination. It was introduced to Europe by the Italians, and like most ancient games, dominoes have a deeper meaning than just the puzzle of a logical chain of stones.

But the Chinese origin is just one of the many stories about the roots of dominoes. One of these legends is that it was invented by a Benedictine monk named Alois Sigebert in a monastery on Monte Cassino in the 18th century. His rules required the winner to say „Domino“, which is „Lord“, at the end of the game, effectively naming the game.

According to another story, domino is named after a medieval garment and its wearer. This legend is also linked to a community of monks, specifically the Capuchins, who at funerals wore long, dark, hooded robe, with only the whites of their eyes shining. As they marched to the cemetery, people would accompany them shouting „Domino“, which is how the monks came to be known as the dominoes, and their appearance inspired the name of the game.

The dominoes are made up of 28 tiles, each tile divided into two separate sections, each containing a combination of numbers. The aim of the game is to create a chain of stones by matching their sides. Despite the simplicity of the rules, the game can be played in a number of variants, each with different strategic challenges.

Dominoes go beyond playfulness, and to understand the philosophy we must also turn to ancient Eastern culture. The interlocking chain of stones are symbolic representations of human actions and choices. Just as a falling domino can start a whole line, every step in life can start a chain reaction.

DID YOU KNOW?

The current Guinness record for the most dominoes knocked down is held by a group from the Netherlands, Weijers Domino Productions, which in 2009 set up no fewer than 4 491 863 dominoes and then started the chain reaction in a major Domino Day show, which was broadcast live on television in several countries.

THE WEAVE CARPET OF TIME

Carpet knotting, one of the oldest arts of mankind's craft heritage, is a technology that has survived in only a few oases. This craft, which has roots dating back to the dawn of Mesopotamian civilisations, has over time become a symbol of harmony between beauty and functionality.

The origins of carpet knotting can be traced back to ancient Persia, where the first hand-made carpets became part of the everyday life of nomadic tribes. Not only did these weavings provide warmth on chilly nights, but also reflected the skill of the craftsmen and the beliefs of the communities that created them. Persian carpets have become world famous as the pinnacle of human creativity and precision. A single handmade carpet can contain millions of knots, meticulously placed one by one, like memories of life on the fabric of time.

The deepest knowledge of the craft has been passed down from father to son and mother to daughter for generations, but is now slowly fading into obscurity. The speed and economy of modern manufacturing technologies are crowding out traditional carpet knotting. Yet, some passionate masters persist in preserving this knowledge, as if they were teaching a secret language to future generations.

The carpets are made of strong cotton, wool or silk yarn that is stretched on a loom. The design is planned in advance by the craftsmen. It can be geometric, floral, figurative or completely abstract. The knots are made one by one on the yarns of the base fabric, while each knot is tied on the warp yarns and then precisely cut with scissors to the same length. As they progress with the knotting, they build up the pattern of the carpet one row at a time, the fineness of which depends on the number of knots. There can be even hundreds of knots per square centimetre, giving the carpet an incredibly detailed look. After all the knots are made, the carpet is sheared to an even height so that the patterns are nicely drawn out.

Carpet designs often carried hidden messages. The medallions in Persian carpets, for example, symbolise the perfection and orderliness of the universe, while in Anatolian carpets the tulip motif represents life and beauty. Anyone who understands the language of carpet weaving not only sees the colours and shapes, but also reads the history of an entire culture.

DID YOU KNOW?

The finest handmade carpets in the world are measured by their knot density. The largest of these at the moment is the record-breaking carpet having 14 440 000 knots made by Zhenping Carpet Industry in China.



Vase, button knob 065710151SPAHAN



DID YOU KNOW?

Every year, nearly 2,500 buses take part in the Mohács buso procession, and their numbers are not decreasing as more and more young people join this traditional community. Their costumes can weigh up to 20-25 kilograms, of which the sheepskin cape alone weighs 10-15 kilograms.

THE TRADITION BEHIND THE MASKS OF THE BUSOS OF MOHÁCS, HUNGARY

One of the most authentic manifestations of Hungarian folklore are the busos of Mohács, who organise a spectacular festival every February in the town near the Danube River. In the Mohács busó march, the eternal duel of winter and spring is revived, but its roots go back to the turbulent centuries of Hungarian medieval history.

