

MAGAZINE OF THE HEREND PORCELAIN MANUFACTORY

HEREND HERALD

2009/I. NO. 32.

Successful figures of the Ambiente

Just One Voice

BEA PALYA, HER DREAMS AND HER NEW ALBUM

*Honourable Count,
lunch is served!*

ARISTOCRATIC BEAUTIES IN THE RENOVATED
CASTLES OF THE HIGH NOBILITY



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Dear Herald Reader!

Nature has awakened from its winter slumber; winter gives way to spring and then summer. The eternal cycle of past and future; today is the yesterday of tomorrow. For a moment we look back on the year just past, upon our results and successes, but we have no time for rest; we are already planning the future and the tomorrow.

In 2008 we worked a great deal; everyone has done their bit for the success of the Herend Porcelain Manufactory – once again we left behind a profitable year, demanded of us by the history of the Manufactory, entering its 183rd year this year, as well as by our heritage waving us onward into the future. Our cultural mission, the preservation of artistic values, and its transference to future generations mark our path, in the past and in the future. We are convinced that an investment in Herend porcelain remains to this day an alternative, particularly versus other investments losing value in this time of worldwide economic crisis. Herend porcelain is a value and an experience in one!

We had numerous appearances worthy of Herend over the course of 2008. We were present at renowned social, cultural, artistic and sporting events; we had nice debuts in the worlds of jewellery and fashion. We were a successful cooperative partner of the Formula 1 race and the Red Bull Air Race, and we were allowed to become a premium partner of the Anna Ball of Balatonfüred and had a tie-in to the Year of Renaissance series of events; we gave accolades to the best of cultural and artistic life throughout the entire Carpathian Basin as organised by A Magyar Művészetért (For Hungarian Art). We were awarded our Saint Martin award in Pannonhalma, and held the First Herend Golf Cup on the gorgeous Balatonudvardi golf course. Herend is a true hungarikum (a uniquely Hungarian product), we were reminded of this fact every week during the year by the idea heard before the noon tolling of the bells on Hungarian Radio: “Herend porcelain is a cultural treasure of Hungary, a timeless beauty and an eternal value!” And so many more beautiful, uplifting Herend events... of these we have reported previously in our magazine.

We opened new stores last year in Hanover and Toronto, and what we are perhaps proudest of, at London’s Harrods department store. Volume one of the new retail catalogue series has been completed, our web site became the Web Site of the Year, and as a part of our cultural mission, we unveiled public sculptures made of Herend porcelain. We successfully launched our Herend Tea collection in our brand stores, offering a novelty to tea connoisseurs. In addition to our numerous Hungarian exhibitions, continuing the line of our international exhibitions, after our St. Petersburg exhibition in 2007, we could debut at the Ariana Museum in Geneva, in 2008, with great success.

But there is no time to rest; we are designing the future, we are designing tomorrow! We are honoured to have been allowed to hold exhibitions in 2009 in the Kremlin, in Moscow, and at the historic London department store of Fortnum & Mason in London, a venue with grand traditions.

Our great plan this year is the launch of our grand exhibition series titled Herend in the Castle, in the framework of which we will debut in altogether 12 castles from May of 2009 until August of 2010. In our exhibition series we are intentionally visiting not just the wonderfully renovated castles, but also seek out formerly splendid homes of the high nobility, today presenting a more modest appearance; our purpose with this is to remind us of our duty and responsibility in this age for the remaining physical remainders of our past.

At the international professional fair of dining culture and interior design in Frankfurt – the Ambiente – the redesigned version of two décors, the Peony and the Dream Garden, are at the centre of attention among the novelties from Herend, as well as a new jewellery collection, the Herend Gömböc, and numerous limited-edition masterpieces. Crisis or not: our exhibition stand was once again honoured by our commercial partners, thus our new products shall soon appear in brand stores, making their debut to the purchasing public at large as well.

Among our famous Hungarian inventors in our current magazine you can read about Ányos Jedlik, as we Hungarians not only gave the world the custom of the noon tolling of the bells, but also gave the gift of numerous inventions. You can meet Bea Palya, the ambassador of Hungarian culture, coffee lovers can get to know specialties, we can gain a glimpse of the history of the British Royal House, and our new column – Upside Down – debuts with a piece on an astonishing, interesting national custom.

We hope our readers enjoy our written pieces in our current issue!

Yours truly,

DR. ATTILA SIMON
Chief Executive Officer

Balaton – the sea of adventures



Its water is full of sailboats from spring to autumn, the summer shore is noisy by bathers and beaches are so unique thanks to the special smell of the „lángos” and suncream floating around! Besides there is a wide range of active holiday possibilities waiting for you: sailing, water skiing, cycling, horse-riding, hiking, golf, sights-seeing in the air...

Moreover, Lake Balaton offers winding down also to those looking for relaxation and recreation, since its thermal and medical spas guarantee refreshment for body and soul, while four and five star wellness hotels provide pampering services. Visit the lovely settlements of Balaton region where you can find cultural, gastro-nomic and several other events all around the year.

www.balaton-tourism.hu





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20385-0-06 REJAR (Jardin de reve) cream cup

HEREND HERALD

PUBLISHER PrintXBudavár Ltd. on behalf of the Herend Porcelain Manufactory Ltd.

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ISSN 1585-1397

DESIGN EXHIBITION IN FRANKFURT

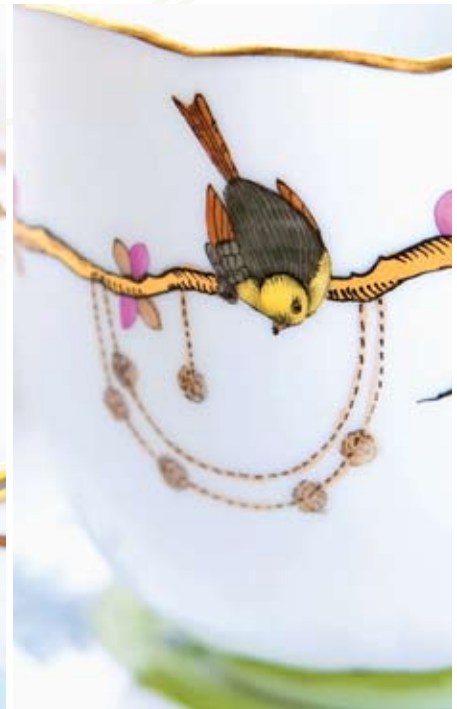
The year has barely begun, and already numerous design exhibitions have already taken place: consequently this is how it came to be that the capital of German banking and commerce, Frankfurt, also earned the title of Capital of Design, if only for a few February days. Perhaps one of the most important fairs for interior design and gift objects is the Ambiente, held since 1985 in Germany's fifth-largest city; as the title of the fair suggests, its strongest emphasis is on moods, subtle overtones and senses.

