– 2026 –

Magazine of the Herend Porcelain Manufactory

BICENTENNIAL 1826 2026 DOUBLE ISSUE №66

Herend HERALD

Two hundred years of splendor

The favorites of monarchs and princes

The symphony of fate





Dear Herend Herald Reader,

Celebrating a 200-year anniversary is a rare gift in the life of a creative community. It is a celebration that gives us an opportunity to pause, look back, and look ahead. As we launch the anniversary issue of the Herend Herald, my thoughts turn to the past and present generations without whose work, talent, and faith we would not be able to celebrate today. To the masters and their students who have preserved and passed on everything that Herend represents to the world today.

The world around us has changed greatly since 1826. Yet at the Herend Porcelain Manufactory, it is still the skill of the human hand and the knowledge of the creative artisan that shape the material and breathe life into the porcelain. A single brushstroke embodies many years of practice; the experience of generations lives on in a finished piece of porcelain. We believe that beauty is timeless and eternal.

As we reach our anniversary, I feel as though we are standing on a plateau, between the past and the future. Behind us lies our rich history; ahead of us lie the goals we still have to achieve. We have had many successful years, but we have worked hard day after day for every achievement, always relying on our own strength. Our predecessors can be proud of us; we have stewarded the resources entrusted to us wisely, and we are giving future generations more than we received from the past. For Herend to become the world's leading porcelain manufacturer, it took consistency, an uncompromising spirit, and a creative drive that remained undiminished even in times of difficulty.

We draw inspiration from the past, but we create for the future. Guided by the spirit of tradition and innovation, we work to ensure that future generations, too, will find their own Herend porcelain. We create style, and through our creations, we are able to surprise the world by leading the way.

Herend is a socially responsible community that fosters culture and creates value. In our cultural mission, we are guided by the unity of preserving, creating, and passing on values. At our art exhibitions, we experience time and again how the beauty encapsulated in porcelain connects people across national borders. It is a source of deep pride that, through our porcelain, we showcase Hungarian culture and art to the world, and that through our creations, we can become a part of the lives of people living far apart.

Herend's past spans two hundred years; its future is limitless. We must take responsibility for our part in this future through our careful, value-creating work each day. We have a foundation to build upon, and we have a legacy to pass on. May this awareness give us the strength and optimism to move forward.

With respect,

Dr. Attila Simon
Chief Executive Officer

Herend 200

HEREND PORCELAIN
TRADITION-INNOVATION



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On the cover
Greyhound 16321000 VHB4; **Pair of eardrops** 08077091 ZOBA-FN-PT;
Bracelet 08163092ZOBA-FN-PT; **Pendant** 08075000ZOBA-FN-PT;
Ring 08601000 KR2

–
On this page
Vase with button knob (limited edition)
06566015 SP973

–
On the back cover
Dessert plate
20517000 VE-FB



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HUMANITY'S COSMIC MESSAGE IN A BOTTLE

Two solitary spacecraft are hurtling through the darkness of space, beyond the boundaries of the solar system, carrying the imprint of life on Earth. The missions of Voyager 1 and Voyager 2 have far surpassed their original scientific objectives, becoming one of the most fascinating chapters in human history.

Rare Celestial Geometry

In the early 1970s, the outer gas giants of the solar system—Jupiter, Saturn, Uranus, and Neptune—aligned in a rare configuration that recurs every 176 years. Astronomers immediately recognized the opportunity: using a physical phenomenon known as a "swing-by maneuver," a spacecraft could swing from one celestial body to another, saving a significant amount of time. The two Voyager probes launched in 1977 were the product of this once-in-a-lifetime moment—a triumph of the desire to explore the cosmos.

A Memento of the Human Spirit

Behind this technological feat lay a deeply human idea. The engineers knew that these probes would eventually leave our solar system, drifting through interstellar space for billions of years. Thus, in addition to the instruments, a time capsule created under the direction of Carl Sagan was also included. The gold-plated copper disc presents the peaceful face of our planet to the universe—engraved upon it are Earth's greetings to alien intelligence in fifty-five languages. The recorded sounds—the rumble of volcanoes, a beating heart, and a child's laughter—proclaim the richness of life. The musical codes—ranging from Bach's refined polyphony to the blues and ancient rhythms—serve as an elegant testament to the diversity of our culture.

Immortality Among the Stars

The Voyager probes completed their original tasks long ago, but their true mission is only now beginning in the dark, interstellar ocean. While everything in the universe is subject to decay, these two spacecraft will continue their journey through the Milky Way for billions of years, outliving their creators—and perhaps even Earth itself. They will stand as eloquent proof, until the end of time, that an intelligent civilization once existed at a tiny point in space and time. A one-of-a-kind humanity that was capable of creating art, dreaming of peace, and was brave enough to reach out toward the infinite.

Did you know?
The gold disc also features an elegant cosmic clock. The half-life of the disc's ultra-thin uranium coating is exactly 4.5 billion years, so a potential alien civilization could unerringly calculate, based on the level of radiation, when this special message in a bottle was sent on its journey.

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Tea cup 02702200 ZOBA-PT; **Saucer** 02702100 ZOBA-PT

TWO HUNDRED YEARS OF TIMELESS SPLENDOR

Located at the foot of the Bakony Mountains, the Herend Porcelain Manufactory is a two-hundred-year-old, living legend. The secret to its success—which has taken it from a small workshop to the world of global luxury—lies in the preservation of artisan traditions and the immortal union of the four elements and human talent.

A dream born of earth, water, air, and fire

There is an inexplicable magic in the way nature's most ancient elements, when combined with the shaping power of human talent, transform into a tangible, timeless entity. The story of Herend also began with such a metamorphosis in 1826. When Vince Stingl founded his small workshop, the heat of the kilns was still shaping only the first tentative attempts at porcelain making. Although the venture's early steps proved fragile, and the manufactory soon faced financial difficulties, the seed sown in the ground grew into the roots of a sprawling, mighty oak tree.

World-Conquering Elegance

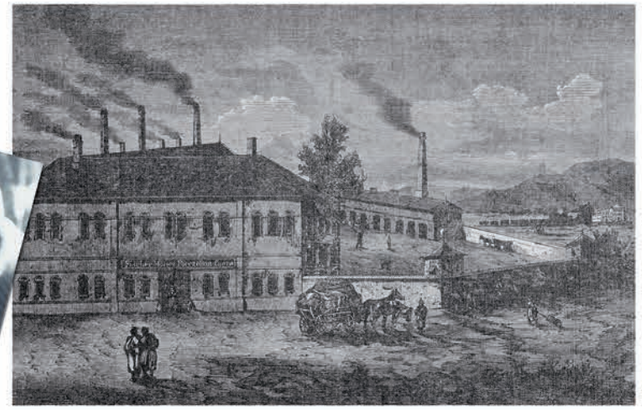
The turning point came in 1839, when Mór Fischer took over management of the factory and conceived the ingenious strategy that continues to define the brand's spirit to this day. He recognized that, in an increasingly mechanized world, he needed to focus on satisfying unique luxury demands—replacing the aristocratic porcelain sets of the bygone 18th century—rather than producing mass-market goods. The elite of the time quickly took notice of the exceptional quality, and at the first Hungarian Industrial Exhibition in 1842, Lajos Kossuth himself praised the creations produced here. It was the 1851 London World's Fair that truly opened the door to worldwide fame, where Queen Victoria of Great Britain commissioned a dinner service featuring butterfly and floral motifs. This motif of unparalleled beauty—still known today as the "Victoria" pattern—has since become one of Herend's most iconic symbols. The string of successes continued at the 1867 Paris World's Fair, as a result of which the Manufactory became the official supplier to the Habsburg court. It was then that the legendary and exquisitely crafted Gödöllő pattern—a favorite of Queen Elizabeth, known as Sisi—was created.