According to legend, the history of the busos has its roots in the 15th and 16th centuries of Turkish rule in Hungary, when local people put on scary masks to drive away the superstitious enemy with a clattering noise. Over time, this story became a symbol of courage and ingenuity, and has survived through the centuries, but it is no longer the Turks who are being sent off, or rather, scared off by the busos, but the cold winter.

For six days, the streets of the town are transformed into a fairytale world. The carved wooden masks with demonic smiles and the sheepskin suits in which the busos are hiding are disturbingly unique figures who bring about a mixture of fear and mirth. In the flickering flames of a bonfire lit in the main square, winter is symbolically burnt up as the sounds of dancing, bagpipes and drums fill the space.

The speciality of the buso march is not only their spectacle, but also the spontaneity of the people dressed in buso costumes, which is not without the possibility of joking and scaring unsuspecting visitors. Behind the whole event, however, is the deep respect for tradition. The busos carve their masks themselves, decorate them with unique motifs, and their real identity is never revealed during the festival.



Mask 150400915P1203

Mural, unique 15042000TAMOR

MOTIONLESS UNDULATING GRACE

Snakes, these strange and fascinating creatures, have captured the human imagination and emotions since ancient times. Their undulating grace and mysterious behaviour have made them a symbol in countless cultures, with a strange mixture of fear and respect.

The biblical role of the snake in the creation story is one of the most profound symbols of humanity. In the garden of paradise, as the devil incarnate, it seduced Eve to eat of the forbidden fruit, bringing sin and mortality to mankind. However, it is also the ancient symbol of medicine. The representation of the serpent has defined the duality of his figure ever since: the dual meaning of wisdom and seduction, of healing and danger.

In ancient Egyptian culture, the serpent was both a symbol of divine protection and of primordial power. The ureus, an upright cobra arch, was the symbol of power of the pharaohs, to protect the wearer from enemies. In Indian mythology, snakes appeared as guardians of earth and water, sacred creatures that symbolise fertility and renewal.

In medicine, the symbolism of the snake is also significant: the serpent coiled on a stick, the rod of Asclepius, an iconic symbol of medicine, is still a reminder that snakes combine the dual roles of poison and antidote. This contrast permeates their perception even in modern culture, where admiration and caution for snakes continue to coexist.

The biodiversity of snakes is also remarkable. They are found in almost every corner of human civilisation, from hot deserts to tropical rainforests. Their silent motion and amazing sensory abilities make them a wonder of nature. People's fear and respect for them often stems from a lack of understanding of the beauty and functionality of these creatures.

In cultures, this mystical animal is both fearsome and majestic, a creature that never ceases to fascinate the human mind and heart.

DID YOU KNOW?

In the Chinese horoscope, 2025 is the year of the snake. This is a time of wisdom, intuition and hidden power. It encourages thoughtful planning, deeper self-awareness and creative problem solving. The energy of the snake encourages us to approach our goals with patience and strategy, while behind the apparent calm there is intense inner work going on.



Snake on Branch 05395000VHSP18



Snake 15330000CO-V1

BONSAI, THE GARDEN OF TINY WONDERS

Bonsai gardening is a miniature stage of nature, where the slow flow of time and human hands shape the tiny wonders of life. The mini trees, which seem to come from the world of Lilliput, are not just plants, they are the living symbols of the philosophy of Eastern culture, of harmony and eternity.

The art of bonsai originated in China, where the technique of sculpting miniature landscapes was known as „penjing“ in the Tang Dynasty.

In the 12th century, the Japanese took this ancient tradition to a new level and created the sophisticated form of bonsai gardening we know today. For them, bonsai was not just an aesthetic practice, but of deep spiritual significance. An expression of the search for balance between nature and man.

Bonsai technique is true mastery. The tiny trees are not genetic oddities, but the result of careful growing. Pruning roots, using narrow bowls and wiring branches are all methods that limit growth while maintaining the tree's proportion and natural beauty. It's as if time stopped for a moment and the tree would stay young forever.

Bonsai is more than gardening, it is a philosophy, a lifestyle. Each tree is an individual work of art, celebrating the close relationship between nature and man. Bonsai reminds us that beauty is often in the small details.



Mandarin 05657000C

DID YOU KNOW?