This year we can encounter leading manufacturers in the world at the fair along the topical groups under the rubrics of Giving (gifts objects, minor decorations), Living (furnishings and accessories) and Dining (kitchen, dining). We can learn where the known firms and designers are headed, identify new talent, and find out what occupies the designers and manufacturers, what actual theoretical questions they are engaged in – in summary, find the direction of the profession.

After the shrinking of the overall market throughout the world it was no surprise that in comparison to previous years the number of market actors, both in terms of exhibitors and the number of visitors, was markedly fewer at the fair. Stubbornly resisting the unfavourable trends, Herend Porcelain Manufactory nonetheless finds itself in a mostly favourable market position. Visitors received the new Herend products with interest, exhibiting a favourable reaction.



Peony décor



Dream Garden décor

Two redesigned versions of well-known décors take centre stage of Herend's new products, the Peony and the Dream Garden, as well as an extravagant jewellery collection, a mathematical oddity of the Gömböc, and four Herend Teas of unique flavour compilations.

Those interested visitors who prefer the refined, classic style of Herend may encounter a good number of limited-edition museum-quality restorations. The Herend stand was filled continuously with our partners; they took down the orders, thus the new products can appear on the shelves of elegant stores soon, debuting to the shopping public at large as well.

WWW.HEREND.COM IS THE WEB SITE OF THE YEAR

The web site of the Herend Porcelain Manufactory triumphed at both of the two most significant contests of online content in Hungary. At



the Web Site of the Year contest of the Internet Marketing Club and the Hungarian Marketing Association, announced for the seventh time, a decisive factor in the judgment of the jury was the layout of the web site, loading speed, the amount and quality of the information, the ease of navigation, the extent of interactivity, the degree to which services are developed and the content based and graphical implementation of the designated corporate objective. Among the more than 100 entries, www.herend.com took first place in the brand site category.

The e-Festival is the annual ranking event of the online and multimedia profession. For the eighth time, the Hungarian Association of Content Industry held the e-Festival, introducing the digital content development of the domestic online and multimedia profession. At one of the most comprehensive, the web site of the Herend Porcelain Manufactory won first place in the e-Kultura (e-culture) (the digital preservation of Hungarian heritage) and e-Tudomány (e-science) categories. With this Herend earned the opportunity to participate at the European Seal of e-Excellence 2009 international contest with a preferred nomination.



PORCELANIUM – IT HAS REACHED THE AGE OF PUBERTY

The shaping-on is shown to the visitors

Travellers headed in the direction of Herend notice from afar the special, imposing building cluster which houses the Porcelanium Visitor Centre, already celebrating its ten year anniversary.

The building, shaped like an irregular U, also created a community space, as the Minimanufactory found its home right here, providing a venue where visitors can get a glimpse of the mysteries of porcelain manufacturing. Wheel throwing and porcelain-painting masters

show their art live, explained by professional tour guides. Naturally, the mission of the Herend Porcelain Manufactory is evident here as well: over and above the production of quality porcelain, it strives to generate conditions that are ideal for the strengthening of this special profession and technology and pass on the applied art traditions. As a result of the work of the Mini Manufactory, it is no longer considered a privilege to witness live the phases in the birth of Herend porcelain. Visitors could learn about the history of porcelain while being entertained as for the first time they followed the world-conquering path of the “white gold” on the movie screen. And if there is someone who wishes to become a porcelain making “master” – even if only for a moment – he or she can put their hand on the raw porcelain paste and the paintbrush, as the workshops also act as exhibition spaces for the creative process. The Victoria Brand Shop is located in the wing of the building opposite of the Porcelanium; here a selection of classic shapes and patterns, as well as the selection of the latest models, await browsing and shopping porcelain devotees.

Following the voyage through the world of porcelain, the visitor can enjoy the hospitality of the Apicius Restaurant and Café. In the cosy interior of the café, the hot drinks listed on the coffee and tea menu are served on porcelain cups with varied shapes and patterns. At the restaurant the wines of renowned Hungarian wineries are offered as an accompaniment to culinary specialties served on Herend porcelain. Starting this spring, the restaurant’s menu was recreated again; our readers can get a sampling of the creations of Chef László Pintér on the pages of our web site, or even better, we recommend that you visit our restaurant!



THE SEASONAL EXHIBITIONS OF THE HEREND PORCELAIN MUSEUM – EVENT CALENDAR

MAY 03, 2009 – JUNE 03, 2009

THE GUEST EXHIBITION OF JAPANESE CERAMIC ARTIST KATO KOUBEI

Altogether 30 masterpieces, chosen by the artist, are coming to Herend to provide a glimpse of the ceramic art of the Far East.

JUNE 27, 2009 – AUGUST 30, 2009

THE HEREND FAIRY TALE


By focusing on the Herend fairy-tale figurines, with the participation of the Herendi Amatőr Alkotó Klub (Herend Amateur Creative Club), famous tales come to life in the exhibition halls. The enchanting exhibition shall be unveiled by Zsuzsa Füzesi, the illustrator of most Hungarian fairy-tale books, and by actress Ildikó Pécsi. Our world of enchantment awaits visitors until early autumn.