Did you know?

At the Herend Porcelain Manufactory, master painters work with an astonishingly rich color palette comprising more than 800 different shades. The pigment powders are mixed in the manufactory's own laboratory according to secret formulas that are still strictly guarded to this day. From this unique collection, approximately 120 base colors are readily available to the painters, allowing them to create an inexhaustible, radiant world of color with the stroke of their brushes.







Storms and Rebirth

The course of history rarely proceeds without obstacles. When Mór Fischer bequeathed the factory to his sons in 1874, a decline in artistic quality plunged the business into a deep crisis. Salvation came in 1896 from Jenő Farkasházy, Fischer's grandson, who—in preparation for the Millennium Exhibition—restored the classic quality, breathing new life into the brand that was slowly fading. The trials of the twentieth century and the nationalization that followed the wars presented new challenges, but thanks to the unquestionable value created by the artisan and artistic craftsmanship of Herend porcelain, production continued unabated even during the most difficult times.

A Preserved Heritage

The years following the change of regime ushered in a whole new era in the life of the Manufactory. The successful privatization in 1992 established a unique model, whereby the Manufactory became the property of its own workers—the porcelain painters and molders. This ensured that a reverence for tradition would remain the foundation of daily creative work. As a result of this tireless dedication, the Manufactory received the Hungarian Heritage Award in 2001, and in 2013, the art of porcelain painting was officially designated a "Hungaricum," enriching the nation's cultural treasures.

From Two Hundred Years to Eternity

Today, looking back from the perspective of two hundred years, the secret to the Herend Porcelain Manufactory's worldwide fame lies in its uncompromising quality and deep respect for tradition. Herend has never joined the ranks of mass machine production, because every step of the process—from shaping the clay to the finest brushstrokes—is still carried out by human hands to this day. As the Manufactory's contemporary credo proclaims, the ultimate goal is to set the standard: the world follows Herend on the path of quality and elegance. In the history of the Manufactory, the year of its founding, 1826, serves as a definite starting point; the journey itself is an arrow pointing straight toward infinity. People of today are travelers riding this arrow pointing toward infinity, whose foremost task is to leave behind for future generations more than the legacy they themselves received. In this way, Herend porcelain transcends the role of finely crafted everyday objects and, as a fragment of preserved eternity, proclaims the glory of unparalleled creative power as it arcs toward infinity.

IN THE GLORY OF TWO HUNDRED YEARS



The year 1826 marks the beginning, when Vince Stingl laid the foundations for Hungarian porcelain production by opening his workshop.



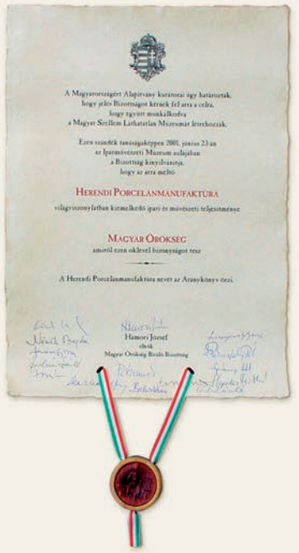
The gateway to world fame opened in 1851 at the London World's Fair with a historic commission from Queen Victoria of Great Britain.



In 1872, the Manufactory was awarded the prestigious title of "Imperial and Royal Court Supplier" by the Monarchy.



In 1996, the National Quality Award recognized the brand's impeccable operations and excellence.



In 2001, the institution was recognized with the Hungarian Heritage Award for its irreplaceable cultural role in preserving Hungarian values.



In 2006, its international successes were crowned by a survey conducted by the New York-based Luxury Institute, which named Herend the most popular luxury porcelain brand in the United States.

1826 1840 1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020 2026

The company's true rise began in 1839 under the leadership of Mór Fischer.



In 1855, the strict jury of the Paris World's Fair awarded the Herend masterpieces a first-class prize.





In 1900, at the Paris World's Fair, and again in 1904 in St. Louis, these stunningly delicate creations won yet another gold medal.



The year 1937 brought the company the Grand Prix award at the Paris World's Fair.

In 2011, the brand was elected as an exclusive member of the Comité Colbert, which represents the French luxury industry.



In 2013, the Manufactory earned "Hungaricum" status, the highest honor in the preservation of national heritage.

In 2020, the sculpture of the giant tortoise won the highest acclaim from industry professionals in Frankfurt.

The success of its contemporary product development was demonstrated in 2018 when its Bravúr vase won first prize at the Tableware International competition.

The year 2019 also marked a significant economic milestone when the Budapest Stock Exchange, as part of its BÉT 50 program, ranked the Manufactory among Hungary's fifty most successful companies, confirming its unwavering market strength.



In 2026, the bicentennial was fittingly celebrated with an exhibition at the Pesti Vigadó and another at the Liszt Institute in Tokyo.



THE IMMORTALITY OF FORMS

Time is the true measure of art. The iconic creations of the Herend Porcelain Manufactory, founded in 1826, have spanned centuries, celebrating human talent and unquestionable craftsmanship.

The Golden Age of the 19th Century

After the initial difficult years following its founding, the 1851 London World's Fair brought international recognition to Herend. It was during this period that the portrait vase of Prince Albert was created; Mór Fischer crafted it in honor of the prince, a patron of the arts, and in commemoration of the triumph in London. Symbolizing the union of science and refined elegance is the Neoclassical coffee service, adorned with pastel colors, gilded details, and cherubs, which Alexander von Humboldt received as a gift in 1857. A brilliant example of technical excellence is the successful restoration of the King of Sardinia's incomplete Ming porcelain pieces, which the public was able to admire at the Turin exhibition. This glorious era is epitomized by the Siang Rouge service—featuring brick-red and white stripes—used at Queen Elizabeth's palace in Gödöllő, as well as the Buda dinner service with monograms and crowns, commissioned by Franz Joseph in 1871.

Art Nouveau and Sleek Forms

At the dawn of the 20th century, a new, experimental era began under the leadership of Jenő Farkasházy. Among the works that won gold medals at the 1900 Paris World's Fair, delicate Art Nouveau pieces crafted with unique glazes stood out. The Apponyi decor, characterized by its clean-lined elegance, was introduced in 1931, while later, expressive, mythological figures opened new paths in porcelain sculpture. It was during these decades that a monumental, 217-centimeter-tall giant vase was also created, which, placed in the Hungarian Parliament, has become a true national treasure.

Contemporary Masterpieces

The Manufacture continues to demonstrate its inexhaustible creativity in the 21st century. The fusion of mathematics and applied arts is embodied in the flawlessly functioning porcelain Gömböc, while the 68-kilogram dragon tortoise—on which thirty specialists worked for nine months—symbolizes the pushing of technical boundaries. Porcelain has also made its way into urban spaces: the monumental "Trees of Life" in Budapest and Veszprém have added a new dimension to the decorative arts. The modern era has also turned its attention to the high-speed world of the circus; the Formula 1 porcelain trophies have become a permanent fixture in the world of sports. And for the 2026 bicentennial, the Manufactory created a numbered series of hand-painted miniature racing helmets. These masterpieces faithfully demonstrate that, at Herend, conceiving a new form is merely the starting point.



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Coffeepot
03925015 HUMB-MFP;
Helmet (limited edition)
16491000 SP2026-F1

THE FAVORITES OF MONARCHS AND PRINCES

World history is sometimes written not by grand peace treaties, but by quiet, delicately painted porcelain. For centuries, the creations of the Herend Porcelain Manufactory have graced the tables of the greatest royal houses, showcasing the grandeur of Hungarian craftsmanship while preserving the unique tastes of history's most influential figures.