The world's smallest bonsai plant is probably the work of Japanese bonsai master Masahiko Kimura, but there is no official record as bonsai size is not strictly standardised. In general, however, the so-called „Shito“ bonsai are the smallest. These tiny wonders can be as little as 3-8 cm-s!



Sugar basin, mandarin knob 03351021ZOVA

THE MYSTICAL FUNERAL OF THE KING OF THE HUNS

The writings of the time referred to Attila, the legendary leader of the Huns, as „the scourge of God”, whose veneration was only exceeded by the fear he raised in the peoples of Europe. The legends that have survived about him do justice to his life, the end of which led all the way to the banks of the Hungarian Tisza River, and perhaps beyond, to a mysterious and peculiar resting place.

The Hun monarch's death in 453 is as much a mystery as the heroic stories of his life. According to the legend, after he had breathed his last, Attila's body was sealed in a coffin of gold, silver and bronze, which was then placed in the bed of a diverted branch of the Tisza. The river was then dammed back up and the servants who took part in the ceremony were murdered, ensuring that the exact location of Attila's tomb would remain a mystery forever. The story of the burial has been a subject of interest to historians and chroniclers of different ages for centuries.

Jordanes, the 6th-century historian reported that Attila was buried with three types of metal eye-covers - gold, silver and iron - which symbolised the king's power and glory. The motif of the triple coffin and burial in the river probably comes from the description of the burial of the Visigoth King Alaric, who was buried in a similar manner in the bed of the Busento River.

Some assume that the saga is more a product of art and literature than a true story. There are also views that question whether the feared leader of the Huns really rested in the Tisza. He is more likely to lie somewhere in the Great Plain, in the heart of the Carpathian Basin, under the mounds of who knows which modern settlement. Whatever the truth may be, the story of Attila, surrounded as much by glory as mystery, still fascinates people today.

DID YOU KNOW?

In its heyday, Attila's empire stretched from Eastern Europe to modern-day France, posing a major threat to both Rome and Constantinople. According to historians, his army numbered nearly 100,000 light horsemen, who were renowned for their exceptional ability to shoot their arrows backwards with ease while manoeuvring their horses quickly around the battlefield. The name of Attila and the bad reputation for Hun cruelty were known far and wide. As a form of psychological warfare, the very news of the Huns' arrival often caused panic in the cities of the time. The Hun empire quickly fell apart after the death of their leader, as his successors failed to maintain unity and military superiority over the tribes.

THE POWER OF SILENCE, THE SECRET OF WHISPERERS

Horses embody the strength and elegance of nature. Therefore, the traditional methods to train them are based mainly on the assertion of human will, in an attempt to harness and win over the strength and elegance inherent in horses. However there is a special group of people who go a different way. They are the whisperers, who claim to understand the language of horses, and put this knowledge to unique use.

The art of whisperers is based on the subtle connection between man and horse, in which the animal's natural behavioural patterns and body language become the basis of communication. This is not just a technique, but a kind of empathy, where humans act as partners, not as masters to the horse. It is not physical force or punishment that whisperers apply, instead, they achieve their goals through positive reinforcement, patience and love.

Their science requires a deep knowledge of equine psychology. Whisperers are able to recognise the smallest signs, all of

which indicate the emotional state of the animal. The aim is to create true harmony between man and horse, in which the animal voluntarily chooses to join the man.

Whisperers teach that the real power in communicating with a horse lies in silence. Therefore, the method is more of a philosophy that teaches us to treat nature and its creatures with respect and understanding. A method which allows you to experience a world where whispers are louder than any command. Something that may be sought after not only by horses, but also people.

DID YOU KNOW?

The best known modern-day „whisperer” is Monty Roberts, an American horse trainer who is often called „the horse whisperer”. He developed the „Join-Up” method, based on the natural behaviour and body language of horses. Roberts gained his experience from observing wild horses. He understood that horses communicate with each other using non-verbal cues, and applied this knowledge to his horse training.



Horse, prancing 05890000C

Horse 16239000VHSP168

FORMULA 1 SPEED MEETS TRADITION

Formula 1 is the pinnacle of motorsport, with drivers having exceptional reflexes, battling each other at speeds of over 300 kilometres per hour, while leaving all their fears in the garage. Nevertheless Formula 1 is more than just a high-end technical sport. It is synonymous with prestige in motorsports, which is also a global cultural phenomenon.