**CRAFT & DESIGN – PATHS AND DIRECTIONS IN CONTEMPORARY
HUNGARIAN APPLIED ART**

The select pieces of the Craft & Design exhibition, held at the Museum of Applied Art at the end of 2008, may be viewed at the Herend Porcelain Museum until the season concludes. The exhibition provides a glimpse of Hungarian contemporary applied art – in order to inform about its history – about the paths that were taken by Hungarian applied art, about the diversity of era-spanning views and ideas, about recurring shapes and spiritual content and of interrelationships. This exhibition serves notice of the spiritual strength that has existed in Hungarian applied art.



NIGHT OF THE MUSEUMS IN HEREND

On June 20th, the Night of the Museums, once again diverse programs await visitors of Herend. On the ceremonial courtyard of the Manufactory – not open to the public at large otherwise – the program will kick off at five in the afternoon with a slide show, and then at the Museum of Porcelain Art the opening of the Herendmese (Herend Fairy Tale) exhibition begins at half past five – the exhibition is opened by the illustrator of the largest number of Hungarian fairy-tale books, Zsuzsa Füzesi, and actress Ildikó Pécsi – and then once again at the ceremonial courtyard, children can enjoy a puppet-show performance starting at a quarter after six. Interested visitors may listen to the performance of Ildikó Pécsi at the Apicius Café at a quarter after six, followed by the performance of Zoltán Orosz starting at a quarter to eight, while at the same time flutist Szabolcs Kövi enchants the ceremonial courtyard audience. On the grand stage of the square before the Porcelanium Visitor's Centre, from a quarter before seven on, the Bojtorján Együttes Band is performing, followed by the Four Fathers, one of Hungary's most popular a cappella singing bands. The night will be brought to a close by the LGT Emlékzenekar (LGT Tribute Band), coming on stage at eleven. Once darkness falls, the fire jugglers are given free reign and the Apicius Restaurant and Café offers a buffet dinner and cocktails to those who had become exhausted by their participation in the various programs. 




ANOTHER NEW FLAGSHIP BRAND STORE OPENED

Last November a Herend brand store opened in Toronto, Canada's most populous, most commercially significant, and also most culturally diverse city. The special porcelains make their debut at a special venue: the historic Fairmont Royal York hotel.

At the favourite Canadian hotel of Queen Elisabeth II, alongside the gorgeous porcelains gypsy music, a painter's exhibition and a spectacular fashion show awaited visitors who came to attend the opening ceremony; on the following day the brand store was also receiving interested visitors on Young Street, considered the longest street in the world (its entire length is 1,896 kms!). The brand store, named Rubin Art, is operated by the local commercial partner of the Manufactory, CanHu International Ltd. The company's mission is to turn Herend porcelain into the centre of cultural life in the country. In the interest

of this endeavour it is preparing to organise master painter courses and charitable auctions for the Canadian public at large; in the near future the Canadian Herend Club will be founded as well.

The new store awaits customers with an inventory valued at CAD 500,000; it markets the most special, limited edition, unique pieces available only here from Herend's amazing product inventory.

In the near future the Canadian partner is planning to open similar quality stores in additional Canadian cities as well, so that the population of this country of 32 million people can get to know Herend's "white gold" to the broadest extent possible. All this is in harmony with the business policy of the Manufactory, as an important component of that policy is the founding of flagship brand stores throughout the world – from Tokyo to Hollywood. 



The imposing store interior

A THOUSAND YEARS, A THOUSAND MEMENTOS

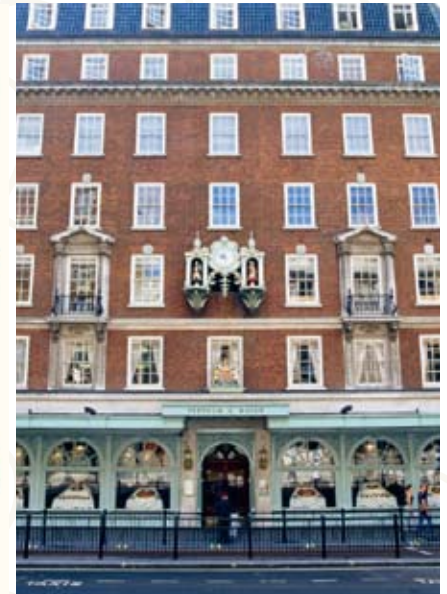


Veszprém

The opening gala of our year-long program series which has been organised to honour the millennia of existence of the four Transdanubian counties took place in Sóly on May 23. It is King Stephen's letter of proclamation, dated in Sóly, that first mentions the counties Veszprém, Fejér, Pest and Zala. Márta Talabér, the Vice President of the General Assembly of Veszprém County, and Member of Parliament Zsolt Horváth have visited Herend in connection with the anniversary. Along with Dr. Attila Simon, the Chief Executive Officer of the Manufactory, they reviewed potential methods of how the world-renowned company can tie itself to the ongoing events in a manner that is worthy of its reputation. The General Assembly of Veszprém County launched a county scrapbook entitled *Ezer év – ezer emlék (A Thousand Years – a Thousand Mementos)* – decorated with Herend porcelain – on the thousand pages of which a thousand outstanding public personages shall record their thoughts about Veszprém County and its significance until the end of the year. The celebration will be hallmarked by a Herend exhibition in Várpalota, in the Thury Castle, and also in Veszprém, in the Dubniczay House.

HEREND TEAPOTS – JUST ADD BOILING WATER

HEREND EXHIBITION AT ONE OF THE MOST ELEGANT STORES OF PICCADILLY AVENUE



Fortnum and Mason, one of London's most luxurious stores, is located on Piccadilly Avenue. It is impossible to pass by the ornate, mint-green facade of the store without taking a peek inside the imposing structure. Inside the elegant ground-level food hall, excellent teas, spicy fruit dressings, sumptuous pastries and other special foods contribute to the outstanding reputation of the house. On April 6th, the first storey of this trendy store was filled with Herend porcelains: antique and museum pieces, and naturally some contemporary ones as well. The reason for the decorated "parade" was the 301st birthday of Fortnum

and Mason. On this occasion exactly 301 Herend tea kettles were offered for sale, each of entirely different styles, depicting different motifs. At the April 28th charity auction to benefit the Cutty Sark Foundation, Herend porcelain vases were also offered, and on the day of the auction and the day thereafter interested visitors could see an introduction to the mysterious world of hand-painted porcelain. The exhibition is open to spectators until May 31st; during the show, afternoon tea is served in Herend porcelain in the famous St. James restaurant of the department store.