–
Platter
20421000 MRM;
Vase with knob
06667023 OMN-96
Vase
6409000 BAT;
Sugar basin
03532015 COMR+MON;



From the Prince of Wales to Mexico's Emperor

The Welsh pattern became one of the British royal court's favorite motifs after the future King Edward VII chose Herend porcelain—resplendent in delicate shades of purple and gold—to adorn his table. This tradition is upheld by the modern generations of the British royal family as well: Prince William and Catherine received rare Herend pieces featuring the Royal Garden pattern for their wedding, and Prince George received them at his birth. Across the ocean, the Miramare pattern—named after the seaside castle of Emperor Maximilian of Mexico—was created for Emperor Maximilian of Mexico.

A Porcelain Bridge Between Cultures

Eastern rulers also favored the Manufactory's creations. Sultan Qaboos of Oman commissioned giant vases depicting landscapes of the Arabian Peninsula, while the throne of the Sultan of Brunei was adorned with vases depicting his palace. Empress Eugénie of France, Tsar Alexander II of Russia, and Emperor Akihito of Japan were also among the admirers of Herend's masterpieces, proclaiming that the art of porcelain can elegantly bridge the gaps between cultures.



Hungarian Nobles and Court Tables

Hungary's historic families practically vied for the favor of the Herend masters. At the request of Count Albert Apponyi, the Apponyi pattern—characterized by its distinct elegance—was created by enlarging the classic Indian basket motif. Equally iconic is the monochromatic decoration created for the Esterházy family, reminiscent of blades of grass, which perfectly captures the refined taste of the nobility. Orders from the Batthyány family, meanwhile, enriched the Manufactory's repertoire with intricate floral garlands, demonstrating the Hungarian nobility's deep connection to domestic art.



Purple Elegance for the Buda Castle Staff

When Franz Joseph I commissioned tableware for the Royal Palace at Buda Castle in 1871, the master craftsmen of Herend created a collection of decorative pieces befitting every level of the court hierarchy. The royal family's table was adorned with a service embellished with real gold, while a special, purple-hued version was created for the palace staff and the royal retinue. The porcelain, resplendent in shades of crimson, was made majestic by the monarch's crowned monogram. These masterpieces still stand today as a testament to the courtly splendor of the Monarchy era and the unparalleled expertise of Mór Fischer's factory.

FRAGILE MIRACLES IN THE SPOTLIGHT

The magic of art transcends the boundaries of time and social status. Having left the royal palaces, Herend's masterpieces have found their way into everyday life in the modern age, captivating the brightest minds, celebrities, and sports heroes alike.

The Message of Timelessness

The allure of Herend's creations extends far beyond mere visual aesthetics. Each piece of porcelain embodies its past, its founder, and all of its aristocratic patrons. On its sleek surface, the individuality of figures from the most diverse eras of history and the modern age comes to life, whether it's a scientist's study, a rock star's home, or a world champion's display case.



Lando Norris, winner of the 2025 Formula–1 Hungarian Grand Prix, holding his Herend Porcelain winner's trophy.

Where Science Meets Tradition

In the early years of the Manufactory, in addition to court commissions, both the bourgeois and academic elites discovered the genius of the Bakony masters. Mrs. Károly Esterházy chose Mór Fischer's workshop to replace the missing pieces in her existing German porcelain set, recognizing with perfect intuition the value being created there. Figures from the historic nobility, including the Rothschild family and Count Albert Apponyi, enriched the brand's legacy with unique decorations. The scientific community also paid tribute to this art form. When Mór Fischer surprised Alexander von Humboldt with a coffee set on his 88th birthday in 1857, the scientist responded with sincere admiration. In his thank-you letter, he explained that he had never seen anything as perfect as the pieces created by the Herend workshop.

Stars of Pop Culture and the Silver Screen

Over the decades, the fascination with porcelain has even reached the biggest icons of the global entertainment industry. A Herend tea set was found among Freddie Mercury's personal belongings, and Hollywood stars, too, have been captivated by these masterpieces. During a visit to Budapest, Arnold Schwarzenegger purchased three porcelain rabbits for Easter, while Franco Nero received a one-of-a-kind porcelain tiger as a gift during his visit to Hungary. Artistic luminaries such as violinist Yehudi Menuhin, Paul Newman, and Elton John all join the brand's illustrious roster of customers, while Céline Dion and Harrison Ford are also among its well-known admirers.

Trophies in the Racing Circus

In the world of Formula 1, artisan craftsmanship and the speed of the racetrack are uniquely intertwined. Sebastian Vettel, the four-time world champion in motor sports, expressed his sincere disappointment in 2015 when he did not receive the traditional porcelain trophy on the podium at the Hungarian Grand Prix, as he believed this object was simply inseparable from the race. In response, the Manufactory presented him with a piece from Herend. The best-known story, however, is linked to Max Verstappen and Lando Norris. During the victory celebration for the 2023 race, the trophy that was presented was accidentally broken. In his apology, Norris emphasized that he knows exactly how much this piece means to Hungarians, showing deep respect for its cultural significance. Lewis Hamilton also has ties to the sport; sources describe him as a collector of porcelain.

HISTORY FUSED INTO PORCELAIN

On the silky surface of Herend porcelain, we touch upon European history. Yet within this unparalleled palette—featuring more than 4,000 patterns and 16,000 forms—there are motifs that have become immortal legends from a single commission, shaping the universal language of elegance.

Among the Manufactory's most famous creations, a few iconic patterns stand out, having become inextricably linked with the Herend name. The history of the Victoria pattern dates all the way back to the 1851 London World's Fair. When Queen Victoria of Great Britain caught sight of the Far Eastern-inspired set, richly decorated with colorful butterflies, peonies, and flowering branches, she immediately commissioned it for Windsor Castle. Named in honor of the monarch, the design creates a dynamic, vibrant impression and became one of the most important milestones in Herend's international recognition.

It was also in the mid-19th century, in the 1860s, that the fate of the porcelain factory became intertwined with that of the Rothschild family, giving rise to what is perhaps the best-known of all bird motifs. The Rothschild pattern is special not only because of the pairs of birds perched on tree branches—painted in a naturalistic style—along with butterflies and tiny insects, but also because of a charming story. Legend has it that the baroness's lost necklace was found in the garden, where songbirds were playing with it. This scene is reflected on the porcelain, where the delicate gold chain looped around the tree branches has remained an indispensable, elegant detail of the pattern ever since.

The creation of the Apponyi pattern, however, took a completely different path. Here, the principle that "less is sometimes more" is perfectly embodied on the delicate porcelain. At the request of Count Albert Apponyi, one of the prominent, stylized peonies from the much more complex pattern known as the "Indian Flower Basket" was isolated and enlarged. Developed in the 1930s, this design—based on a single dominant color and expansive white surfaces—embodies a refined, serene elegance within Herend's rich collection.

In addition to these masterpieces, countless other motifs conceal fascinating stories. One such example is the Gödöllő pattern, which originally began as a Kakiemon-style cup and later received the name by which it is known today when Franz Joseph presented Queen Elisabeth with a set featuring brick-red and white stripes and depictions of pine trees, plums, and bamboo at the Gödöllő Palace. We can also mention the Esterházy decor, where the white ornamentation is created not by simply painting it on, but by delicately scraping away the paint, as well as the scaly Vieux Herend pattern visible on the figures, which has been one of Herend's iconic patterns for more than a century.

The charm of Herend patterns lies precisely in the fact that they live on not as untouchable relics locked away in museum display cases. Although their history spans centuries and royal dynasties, they fit just as naturally into a modern home today as they once did on the tables of royal palaces. Painted with meticulous care, these porcelain pieces accompany the moments of everyday life with understated elegance, passing down the power of artisan tradition and timeless quality from generation to generation.