Although car racing has been with us since the early 20th century, the official history of Formula 1 dates back to 1950. It took not more than a generation time, during which the races have become an integral part of culture in the organizing countries. Formula 1 stands at the intersection of tradition and innovation, which makes it unique among technical sports. Its cultural significance goes far beyond the circuits.

Just think of the Monaco race, which is also known as the jewel of Formula 1. The race through the narrow streets of the Principality is not only a technical challenge, but also a symbol of elegance and luxury.

Furthermore, there's also the Spa-Francochamps in Belgium, which is uniquely set in the forest of the Ardennes, with its iconic Eau Rouge corner being one of the fastest and most dangerous on the calendar, yet drivers say it's a thrill like no other to go through.

Formula 1 has been visiting Hungary's Hungaroring since 1986, making it one of the most long-standing uninterrupted events on the calendar. The stretch of tarmac between the rolling hills near Budapest has witnessed legendary battles such as the one between Ayrton Senna and Alain Prost in the early nineties, or the world championship race between Michael Schumacher and Fernando Alonso a decade and a half later.

The Formula 1 grid currently consists of ten teams and twenty exceptional drivers. They fight for world championship points on different continents and race tracks around the world, yet Formula 1 is actually regarded as a team sport in the books. Legitimately of course, just add the number of engineers, mechanics, strategists and even chefs working in a team to make sure the drivers can compete for victory, and the result will be in the hundreds.

Formula 1 is rightfully called the travelling circus. They travel to twenty-four different places in a season. It's not uncommon for the engines to be roaring on a track in Europe on Sunday, and then taken to Asia or the Americas for tests again the next day, in order to find the best strategy and prepare the drivers physically and mentally for the fight. Meanwhile, behind the scenes, the engineering team is working restlessly to find those little tricks, sometimes just millimetre-sized changes on the car, that could be the deciding factor at key moments in the race.

Alongside engineering and racing excellence, the sport also conveys elegance, with partners such as Herend Porcelain. For a long time, Herend porcelain trophies have been awarded to the best on the podium at the Hungarian Grand Prix, proclaiming that victory and elegance go hand in hand in the premier class of motor sport. Whoever wins the Hungarian race, the Herend is always raised the highest at the end!

DID YOU KNOW?

Among the proud owners of Herend porcelain is Lando Norris, the young British McLaren driver, with whom Herend Porcelain has developed a particularly close relationship over the years. In 2024, Norris visited Herend in person, where he was introduced to the traditional art of porcelain making and painting. Furthermore, the British driver competed in the Hungarian Grand Prix that year in a helmet painted by Herend porcelain masters with a Herend design. This relic of both sports and art history is still on display at the Herend Porcelain Museum and can be viewed by anyone.



LOBSTER THERMIDOR - THE JEWEL IN POSEIDON'S RECIPE BOOK

1. PREPARING THE LOBSTER

Boil the lobsters in a pot of salted water for about 8-10 minutes, until half cooked. When they have cooled a little, cut them in half lengthways, remove the insides, and carefully scoop out and dice the meat.

2. PREPARING THE SAUCE

In a medium saucepan, lightly brown the butter and flour, then add the white wine and cream and cook over medium heat until thick. Add the mustard, cayenne pepper, salt, and pepper. Pour in the cognac and carefully place the lobster meat. Finally, grate in the Parmesan and allow the cheese to melt into the sauce.

3. FILLING AND GRATINATING

Place the lobster shells on baking paper and put the saucy meat back in. Grate Gruyère cheese over the top and bake in a preheated oven at 200°C for 10-15 minutes, until the cheese is golden brown and crispy.

4. SERVING

Garnish with freshly cut parsley and serve hot, preferably with French bread or steamed vegetables.

INGREDIENTS:

- 2 whole lobsters (approx. 1 kg/each)
- 2 tablespoons butter
- 2 tablespoons flour
- 1 cup of cream
- 1/2 cup white wine
- 1/4 cup cognac
- 2 tablespoons dijon mustard
- 1/2 cup grated Parmesan cheese
- 1/4 cup grated Gruyère cheese
- 1/4 teaspoon cayenne pepper
- salt and pepper to taste
- Fresh parsley for garnish

GOURMET WONDERS FROM THE WORLD'S MOST EXPENSIVE PLATES

In the world of luxury gastronomy, flavours, the rarity of ingredients, and culinary art come together to create an experience that tantalises not only taste buds, but also imagination. Here are three exceptional dishes that are among the most expensive in the world:

WAGYU KOBE STEAK - TOKYO

One of the world's most expensive steaks is A5 quality Kobe wagyu beef, which is perfectly matured and minimally seasoned to bring out the natural flavours of the meat. A single serving costs between \$400-500, for which you get the highest level of experience of Japanese gastronomy.