WINE, A HEADY WIND, SZEKSZÁRD

The wines of the Takler Winery have also made their debut at the Apicius Café. Ferenc Takler is one of the most famous vintners of the Szekszárd wine region, maybe even of the entire country. In 2008 at the Pannon Bormustra (The Pannon Wine Muster) he has placed three wines in top categories, and in 2004 he was elected Vintner of the Year. The family has been working with grape growing since the 1700s, the current generation being the ninth in line. Today they are working 53 hectares; their offerings, in addition to the international staples, give emphasis to domestic blue grape varieties, Kadarka, Blaufränkisch, and Bikavér, which is made by the domestication of the above-mentioned varieties. Many of their wines, such as the Primarius, Regnum and Bartina, today belong to the line of iconic Hungarian wine classics. ✎



The relationship between wine and poetry is not alien to Apiciusian customs, as with a little bit of imagination Roman-era restaurants and pubs could be considered precursors of the modern café; in addition to delicious meals, they were venues for musical performances, for dance numbers and also for poetry. This way the Apicius Café's event could be considered the re-enactment of an ancient tradition, guest-starring poet Orsolya Karafiáth, journalist György Kellei, and vintner Sándor Salánki. Quality literature and outstanding wine have made their debut amidst pleasant surroundings. You may have gotten to know the poet as a script-writer, as a translator of literature, as a songwriter or the script-writer of the film titled *Oldalbordák (Side Ribs)*. From her scintillating discourse with György Kellei – the culture columnist of Veszprém county's daily, the *Napló* – also revealed her multifaceted character and sense of humour. At the same time the guests could acquire a familiarity with the wines of the Salánki Családi Borgazdaság (Salánki Family Winery), expertly presented by Sándor Salánki. ✎

WINE OR LITERATURE? BOTH!

APICIUS CAFÉ AWAITS VISITORS WITH LITERARY EVENINGS, TIED IN WITH WINE TASTINGS

Apicius Café hosts literary and artistic evenings. In line with these was the first event of the year, the Krúdy evening of Ákos Kovács, entitled *Kaland a régi királlyal (Adventure with the Old King)*, on March 19th. The artist brought to life his long-cherished dream when he compiled a selection from the writings of his favourite Hungarian author, directed by literary historian Gábor Szigethy. They dipped into this body of work when they visited Herend, the city of porcelain, to read on these evenings. During the readings of the novellas, Gábor Szigethy engaged in a conversation with Ákos about Krúdy, about the Hungarian film titled *Szindbád* and about their joint work. During the conversation Szekszárd vintner József Vesztergombi provided the outstanding wines. On April 9 – tied to the Day of Poetry – poet Krisztina Tóth was the guest who in 2008 received the Quasimodo award. Literary historian Mihály Praznovszky spoke with the poet, in the company of the wines of the Csiszár Pince (Csiszár Cellars) of Alsóörs. You may read about the additional events of the season on the Internet site of the Apicius Café. ✎



Krisztina Tóth



Ákos Kovács

A CUP'S WORTH OF ART

THE HEREND TEAS HAVE MADE THEIR DEBUT

Four loose tea mixes comprise the exclusive-selection Herend tea collection that was introduced to consumers at large, thanks to the cooperation of the two legendary hands-on firms: Gerbeaud and Herend. The little parlor of the Gerbeaud House played host to the event at which the developer of the special selection of Herend Tea, Mrs. Andrea Hunkár Jécsy, expressed her ideas about the creative process. As a first step she had to analyse in full what effects, feelings and ideas were to be invoked in the consumer by the tea's universe of flavours and scents, and then represent the same in a fashion worthy of the Herend Tea brand. The starting blocks consisted of a few adjectives that are associated with Herend. Consequently they endeavoured to translate the attributes of being a classic, of elegance, of being traditional, of withstanding the test of time, and of being of high quality into the language of Tea. This is how the line of offerings was born, satisfying the various consumer needs, consisting of green, black, Rooibos and fruit teas. This was followed by laboratory work, the creation of the recipes, and a great deal of testing and refin-



ing. Those who were present could sample all four of the quality tea blends, already available for purchase in elegant metal tin packages and aroma-seal equipped bags at the brand stores of the Manufactory and at its reseller partners. This is a brand name that is also a guarantee – now in the context of tea as well. ☞

SAINT MARTIN AWARD

The Saint Martin award was awarded to Miklós Melocco, Kossuth and Munkácsy award winning sculptor, and posthumously by vintner Tibor Gál, a founding member of the Pannon Bormíves Céh (Pannon Winemaking Guild) from Eger, in 2008. With the award the founders wished to recognise the efforts of those who have done the most for the realisation of social, natural and regional developmental programmes within the expanse of the Pannon region – meaning the Abbey of Pannonhalma, Bábolnai Nemzeti Ménesbirtok Kft. and the Herend Porcelain Manufactory – thereby contributing to the dissemination and preservation of our national heritage and cultural values.

The award was handed over during the Saint Martin's Day celebration at the Pannonhalma Abbey, a porcelain statue of Saint Martin by Munkácsy award winning applied artist László Horváth.



Miklós Melocco receives the prize from dr. Attila Simon and Asztrik Várszegi

In his presentation concerning the art of Miklós Melocco, Benedictine abbot Asztrik Várszegi emphasised that it is his sculptures that communicate the most. We must undertake a visual tour that nearly spans the entire country; in Székesfehérvár the figure of Mátyás (King Matthias) towers over downtown strollers, while on one of the towers of the basilica of Esztergom his giant work, titled The Coronation of Stephen, is laid before the visitor.