A CELEBRATION OF VICTORY CAST IN FORM

The pursuit of excellence is one of the noblest traits of human nature. When physical or intellectual achievement reaches its pinnacle, the magic of that moment must be made tangible for future generations. The union of sports and porcelain is precisely about this kind of permanence. Here, victory takes shape in a timeless work of art.

Competition and the constant pushing of boundaries have accompanied humanity since time immemorial. The euphoria of victory affects every genius differently, giving rise to unique rituals. When Roberto Benigni's name was announced at the Oscars, the actor leaped up and down the aisles, demonstrating the genuine power of success. The Nobel Prize banquet in Stockholm is a more restrained affair, while tennis player Rafael Nadal takes a gentle bite out of each of his trophies, physically savoring the glory. Traditions often draw the award itself into the euphoria; for example, the champion of the Masters golf tournament becomes a member of an exclusive brotherhood by donning the iconic green jacket, while Stanley Cup winners sometimes even baptize their newborn children with the trophy they've brought home. These gestures all share a common goal: to preserve the magic of victory.

Fine porcelain and sports may seem like opposing worlds at first glance. While the latter is all about raw physical strength and unbridled speed, snow-white porcelain embodies fragile beauty and measured elegance. Looking deeper, however, both worlds are founded on the same principles—uncompromising quality and the pursuit of perfection. Just as an athlete hones his muscles to flawlessness for a single decisive moment, so too does the master craftsman distill decades of experience into a single, painstakingly crafted piece. Born of the four ancient elements, porcelain is a symbol of the human willpower capable of giving form to the intangible.

–
Sailing boat
06871000 VHN



Did you know?
The Herend Porcelain Manufactory's unparalleled creations are featured at the world's most prestigious sporting events as the ultimate symbol of victory. Year after year, the world's best drivers on the podium at the Formula 1 Hungarian Grand Prix raise unique, hand-painted porcelain trophies high in the air, just as the champions of Hungary's most prestigious sailing race, the Kékszalag (Blue Ribbon Regatta), take home limited-edition Herend goblets.

THE MYSTICAL RACE OF THE SOLITARY OCEAN SAILORS

The untamed waters of the world's oceans continue to attract brave explorers who dare to defy the elements. The determined participants in the Vendée Globe round-the-world sailing race are driven by a single goal: to conquer the planet.

A Bold Vision

The legendary regatta began in 1989, inspired by the vision of two-time round-the-world champion Philippe Jeantot. The French sailor dreamed of a challenge that would require circumnavigating the globe in a single, uninterrupted stretch—in one breath. Although only thirteen determined sailors set sail from the port of Les Sables-d'Olonne in the first race, the event immediately rewrote the rules of offshore sailing by depriving competitors of the luxury of safety stops and repairs on land.

The Icy Hell of the Southern Hemisphere

Although the field now numbers 30 to 40 sailors, the statistics mercilessly reflect the gravity of the challenge, as on average barely half of the starters make it to the finish line. The 24,000-nautical-mile route, which runs largely through the stormy waters of the Southern Hemisphere, routinely decimates the fleet. As they round the legendary capes—the Cape of Good Hope, Cape Leeuwin, and the infamous Cape Horn—the sailors battle icebergs, hurricanes, and house-sized waves. At times like these, a broken mast, drifting wreckage, or hidden defect can shatter even the most meticulous plans at any moment.

Simply reaching the finish line is the greatest triumph

The IMOCA 60 boats used here are true engineering marvels. With their carbon-fiber hulls and special hydrofoils, they practically fly over the water. Despite this cutting-edge technology, the most vulnerable link in the chain remains the human being. Skippers who sleep only a few minutes at a time for weeks on end adjust the instruments with frozen fingers, enduring the crushing weight of complete isolation. In this arena, mere survival—returning to the French coast—is often the greatest victory. The Vendée Globe thus becomes a triumph of human will, where the noblest struggle is to conquer nature itself.

Did you know?
The first non-French competitor to finish the race was a Hungarian sailor, Nándor Fa, in 1992. Sailing a boat he designed and built himself—the Alba Regia, named after the Latin name of his hometown, Székesfehérvár—he delivered an astonishing performance. After a 118-day voyage, he finished in an impressive fifth place, forever inscribing Hungary in the annals of solo ocean sailing.

A DREAM FACTORY IN THE CALIFORNIAN SUNLIGHT

In the first half of the twentieth century, an empire was born among the dusty California hills—one that conquered not with weapons, but with dreams. Hollywood's Golden Age was the purest era of cinematic magic, where elegance and illusion became inextricably intertwined, while behind the scenes lay grueling work and remarkable professional humility.

In the first half of the twentieth century, California's film studios functioned as a unique universe where, in the heat of the carbon-arc lamps, they not only built stunning sets but also forged legends. The finest example of this dedication was Charlie Chaplin, a genius of creative perfectionism. During the filming of City Lights, he was able to reshoot a single tiny scene—in which the blind flower girl hands a single flower to the tramp—more than three hundred and forty times. He was not dissatisfied with the actress; rather, he was searching for that perfect moment capable of telling the story of the meeting of two souls without words. It was this uncompromising precision that gave the films of that era their timeless magic.

Gene Kelly, the unrivaled star of musicals, was also characterized by the same uncompromising professional humility. He filmed the iconic title sequence of the classic Singin' in the Rain, in which he dances cheerfully in a torrential downpour, while seriously ill. Kelly stood before the cameras with a fever of nearly forty degrees, on the verge of pneumonia, while the studio's rain machines drenched his clothes with ice-cold water for hours on end. Behind the radiant, unrivaled joy of life on screen lay the superhuman struggle of a physically exhausted yet brilliant artist.

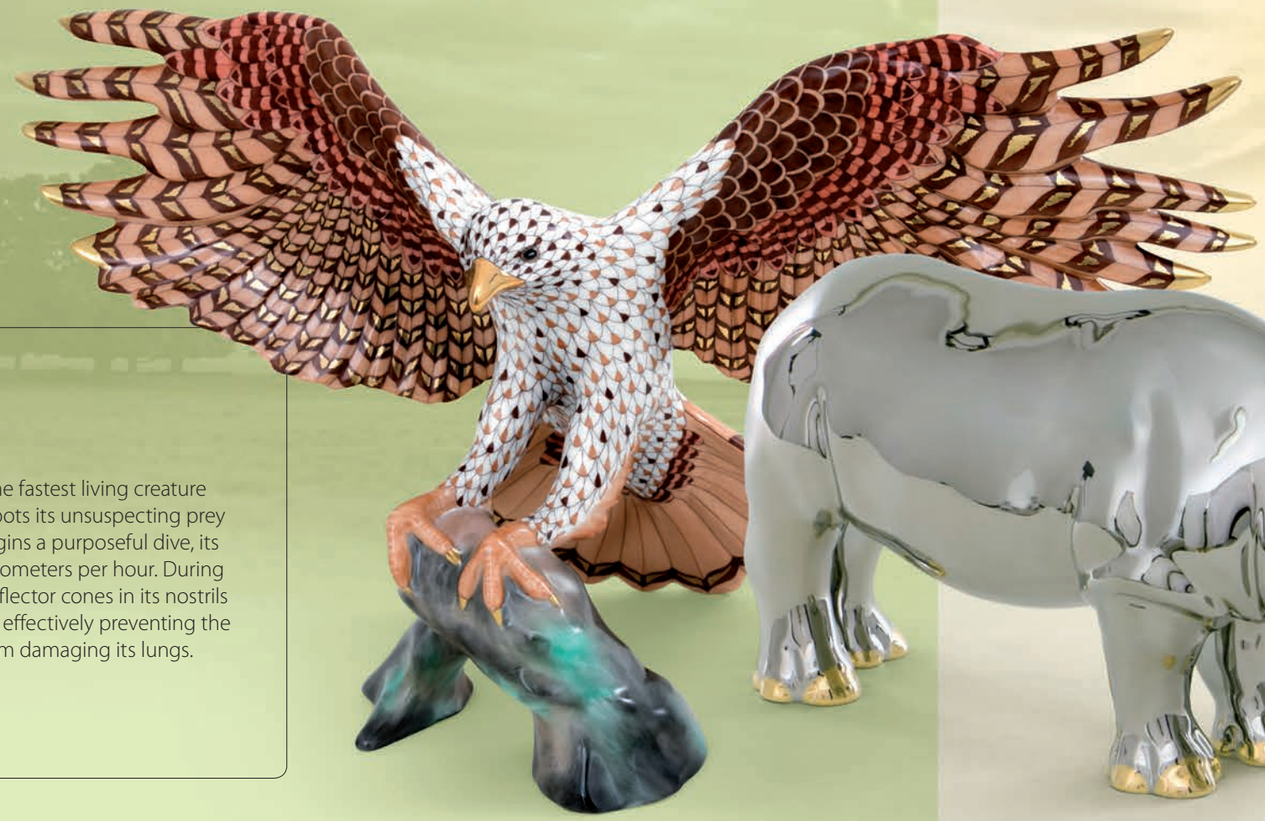
Did you know?
The glamour of Hollywood is also intertwined with the history of Herend porcelain. Among the brand's passionate collectors are legends such as Arnold Schwarzenegger, Harrison Ford, Paul Newman, Tony Curtis, Rowan Atkinson, and Ronald Reagan. What's more, our masterpieces have become true movie stars in their own right, having proven themselves time and again in front of the cameras. When set designers seek to create the highest level of luxury on screen, they turn to Herend with great enthusiasm. This is how Herend porcelain enhances the splendor of scenes in globally acclaimed productions such as Meet Joe Black, Bridgerton, The Crown, Did You Ring, My Lord?, and the film A Life.