LOBSTER THERMIDOR - PARIS

This classic French dish takes the taste of lobster to an artistic level. The lobster meat is cooked in a creamy sauce flavoured with cognac and mustard under gratinated cheese. The sophistication of the materials and the technique make it world famous, and the price can reach up to \$600.

FRROZEN HAUTE CHOCOLATE - NEW YORK, USA

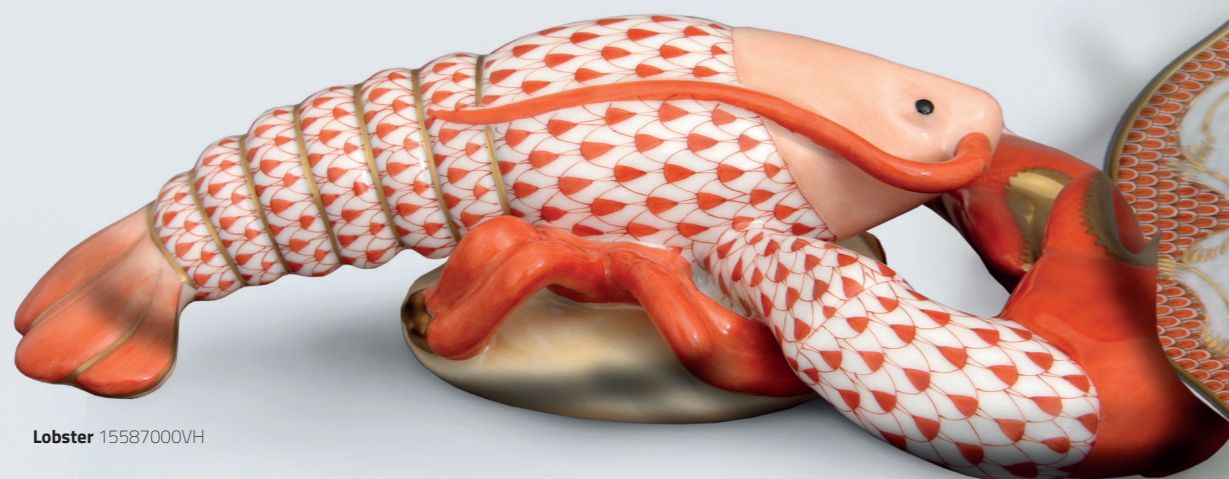
Frrrozen Haute Chocolate is one of the most expensive desserts in the world, priced at \$25 000. The dessert is made with 28 different types of cocoa, including 14 rare and expensive African and South

American varieties, and the world's most expensive truffle shavings. It is topped with 24 carat edible gold and served in a luxurious crystal glass, completed with an 18 carat gold bracelet and a gemstone spoon.

DID YOU KNOW?

Wagyu cattle are kept in a unique and very carefully planned way, as the meat is distinguished by its fat distribution, i.e. its marbling. On some farms, cattle are also given special treatment, such as massages to help distribute fat, or beer to increase their appetite.

Dinner Plate 00524000A-ETH



Lobster 15587000VH



GIFT IDEAS

All it takes is a touch of imagination to bring color to the grey tones of everyday life. At Herend Porcelain Manufactory, each piece is brought to life through meticulous yet creative craftsmanship, resulting in porcelains that brings a playful, yet undeniably elegant atmosphere into the home.

NEW YORK



1

BUDAPEST



2

TOKYO



3

1. Clock plate 07556047SP868
2. Clock plate 20527047PLL
3. Clock plate 07556047SPORCHS
4. Vase 066550000-VBO-VX1
5. Giraffe 15357000VHSP1
6. Cachepot with Lion's Head 07276000VHNKVT4
7. Coral vase, open-work 06788091SP843-B
8. Teaset for 6 0-AQCQ-OR
9. Vase, button knob 06576015SP992



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