Of the activities of Tibor Gál, who passed away more than three years ago, the Abbot said: the internationally renowned expert gained respect for Hungarian wines throughout the world. He is also credited with the establishment of the Pannonhalmi Apátsági Pincészet (The Wine-Cellars of the Abbey of Pannonhalma), thereby giving new substance to the dream of Hungary's smallest wine region; as of today, this has become reality. In 2001 István Nemeskürty, in 2002 Ernő Pungor, in 2003 Gáspár Nagy, in 2004 István Kukorelli, in 2005 Ferenc Mádl, in 2006 Sándor Szokolay, and in 2007 Márta Sebestyén were able to receive the award. ☞



The widow of Tibor Gál accepts the posthumous prize

HEREND DÉCORS



Peony

REIMAGED



At the 1851 World Fair Exhibition in London, Queen Victoria ordered the service that was later named after her, with flowers and butterflies. Ever since, the Victoria décor developed together with the Manufactory; it has become one of the most renowned and popular symbols of Herend porcelain throughout the world. The motifs, constructed upon a foundation of delicate colour bal-

ance, exhibit tension by virtue of their shape. The reimaged design unlocks the composition of the enclosed bouquet, emphasising the colour pairs and contrast elements. It highlights a single peony stalk and once again reconstructs the harmony of colours and shapes, delicately reforming the classic pattern in accordance with the fashions of this age.



Dream Garden

IDYLLIC VISIONS



Photos: Bama Burger

By now the harmony of idyllic, untouched nature is only present in the world of dreams and fairy tales. The Dream Garden décor speaks about this idyllic state in the language of Herend. The designer intertwines the delicate, traditional Herend manner of painting with the raw direct form of expression of today. The Rothschild décor which inspired the Dream Garden pattern depicts a static image of nature, with apparently figurative imaging. If we are thorough in our exami-

nation of the motif, however, we discover that the birds are oversized in comparison with the trees that hold them. Such does not exist in reality, nevertheless it is still so believable... On the Dream Garden decoration we find a golden, frightened bird upon the hanging brown tree branch; upon the branch leaves of a purple colour are sprouting and on the lower arc span we find groups of leaves, bundles of grass, in some cases flower motifs, all merging into the dreamlike space. ✎

With unbroken will



Jenő Hubay music hall Photo: MTI

FROM THE SHORE OF THE DANUBE IN BUDAPEST ALL THE WAY TO THE ESTORIL IN PORTUGAL

Few are aware of the fact that the Hubay Palace stood at the location of one of the first private hotels in Hungary on the shore of the Danube.

Jenő Hubay, the outstanding violin virtuoso, composer and music educator, built the palace from the proceeds of his concerts on the shore of the Danube in 1897-98. On the first floor of the four-level building the legendary white Music Hall was built; the owner of the Bösendorfer firm of Vienna, as a token of his esteem, sent the gift of a white piano. For decades, the imposing hall hosted the talents of domestic musical life and the concerts of future world-renowned artists.

Among others, Béla Bartók, Ede Zathureczky, Annie Fischer, Stefi Geyer, Arturo Toscanini, Bruno Walter, Yehudi Menuhin and Pietro Mascagni performed in concert at the palace on the shore of the Danube. After a while the musical afternoons could be listened to by anyone with a radio; from 1925 onward Magyar Rádió (Hungarian Radio) also broadcast these concerts that bestowed the most valuable music of the age into the public domain. Jenő Hubay was one of the leaders of Hungarian musical life until the end of his life; he died in 1937. Many of his tunes belong to the classic hit category – only those who hum it are not necessarily aware of the composer's identity.

Jenő Hubay had two sons, Tibor and Andor. If there ever were adventurous lives – and many Hungarian examples prove that such indeed exist – Andor Cebrián Hubay, born in 1898 in Budapest, had one (the family's original name was Huber, but later they opted for the Hubay name; the Cebrián name was the family name of his mother, Countess Cebrián Róza, which he also adopted). His parents send Andor to Ede Telcs to be educated. He then begins to travel the world, which is hardly a rarity in this age among families of their rank and wealth. Munich, Rome and Paris are all way stations along his journey. He trains himself at the best art academies and soon has exhibitions.

He is engaged with Herend as early as 1925 by way of his altar painting titled Golgota, made for the village church, and then later he becomes the art adviser of the factory and also designs figurines. His first exhibition at the Ernst Museum was held in 1928. At the beginning

of the 1930s he is the head of the Művészeti Szalon (Art Salon). They lived at the Hubay Palace with his wife of Norwegian birth, journalist Edle Astrup; Andor's art studio was also located there.

In Warsaw, in 1930, with his painting *Jeanne d'Arc* he wins a grand prize. His portrait of József Bem was placed at the National Museum in Warsaw. In 1931 the talented and acknowledged artist is exhibiting in Munich. He is not considered an afterthought in his own country either; the Museum of Fine Arts buys his oil painting *Márciusi vihar a Fátvában* (*March Storm in the Fatra*); today his paintings are in high demand at Budapest auctions.

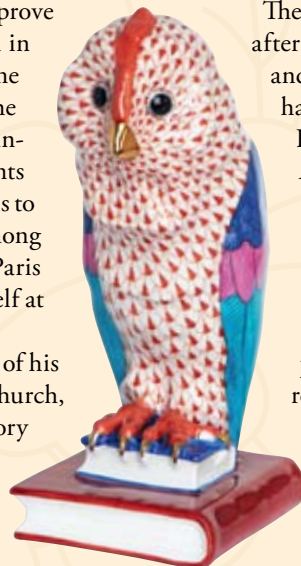
After World War II, however, the cosmopolitan past and lifestyle belonging to the artistic elite and the aristocracy was not really considered a good letter of recommendation. By 1948 he is living in Norway with his family, and then they settle in Portugal.

His daughter, Rozanna, was born in 1938. She married an Austrian baron; after a Norwegian wedding they moved to Brussels. They had two daughters, Alexia and Tessa. Their son, István László, was born in Norway, his Portuguese wife gave birth to two children.