And no one symbolized the vulnerability hidden beneath that dazzling exterior better than Marilyn Monroe, the 20th century's most famous movie star. During the filming of Some Like It Hot, the actress struggled with her legendary stage fright and the pressure to conform. A single short line—barely a few words—had to be reshot forty-seven times before she managed to deliver it exactly as the director envisioned. Yet this incident, which tested the crew's patience, appeared on the silver screen as an endlessly charming, instinctive, and unforgettable moment, perfectly concealing the inner drama unfolding behind the scenes.

These legendary artists did not merely play the roles entrusted to them; they poured every fiber of their being into forging their immortality. Their uncompromising genius and self-sacrifice are forever etched into the celluloid, so that the light of the projector can bring them to life again and again in the darkness.

–
Fancy vase with lid
06487019 RO





Landing hawk (limited edition)
05764000 VHSP88

Did you know?
The peregrine falcon is the fastest living creature on the planet. When it spots its unsuspecting prey from high above and begins a purposeful dive, its speed can exceed 320 kilometers per hour. During the dive, special bony deflector cones in its nostrils regulate the inflow of air, effectively preventing the immense air pressure from damaging its lungs.

THE HUNTERS OF HISTORY

In the graceful flight of eagles soaring across the endless blue and falcons swooping down, we can read the message of the ancient world. Refined over millions of years into nature's perfect creations, these majestic rulers of the skies continue to captivate our imagination with their unparalleled power.

Ancient Instincts Hidden Beneath the Feathers

Behind the graceful silhouette of birds of prey lies one of the most fascinating evolutionary stories of life on Earth. When we watch these winged hunters glide elegantly through the air, we are actually marveling at the sole living descendants of the dinosaurs—the rulers of bygone eras. Over millions of years of adaptation, the cumbersome scales of the fearsome, bipedal ancient reptiles were gradually replaced by light feathers, giving their descendants a streamlined, airy form. At the same time, their relentless hunting instinct, their pinpoint vision that spans great distances, and their deadly claws have remained intact from the past. With every flap of their wings, they evoke the raw, untamed power of ancient times high above the clouds, mastering gravity with perfect ease.

The Winged Symbols of Unwavering Will

Since time immemorial, humanity has regarded this unapproachable, celestial power with deep respect and almost religious reverence. Throughout history, the proudest empires and the most distinguished noble dynasties have favored birds of prey as the guardians of their coats of arms, measuring their own earthly dominion against the birds' celestial majesty. From the gilded insignia of the Roman legions to the ornate coats of arms of medieval knights, the eagle or falcon has everywhere symbolized strength, courage, and boundless freedom. A bird of prey engraved on a shield conveys to the world that its bearer possesses keen insight, guiding the assets entrusted to him from on high with a clear gaze, never bowing to fleeting obstacles. In this way, these winged hunters transcended the realm of biology to become timeless cultural symbols of nobility and unshakable human will.

Rhinoceros
15384000 PLATI

Did you know?
The history of nature conservation is full of fascinating, inspiring success stories! The Przewalski horse, the world's last true wild horse, had become completely extinct in the wild by the 1960s. Zoos and reserves, however, saved the last remaining individuals. Thanks to careful conservation programs, thousands of wild horses now live freely once again, and one of the largest and most beautiful herds can be seen galloping through Hungary's Hortobágy National Park.

THE FRAGILE WONDERS OF NATURE

The planet's wildlife is an unparalleled masterpiece created by nature over millions of years, where every tiny detail forms a perfect harmony. However, the fast-paced world of the modern era poses a serious challenge to this fragile balance.

Messengers of Memory

Extinct species such as the Mauritian dodo, the mysterious thylacine, and the Pinta Island giant tortoise—which went extinct barely a decade ago—are venerable messengers of the past. They teach us that we must never take nature's gifts for granted. At the same time, their stories now symbolize hope and action. The protection of animals pushed to the brink of extinction—such as the California porpoise or the northern white rhinoceros—has now become a universal moral obligation. Their stories show that we are capable of choosing wise conservation over destruction.

Art as Noah's Ark

What time has erased from the book of nature, art and culture are able to save. The masters of the Herend Porcelain Manufactory have long approached the created world with deep humility. With remarkable fidelity, they give form not only to species living today, but also to those that have vanished or are now rare. Born of snow-white clay and blazing fire, a meticulously painted Herend animal figurine is thus much more than a mere decorative object. Like a kind of artistic Noah's Ark, the delicate porcelain gives physical form, dignity, and eternal life to nature's most cherished wonders, faithfully preserving them for future generations.



Did you know?
Johann Wolfgang von Goethe revered classical beauty not only in his poems and plays but also in his daily life; he was known as a passionate collector of porcelain. In his home in Weimar, he amassed an impressive collection of the finest pieces from European manufactories, which he often proudly displayed to his distinguished guests. He believed that the purity and malleability of this noble material embodied the highest aesthetic ideals in the physical world.

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Tea set for two (limited edition)
CD2

ETERNITY ON THE PAGES

For centuries, the greatest authors of world literature have marveled at the dual nature of porcelain, in which delicacy and timelessness blend in perfect harmony. On the pages of these works, these handcrafted masterpieces transcend themselves and, as immortal symbols of the human spirit and passion, become part of the universal spiritual heritage.

Elegance Crafted from Words

In classical literature, a teacup placed on a table or a figurine resting on a mantelpiece is never merely a piece of furniture. In Marcel Proust's In Search of Lost Time, for example, a single porcelain cup and the steaming linden tea within it set in motion the vast chain of associations that defines the entire novel. The touch of the delicate rim and the scent of the tea open a gateway to the past that only the finest materials can convey. Here, porcelain serves as the guardian of memory, a stable bridge between a bygone childhood and the reality of the present. Hans Christian Andersen's well-known fairy tale carries similarly profound meaning, in which the figures of the shepherdess and the chimney sweep come to life to symbolize love and innocence in contrast to the grayness of everyday life. The genius of the Danish storyteller lies in the fact that he imagined a beating heart and deep human emotions hidden behind a seemingly cold, glittering facade.

Passion and Refuge

In twentieth-century literature, Bruce Chatwin's novel Utz perhaps most vividly portrays the almost mystical attraction that art connoisseurs feel toward this unique material. For the protagonist, these cold yet radiant little sculptures symbolize survival and a belief in beauty during a dark period of history. Within the pages of the book, these tiny works come to life, demonstrating how true art can defy destruction. These classic stories all convey the same sublime message to the reader: true values—whether they be deep human emotions or forms created with masterful precision—must be protected, for although they are fragile, their beauty enables them to survive the centuries.

THE PATHS THAT SHAPED HISTORY

At the dawn of history, the fate of humanity was shaped most powerfully not only by swords and great empires, but also by dusty paths and ocean currents. The development of civilizations is inseparable from the networks that spanned continents, mountains, deserts, and seas, connecting distant regions—from the interior of China all the way to the frozen Baltic.

These routes of endless length were the key to economic survival for the people of that era, while also facilitating the flow of ideas, the arts, and the most refined works of craftsmanship. In the wake of merchants' caravans and fleets, the world gradually opened up, and diverse cultures forever wove themselves into the fabric of humanity.

Did you know?
Of all the goods transported along the Silk Road, silk was so valuable and rare that it served as a medium of exchange for a long time. Not only did merchants use it as currency in their transactions, but Chinese emperors also frequently paid their soldiers' wages in rolls of silk or used it to buy peace from nomadic tribes.



The Proud Master of Northern Europe's Icy Waters

When merchants sought safety on the icy, gray waters of Northern Europe, the Hanseatic League was born, becoming one of the most precisely functioning mechanisms of the medieval economy. This network, operating under strict rules, transformed the Baltic and North Sea regions into a single vast, vibrant market. The alliance was headquartered in Lübeck, but other key cities belonging to the Hanseatic League included Hamburg, Bremen, Danzig (today's Gdańsk), Riga, Reval (Tallinn), and Visby in Sweden. They extended their influence far beyond their borders through their large trading posts abroad, including in London, Bruges in Flanders, and even Novgorod in Russia. The holds of their sturdy merchant ships carried furs, beeswax, grain, timber, and salted fish. The Hanseatic League, however, went far beyond the boundaries of mere commerce. The uniform architecture, self-governance, and civic consciousness of these cities created the earliest prototype of modern European economic cooperation.

The Mystical Trail of Northern Gold

One of the continent's oldest trade routes, the Amber Road, stretched through the heart of Europe. This north-south axis began on the southeastern coast of the Baltic Sea, in the area around present-day Kaliningrad, and at the mouth of the Vistula River. Heading south, it crossed the territories of present-day Poland and the Czech Republic, then descended into the Carpathian Basin through the Morava Gate. Passing through Pannonia, it reached the city of Aquileia in northern Italy and, finally, Rome. Roman legions and traveling merchants transported fossilized amber along this route, a substance that people in antiquity revered as the "gold of the north." Amber sometimes shone as jewelry; at other times, it appeared as a talisman endowed with mystical, healing powers, and Roman patricians even spent fortunes on it. Thus, the Amber Road also functioned as an unspoken—yet all the more powerful—bridge of cultural dialogue between the civilized south and the northern tribes, who were believed to be savage.

The Silk Threads of the Fabulous East

Winding through the mountain ranges and deserts of the Asian continent, the Silk Road was the most mystical network of antiquity and the Middle Ages, weaving together the worlds of the East and the West. Geographically, it was not a single road but a vast network stretching thousands of kilometers, which began in the ancient Chinese capital of Chang'an, present-day Xi'an. The route crossed the Gansu Corridor, bypassed the harsh Taklamakan Desert, and then, passing through the snow-capped passes of the Pamir Mountains, passed through flourishing Central Asian oasis cities such as Samarkand and Bukhara, located in present-day Uzbekistan. From there, passing through Persia—that is, present-day Iran—and Mesopotamia, it reached the eastern coast of the Mediterranean Sea, from where the goods were transported by sea to Rome and throughout Europe. This monumental route served not only as a conduit for the flow of fine silk, rare spices, and precious stones, but also as a highway of intellectual wealth. In the wake of the caravans, religions, philosophies, and artistic movements spread, while exotic culture slowly permeated the elegant world of European courts.

The Rich Waves of the Mediterranean

For millennia, the eastern basin of the Mediterranean was considered the beating heart of world trade, where the Levantine routes connected the East with the markets of Europe. Treasures arriving via the Silk Road and the Indian Ocean changed hands in vast distribution hubs such as Alexandria in Egypt, Damascus in Syria, and the imperial city of Constantinople. Meanwhile, the proud galleys of Venice and Genoa braved the storms to bring Indian pepper, precious silk, and the most exquisite luxury goods to Europe. It was the Levantine network that created the wealth that ultimately financed the golden age of Renaissance art.

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Persian musician with flute
15197000 CD1;
Turkish
15412000 CD1;
Scheherazade (limited edition)
16160000 CD;
Wandering Camel
15515000 VH; 15515000 MCD; 15515000 VHN-OR







–
Vase with bird of paradise
06645000 VHNMM

A HAND THAT BREATHES LIFE INTO MATTER

In the silent block of stone, guardian of millions of years, the Renaissance master of Florence saw not lifeless matter, but pulsating life waiting to be set free. Under the chisel of Michelangelo Buonarroti, the visionary of form and spirit, the cold Carrara marble was transformed into flesh-and-blood reality.

–
Daniele da Volterra:
Portrait of Michelangelo, *16th century*
The Metropolitan Museum of Art, New York;

–
Michelangelo Buonarroti: Studies for the Libyan Sibyl, *ca. 1510–11*
The Metropolitan Museum of Art, New York

Did you know?
The David statue in Florence, one of the most iconic works of the Renaissance, was carved from a block of marble that other sculptors had previously deemed unusable. The block of stone, known as "The Giant," lay in the courtyard of the Florence Cathedral for nearly forty years after two masters had given up on carving it. Michelangelo, however, saw in it the perfect figure of a hero.

The Art of Subtraction

Michelangelo's creative philosophy was rooted in a deeply spiritual conviction. He believed that even the most perfect artist could not conceive of a form that was not already inherent in the block of marble. For him, sculpture was not the art of addition, but the art of subtraction. The artist's task consisted solely of removing the excess material to reveal the form lying dormant within the stone. He did all this with humility and a deep respect for the material. Just consider the Pietà in St. Peter's Basilica in Rome! The softly draping folds of the Virgin Mary's robe, the weight of Christ's body, and the lifelike relaxation of his muscles all reveal that the stone has been transformed and has lost all its physical limitations. The infinite maternal sorrow radiating from the cold surface opens up breathtaking emotional depths within the viewer.

The Allegory of the Divine Touch

Although Michelangelo always considered himself a sculptor, fate and the will of the pope compelled him to turn to painting, a field in which he also left his mark—one need only think of the ceiling frescoes in the Sistine Chapel. The fresco titled The Creation of Adam is perhaps the most expressive allegory of Michelangelo's own creative power. Just as the divine hand breathes life into the first man with a single touch, a single tiny gesture, so too did Michelangelo breathe life into lifeless material. And within the millimeter-wide space between the two fingertips lies the full wonder of creation.

The Message of Eternity

The master's art teaches us a timeless truth: true knowledge and creative imagination can overcome the resistance of matter. Whether it be marble or the finest porcelain, the artist's hand is the link that elevates the lifeless object to become part of eternity. And the forms he brings to life continue to speak of the greatness of the human spirit, even centuries later.