The Hubay descendants only started to visit Hungary again after the death of the father; to Budapest, Szaltna in Slovakia, and in Mosóc where the estates of the family were, but they had never forgotten their Hungarian roots. László Cebrián Hubay was the chief executive officer of the world-famous American Disney Corporation, but also actively works to energise Hungarian-Portuguese ties as the President of the Hungarian-Portuguese Chamber of Commerce.

Andor Hubay remains loyal to Hungary, always; to his native language and porcelain, for which he always possessed a special affinity: he energises the most renowned Iberian porcelain factories. Andor Hubay is buried in the gorgeous, romantic and tragic Portuguese city, Estoril – the works of his composer father were performed at the funeral. ✂

LENKE ELEK



Design: Andor Hubay Photo: Barna Burger

Er



Cocktail dress inspired
by Esterházy décor
Dresscode: ER Item taken from
Herend-Héja fashion catalogue
Telefon: (+36 1) 267 4626
E-mail: eskuvo@hejja.hu
rita.cserhalmi@herend.com



Photo: MTI

Hussar masterstrokes and legendary soldiers

Nowadays if we want to see a Hungarian hussar and we are not fortunate enough to find ourselves within the cavalcade of a traditional parade, the most effective method is to visit the paintings of Mór Than and Károly Lotz, or visit the Budapest Castle District, where we can study the bronze statue of Zsigmond Strobl Kisfaludi to see what a soldier inspecting the edge of his sword actually looks like.

The piece of Rococo elegance, standing guard for almost 80 years over the Danube, has become one of the traditional symbols of the Herend Porcelain Manufactory, reminding everyone the world over of something that at one time contemporaries hardly needed to be reminded of. The hussars, this light cavalry division, were not exclusively the important players of the wars of our ancestors, as the word “hussar” also did not derive of the Hungarian language – yet in its organisation, military operations and unique heroic spirit it was identified throughout Europe with the exemplary martial abilities of our people. The fighting style of the Hungarian hussar is the rebirth of the tactics of the mounted soldiers of the age of Árpád, centuries after its initial incarnation, but certain aspects of it were employed as late as World War II. The ambushes, the feints, the opportunistic use of terrain, the quick strike, delaying actions, scouting, rear guard actions, harry-

ing, and standing by as a quick reserve were typical of hussar tactics. These soldiers had a celebrated role as early as the Black Army of King Mátyás, the king making note of them in 1481 in a letter he wrote in the Latin language (“equites levis armaturae, quos hussarones appellamus” – as in: lightly armed riders whom we call hussars).

THEY KNEW, RESPECTED – AND FEARED THEM

A precise analysis of contemporary descriptions from abroad implies that hussars must have caused quite a headache for the enemy. Hungarian hussars were known, respected and feared in many nations of the continent. They fought on quick, tiny, but exceptionally hardy and well-conditioned horses, wielding lances exceeding a man-and-a-half in length, as well as sabres and a type of war-axe with a long handle; over the course of successive centuries their armament was augmented with swords as well as with cavalry rifles and pistols.

Over the course of successive centuries Hungarian hussar units continued to fight on German and Italian battlefields, distinguishing themselves on numerous occasions. During the Rákóczi uprising both the prince and his opponent, Emperor Joseph I, set up hussar units.

After the peace of Szatmár (1711) many Hungarian Kuruc fled abroad, entering military service mostly in Prussia, Bavaria and France. Maria Theresa, as well as Joseph II, paid a great deal of attention to cavalry divisions, and during the period of the monarchy the

DID YOU KNOW?

The porcelain figurine modelled after the statue of the Hadik hussar was also a good letter of recommendation for Zsigmond Strobl Kisfaludi to the court of the Windsors; he had a studio in London between 1931-1939, fashioning a renowned portrait of each member of the British royal family. His portraits may be viewed to this date in the palaces of the royal family.



Glorious porcelain hussars
Photo: Barna Burger

hussars had prestige. The officer corps of the hussar divisions were supplemented by graduates of the military academy of Bécsújhely and by the promotion of cadets trained at military schools.

BERLIN SURRENDERED TO HADIK

András Hadik rose to the rank of lieutenant general from a common hussar of the 18th century imperial army, becoming the sole Hungarian in the Supreme Military Council of Vienna, acting as its president. As the governor of Transylvania, he was the saviour of the Székelys (ethnic Hungarians). He negotiated clemency for Székelys who had emigrated to Moldavia, settling them in Bukovina, a region he had governed personally. Of the Székely-Csángó settlements, Hadikfalva and Andrásfalva were named after him in gratitude. In Budapest – among others – the Hadik palace on Múzeum utca (Kossuth Klub), and the onetime Hadik café on Bartók Béla út (which was named after the nearby Hadik military base) and the statue on the corner of Úri utca in Buda pay tribute to the legendary warrior.

His most famous hussar accomplishment was when he took advantage of the absence of Frederick the Great, who was fighting the Habsburgs and the French; he got behind the Prussian army, and with barely 5,000 soldiers occupied Berlin. He advanced for six nights under cover of darkness into the heart of enemy country, to the royal seat nearly 500 kilometres from the front. Of particular interest in the matter of this endeavour is that Hadik transported the infantry by having them sit behind the hussars on each mount. Berlin tried to resist at first, but Hadik broke through the city gate with cannon fire, dispersing the garrison – which had superior numbers – with an overwhelming charge and then capturing them. Hadik distributed a portion of the money among the soldiers. He spared the city itself, he did not take anything other than six Prussian flags and, as a personal gift to Maria Theresa, a few dozen ladies' gloves, onto which he had the crest of the city embroidered. The Hungarian hussars

only remained for a day in the occupied city, just while the gloves were being made. Berlin's holding for ransom is considered the most famous hussar military operation in history; Germans "celebrated" the 250th anniversary of the shameful event two years ago.

FAMOUS HUNGARIAN HUSSARS

In Debrecen a street was named after József Simonyi, with Mór Jókai recording a tribute to the acts of the "most heroic hussar" of the reform era years. His autobiography, lacking modesty of any sort, recalls his career in a manner befitting Baron Münchhausen: "News of his unexpected appearances caused such terrifying reactions in the towns of the enemy that his very name caused an onset of terror... They only feared Simonyi on his grey horse, they used him as a bogeyman, to frighten each other. His heroism was admired by his superiors as well: even though he was but a corporal, he took his lunch at the table of the company commanders."

Having said that, there were famous and infamous Hungarian hussars before and after him, both domestically and abroad. At the end of the 1600s, the division of Count Ádám Czobor served with distinction on the Serbian and Rhein battlefields in the armies of Leopold I. For example, the first French hussar division was established by Miklós Bercsényi, the son of the Kuruc leader, László Bercsényi (Bercheny).

In the service of Sardinian King Victor Emanuel, Count Gergely Bethlen, the hussar colonel of the 1848 Revolution, commanded a cavalry division, while Garibaldi formed two hussar companies in his army, composed of Hungarians, who distinguished themselves primarily during the decisive battle fought below Capua. László Skultéty was buried in Arad; the man served in the Imperial armies for 81 years at the beginning of the 19th century. His gravestone proclaims that he is the world's oldest hussar. ✂

SÁNDOR ÁRVAY

*Successful
figures of
the Ambiente*





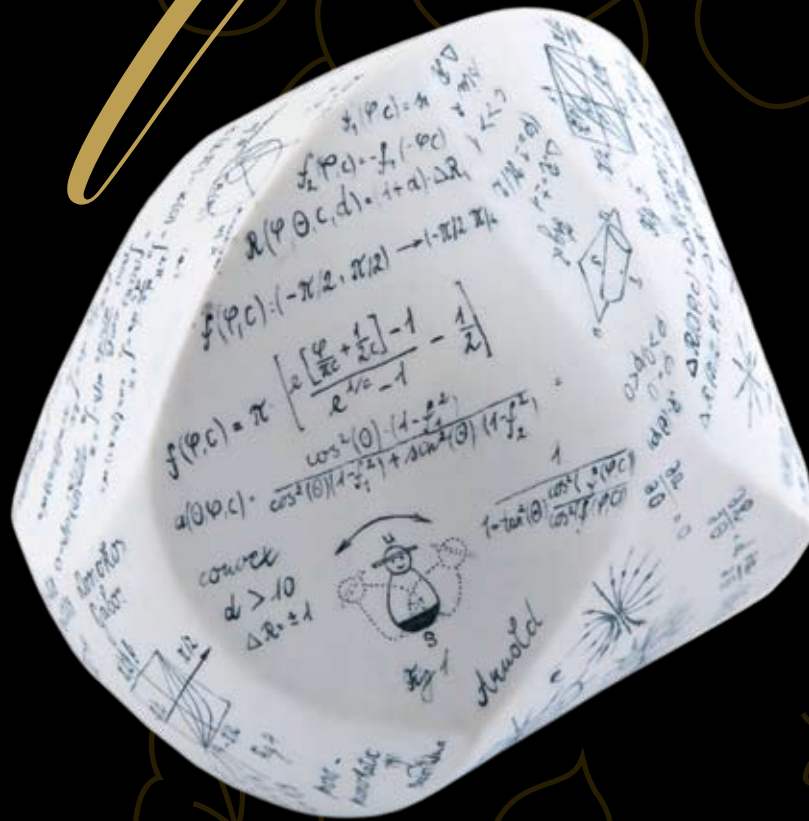
The redesigned version of the Jardin méditerranéen (JM) decor, the EDEN also made its debut and garnered devotees at the Frankfurt fair. The designers revitalised and recomposed the pattern by making use of trendy fashion colours. Purples, yellows and browns dominate the garland of flowers, positioned like a vine. Certain defining elements of the original decoration – the ribbon, the butterfly, the flower composition – appear magnified, as independent motifs upon the pieces of the new collection.

HEREND JEWELLERY COLLECTION

Historically the Manufactory has also been engaged in the design and manufacture of jewellery. The classical lines that are so characteristic of this historic, renowned firm, the technical masterstrokes and the refined form of expression are also evident upon the medallions, bracelets, charms and other porcelain jewellery combined with gold.



The Gömböc



Cosines, fractions and elaborate mathematical equations were placed upon Herend's latest porcelain object, the Gömböc, the discovery of Gábor Domokos and Péter Várkonyi, by now famous throughout the world. Due to its special shape – which most closely resembles the shell of the Indian star tortoise – the Gömböc always happens to return to its stable point of equilibrium.

The writing that has been wrought upon the surface of the first porcelain version of the Gömböc tells the story of its own creation. The equations, mathematical symbols and graphs are the same that were used by the two inventors over the course of issuing their proof. The visible pattern is a kind of self-reflection: the telling of a story in the language of mathematics, using its own system of symbols. For someone who is less of an expert in mathematics this is less-easily comprehended, but the symbols – just as with Japanese or Chinese characters – live a life apart from content and become one with the object that bears them. The surface of the Gömböc is composed of sharply delineated planes and

arched surfaces. Flashes of randomly paired episodes from the process of the drafting of the proof are shown by way of intertwined, text-filled pieces of paper on a desk, covering and mixing with each other.

The equations, recorded with a quill, emphasise the presence of man. A pen, dipped in ink, has a strong imprint at first, and then the ink is slowly lost from the tip and the colour fades. This is what gives quill writing its delicate pulse and rhythm. The letter font is somewhat dated, emphasising the timeless nature of handwriting and discovery, but it is not strongly stylized or archaic. The colour of the ink is a slightly faded “old-blue”.



Bea Palya Photo: Barna Burger On the photo Médaille (MED) patterned coffee cup

We are sitting in a small loft situated below Buda Castle; below us is the Danube River, two cats are circling us, prowling. This is Bea's immediate realm; this is where she retires from the sounds of the world, and this is where nowadays she starts out on her world-conquering journeys.

Just One Voice

BEA PALYA, HER DREAMS AND HER NEW ALBUM

Once you said that your childhood dream has come true. What was that dream, and what is your dream as an adult?