THE ART OF ELIMINATING THE SUPERFLUOUS

Amid the clamor of industrialization at the dawn of the twentieth century, an intellectual revolution began in Weimar that forever reshaped our concepts of material culture and architecture. Founded in 1919 by Walter Gropius, the Bauhaus created not only a new style but also a philosophy that, by rejecting ornamentation for its own sake, achieved a harmonious unity of art, craftsmanship, and technology.

Function as the Source of Beauty

The Bauhaus artists believed that simplicity was not a sign of poverty, but rather the manifestation of the most perfect elegance. They rejected the cumbersome excesses of earlier eras and nonfunctional ornamentation, turning their attention instead to the innermost essence of objects. Beauty here is rooted in utility. They proclaimed that a building, a piece of furniture, or a simple everyday object reaches its aesthetic peak when its form serves its function flawlessly and sincerely. This approach was the art of eliminating the superfluous, in which basic geometric forms, pure colors, and the use of authentic materials came to dominate the spaces.

Thanks to the Bauhaus spirit, the framework of everyday life took on new meaning. Designers sought to ensure that high art would not be the exclusive domain of galleries and museums, but would become an integral part of people's lives. This marriage of form and function resulted in timeless objects that, even decades later, still feel fresh, modern, and indispensable.

More Than Just Aesthetics: A Philosophy of Life

For this very reason, the legacy of the Bauhaus extends far beyond mere aesthetics; it is, rather, a philosophy of life that teaches us that harmony lies in order and mindfulness. A perfectly designed object that fits comfortably in the hand and serves its user in every movement is, in and of itself, a work of art. Whether it's sunlit, airy buildings, an ergonomic armchair, or the delicate cups that accompany the daily ritual of tea, true luxury is revealed in the balance between perfect functionality and visual purity.

It is no coincidence, then, that many people view the Bauhaus not merely as a stylistic movement, but as a broader movement whose ultimate goal is to understand and improve the world around us. It proclaims that when a form is stripped of all superfluous affectations and reveals its true, pure essence, it becomes truly timeless. This is the immortal legacy that, even today, weaves its way through the thoughts of creative people like an invisible thread, proclaiming that the most refined beauty is always hidden in the simplest forms.



–
Marcel Breuer
B3 (Wassily) chair, 1925



–
László Moholy-Nagy
Postcard for the Bauhaus Exhibition in Weimar, 1923

Did you know?
The history of the Bauhaus movement is deeply intertwined with the Hungarian spirit, as the school's direction was shaped by such exceptional artists as László Moholy-Nagy and Marcell Breuer. The latter is credited with creating one of the most iconic pieces of furniture of the twentieth century: the tubular-frame chair. According to legend, Breuer realized—while observing the curved steel handlebars of an Adler bicycle—that this lightweight yet extremely sturdy material was perfectly suited for creating the frames of modern, airy furniture, thereby revolutionizing interior design and industrial design around the world.



–
Vase
07007000 TRIVHNM;
Dessert plate
02521000 SENF-20P;
Soup plate
02334000 SENF-20P
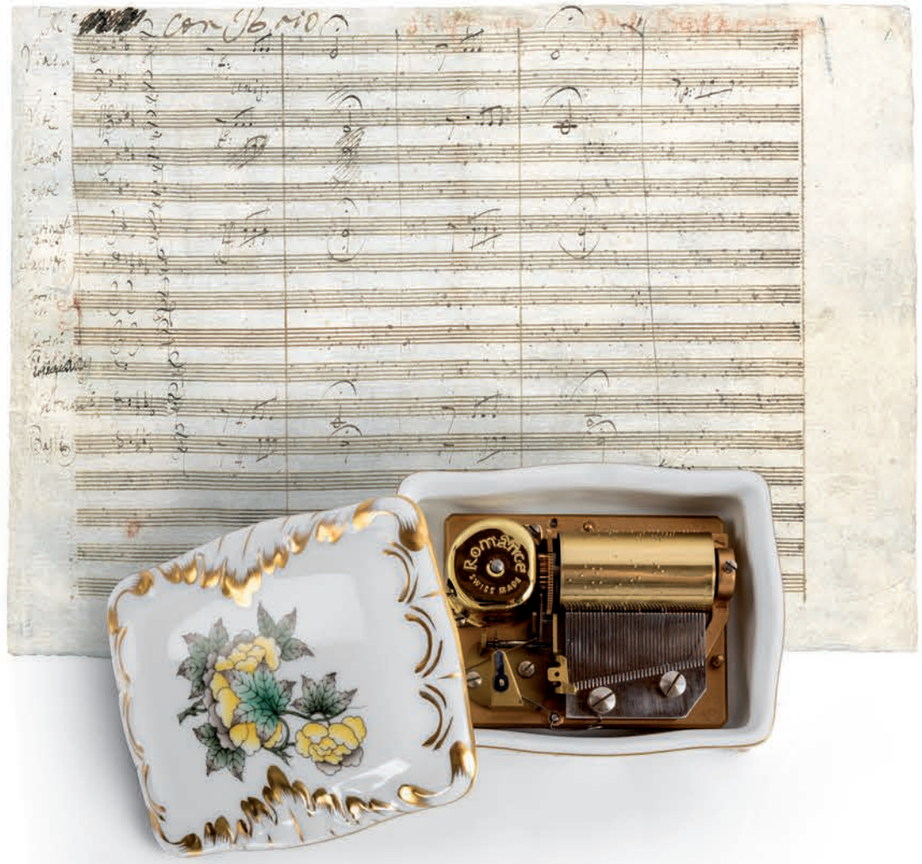


A cathedral built of four notes

THE SYMPHONY OF FATE

According to faceless physics, melodies are really nothing more than sound waves traveling through the air. So why is it, then, that we so often discover in them the deepest vibrations of the human soul? Just as in the work of that German composer with such a tragic fate.

Did you know?
The famous opening motif of the "Fate" Symphony took on a completely unexpected yet uplifting role during the twentieth century. During World War II, the three short and one long notes represented the letter "V" in Morse code—that is, "Victory," a symbol of triumph. British radio broadcasts began their European transmissions with this iconic musical motif, and so Beethoven's work—which originally celebrated triumph over personal fate—became a universal herald of hope and freedom for an entire continent.

–
Vase with acanthus knob - The building of Liszt Ferenc Academy of Music
06666023 SP953



When those four notes rang out within the walls of Vienna's Theater an der Wien on that frosty December day in 1808, music history entered a new era. Ludwig van Beethoven's Fifth Symphony, known as the "Symphony of Fate," is not merely a musical composition, but an acoustic monument to struggle, perseverance, and ultimate triumph.

Beethoven's life reached a dramatic turning point during this period of his composer career. Due to the master's progressively worsening hearing loss, silence settled over him like a slow-creeping shadow, gradually cutting him off from the sounds of the outside world. Out of this suffocating isolation, out of the storm of despair and defiance, was born the work that proclaims the triumph of human will over fate. The symphony's opening motif—those three short notes followed by one long note—resounds in the listener's consciousness with almost elemental force. According to Anton Schindler, the composer's later biographer, Beethoven himself put it this way: this is exactly how fate rattles at the door. Although modern music historians sometimes treat the authenticity of this statement with reservations, the metaphor is so perfect that it has become forever intertwined with the masterpiece.

The charm of the composition lies precisely in the fact that the listener experiences this turbulent struggle almost as if it were a modern film score. From a single, tiny musical seed, Beethoven builds a journey filled with tension that leads from deep despair to redemption. Just as the somber, oppressive beginning suddenly brightens toward the end of the piece, it transforms into a radiant, triumphant hymn through the power of the wind instruments. It is as if we were following the story of a hero who finally emerges from the darkest forest into the life-giving sunlight, demonstrating that the human spirit is capable of rising above all earthly hardships.

The rhythm of perfection in the Symphony of Fate does not merely refer to the mathematical precision of the musical beats. Rather, it embodies the elusive harmony with which the composer cast the deepest human emotions into a form capable of moving anyone—regardless of age or culture—even centuries later. Beethoven's Fifth Symphony reminds us that no matter how loudly fate may pound on our door, inner strength and perseverance can create harmony out of chaos. The master lost his physical hearing, but in return gained such a refined inner ear that he was able to compose a perfect and inimitable rhythm.

–
Autograph score of Ludwig van Beethoven's Symphony No. 5 in C minor, Op. 67, 1807
Stabi Berlin

Music box
07849091 O-VBO-VX1

THE SPARKLE OF THE WORLD'S MOST EXPENSIVE CHAMPAGNES

According to legend, the birth of champagne is the sweetest mistake in history. When Dom Pérignon, a monk at the Abbey of Hautvillers, tasted the wine that had been left in the cool cellar and had unexpectedly undergone a second fermentation, he exclaimed that he was drinking the stars. Ever since, golden champagne has been a symbol of triumph, renewal, and luxury; today, the world's wealthiest collectors pay astronomical sums for its most exclusive bottles.



The epitome of luxury is Armand de Brignac, known as "Goût de Midas," which is served to a select few in a handcrafted bottle covered with 24-karat gold leaf. Its imposing exterior conceals a rich, creamy cuvée carefully blended from three vintages. The price of a single bottle can easily reach $200,000, making ownership a true status symbol.

The Shipwrecked 1907 Heidsieck Monopole Goût Americain is the gold standard of historical rarities. Recovered from the depths of the Baltic Sea—from a sunken Swedish wreck—these bottles, originally intended for the tsar's court, had lain on the seabed for nearly a century. The immense pressure has imparted an unparalleled, irreproducible flavor profile to the drink, for which bidders are willing to pay as much as $230,000 per bottle at auctions.

The pinnacle of French craftsmanship is the Perrier-Jouët Belle Epoque Champagne Magnum Collection, made unmistakable by the embossed Japanese white anemones painted on the bottle. These exclusive gift sets, radiating Art Nouveau elegance and comprising carefully selected vintages, cost well over $50,000, proclaiming the superiority of bottled art.

Dom Pérignon Rosé Gold by Karl Lagerfeld is a fusion of fashion and premium winemaking. What makes this champagne so special is its hand-polished bronze-colored case—conceived based on the master's vision—which protects the rare pink nectar from light. Released in an extremely limited edition and priced at nearly $50,000, this bottle is the eternal benchmark of decadent elegance.

–
Herend Crystal
LUNA;
Serving plate
04760000BABOS-PT;
Dessert plate
04750000 BABOS-PT

BLACK GOLD ON ROYAL TABLES

Few ingredients in gastronomy embody luxury as clearly as caviar. These tiny, darkly shimmering pearls encapsulate the salty essence of the sea, offering gourmets an unparalleled culinary experience.

The term "real caviar" refers exclusively to the roe of sturgeon, of which the most valuable and rarest is the Caspian Sea beluga. Although it was still a staple food for fishermen and peasants in the Middle Ages, it later emerged as the premier luxury item in the courts of the European aristocracy. There is a strict ritual for tasting it: since steel utensils oxidize it and immediately ruin its delicate flavor, this "black gold" is traditionally eaten with a spoon carved from mother-of-pearl or gold to ensure the perfect taste.

Scallops with Champagne Sauce and Caviar
When working with such an exclusive ingredient, the culinary philosophy lies in simplicity and quality. The slightly sweet, buttery texture of the scallops provides the perfect canvas for the caviar. The snow-white meat, seared in a skillet, is paired with a silky sauce made from champagne and butter. When the warm scallops, the smooth sauce, and the firm caviar come together, the result is a refined flavor combination that meets even the highest culinary expectations.

1. Thoroughly pat the fresh scallops dry with paper towels, then lightly season both sides with salt and pepper.
2. In a heavy-bottomed skillet, sauté the scallops on both sides over high heat in a little olive oil and butter for exactly one and a half minutes, until they develop a golden-brown crust.
3. Set the sautéed scallops aside on a warm plate. Pour one deciliter of dry, high-quality sparkling wine into the fat remaining in the skillet and bring it to a boil to burn off the alcohol.
4. Over low heat, stirring constantly and quickly, add 50 grams of cold, cubed butter to the sauce until a thick, silky emulsion forms.
5. To serve, place the warm clams on an elegant porcelain plate, pour the light, frothy sauce around them, and spoon a generous portion of caviar onto each one.



Apicius Restaurant and Café
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Telephone: +36 (88) 523 235
porcelanium@herend.com

Gift ideas

Herend porcelain pieces are not just gifts for special occasions; they are timeless objects that can become part of family stories for generations to come.

1 **Tableau** 08123094 SP791; 08123094 SP788; 08123094 SP789
2 **Elephant-baby** *(limited edition)* 05214000 SP794
3 **Vase with armour** 06869000 A-OR
4 **Giraffe** *(limited edition)* 15357000 SP1230
5 **Female robot** *(limited edition)* 16291000 SP12431
6 **Tea set** ORIENTN
7 **King of the jungle** 16256000 SP1241
8 **Mural** *(limited edition)* 15040000 FODOS; 15040000 SP1209; 15040000 GS
9 **Big vase** 06575015 EVICT1
10 **Dragon turtle** *(limited edition)* 05946000 SP959

Brand shops

Scully & Scully *New York*
www.scullyandscully.com

Bergdorf Goodman *New York*
www.bergdorfgoodman.com

William Ashley *Toronto*
www.williamashley.com

Abu Dhabi Store *Abu Dhabi*
www.almazroui.com/business-activities/home-fashion/herend

Ambiance *Baku*
www.italdizain.az/brand/herend

Club Herend Japan *Tokyo*
www.herend.jp

Herend Shop Sogo *Taipei*
www.curio.com.tw/collections/herend

Herend Nisantasi *Istanbul*
www.herendporselen.com

TIMELESS MASTERPIECES FROM HEREND

Within Herend's snow-white universe, several true masterpieces have been created that go far beyond mere aesthetics. With their philosophical depth and boundless creativity, they form a magical bridge between respect for the past and a vision of the future.





HUNGARIAN HOLY CROWN

A porcelain replica created in 1999 to mark the 1,000th anniversary of the founding of the Hungarian state. This masterpiece, weighing 1,008 grams and consisting of 49 porcelain elements secured with precious metals and gilded four times, took 400 hours of work to create.



CRYPTEX

The Herend version of the cylindrical device inspired by The Da Vinci Code that conceals a secret message. Its six rotating rings feature 26 letters and a hyphen, offering more than 387 million possible combinations to keep secrets hidden.

MARIA THERESA OPEN-WORK DECORATIVE PLATE

The pinnacle of porcelain craftsmanship, made unique by its delicate, lace-like design featuring 2,300 hand-cut openwork openings. This process, which takes several days and requires immense concentration, is a fusion of traditional techniques and artisanal expertise.



LYNX ON A TREE BRANCH

A porcelain composition capturing the awe-inspiring power of nature and the intimacy of a mother's care. The finely crafted, lifelike forms depict the majestic predator and the cubs playing around it, in the wilderness.

–
Holy crown of Hungary (limited edition)
06833000 SP733;
Cryptex (limited edition)
06999091 SN;
Ornamental plate
07496000 M.TEREZIA
Lynx on tree branch (limited edition)
16507000 CD

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