The childhood dream, something I have told everyone with a smile on my lips as I was twirling my skirt, was to become a singer and dancer. Indeed, this has come true. My current dreams carry me off, to a place where I compose music, songs, new albums of my own; and the beach, to close proximity of animals. I have a desire to create precise and beautiful songs, to sing them, and I also have a desire to spend at least two months a year by the sea, where I sing a great deal alongside the waves and cliffs and watch the dolphins, whales and turtles while I consider what was and what will be. It appears that all this shall come to pass.

SUCCESS IN AMERICA

In the framework of the Extremely Hungary (American-Hungarian cultural season) series of events, Bea Palya, on January 30th, 2009, after the stages of Europe, also conquered American audiences in New York at her concert held at Carnegie Hall. Over the course of the performance she sang along with the audience on a number of occasions. "I feel that I was able to take the audience to those unseen places where these songs are born," she said after the performance. A week later, at the concert performed at the Kennedy Center in Washington, she enchanted the audience with her voice and aura.

You receive some accolades nearly every year. What could this signify?

These include some awards, as well as some projects with their own duties and obligations. It is a responsibility, a source of joy and difficulty that I become visible to so many, meaning I become exposed to the public like a mannequin propped up behind a storefront window. Even though I am not the mannequin type...

I believe that the awards and accolades are more important to those who give them. Irrespective of this I am glad to receive each and every one of them, because they affirm who I am, but they have scant effect on my ideas and music. The equal opportunity title is more interesting, because I had to ponder it a great deal, and I finally came to the conclusion that first and foremost I do not want to shine in the media as a socially sensitive celebrity – instead, I want to go to the prisons, to the work camp and the institutes, and meet with blind people, young convicts, the handicapped, and Roma children; I want to listen to them, understand them, and thereby gain an understanding of myself.

In the media I sought to convey my own very considered structure: my keywords in equal opportunity are knowledge of the self, attention, creativity. And a soft, accepting form of love. But first our own opportunities must be recognised and then outside support will come with less difficulty. But the emphasis is on work within. Dreams and desires exist even at a juvenile delinquent institution. "What will you be when you grow up?" I posed the question many times, and then we used music to play the parts of the dentist, the machinist... The little children and teenagers wrote me letters in which they described their dreams.

AWARDS, ACCOLADES

2006 *Aphelandra award (the "civil award of humanism")*
 2007 *The title of Equal Opportunity Ambassador*
 2008 *The title of Ambassador of Hungarian Culture*
 2009 *Fonogram Hungarian Musical Award*
 2009 *Márciusi Ifjak Award*

The conscious awareness that goes along with the above process means a chance to engage in the internal work of self-awareness to help the realisation of dreams. There is a great deal of work remaining.

I was very honoured to receive the title of cultural ambassador alongside Péter Esterházy and Sándor Kányádi. Inside, this merely told me that I am to continue – with all my skill and all my heart – what I have been doing: To sing, and build bridges with my music.

The best part of the last two awards – the Fonogram and Márciusi Ifjak Award – was that I was informed of them while sitting on the ocean shore. It is wonderful and good and I am grateful, but I am already at another stage; I am creating, I am focused on the new record.

From the outside it may seem that success came easily and soon. They say that this may make someone "grow a fat head," that true success must be suffered to make it credible. You are young, but your songs are deep, considered; it is as if the experiences, disappointments and many new starts of long years stood behind them.

I am 33 years old and I have devoted my life since the age of 15 – in truth, even my childhood – to singing. The beginning was listening and learning to Hungarian, Gypsy, and Bulgarian folk songs from cassettes of collections. Studio recordings, work with the band, travelling, teaching. Bands, musicians, a theatrical company, filming. Concerts, tours, scholarship grants, foreign lands. Creation: struggle, joy. Interviewing. Composing my own songs.

This is what's been going on over the past 17 years. I do not believe that in light of all this success came too early, but still, it was very much a trial. I worked a great deal to gain an understanding of what is and what isn't important. By now I find it easy to say not all that does not fit into my own chosen path. I understood the motivations of the media too, and my own motivations within media. I used the whole interviewing process to redefine myself over and over, and thereby grow stronger.

What topics, songs, music occupy your interest currently?

Anything that moves something within me may become a song. First of all I write my internal events in the lyrics; I also need this to move on. But I like to describe figures, humans and animals alike. Humour is also very important, I am more and more enamoured of my own big mouth, of my loveable provocations and the punch lines that are based upon them. I am good at laughing at myself, but it is best when people laugh at me and with me, together. I like to see people smile and laugh.

One of my best recent experiences is the song titled "Megmondók" ("Those Who Tell"), which I had written by the sea, delicately addressing those who always want to be better at knowing what I should do than myself. I was screaming happy when it was finished.

I have a lot of plans in music. I am preparing a Sephardic program. In this music the music of medieval Jewry mixes with Bulgarian, Turkish and Greek music. I spend a great deal of time on a given tune; everything I love in music is right there: exciting musical turns, flour-

SOLO ALBUMS

Ágról-ágra 2003
Álom-álom, kitalálom 2004
Psyché (Weöres Sándor) 2005
Adieu les complexes! 2008 (became a double platinum album, selected as one of Europe's 20 best world music albums)

ishes, rhythms, intonations that sound comfortable to my ears, and the sounds of the Oud, the Kaval and of percussion instruments.

The second semester shall belong to the record with the tentative project title "Retro". Songs from the fifties, sixties, seventies, in my own style, with a lot of play. And currently the most important, the "Egyszálének" ("Just One Voice").

A bit more detail about the latter please; "Egyszálének" is also the title of the just-completed album.

This is a new kind of independence and a new definition of myself, and also a very important return to the musical form where I started, with just a song. When all I have is my voice and whatever is inside. It is as if I was standing naked. This is a pure, strong thing with all its fragility that is all about me. I am making a record alone, with myself, of myself. Of course, on another level, this is a story about everybody. I would like these songs to truly move something in the universe of emotions, inside, and cause that delicate tremor, screaming pain, gut-wrenching laughter and transubstantiating dispersion in the listener that I experienced when I wrote these songs.

The album contains folk songs from Transylvania and Moldova, and my own songs. This is a diary in song, treasures I guard within, but now I desire to share them. This record is the most precise and purest representation of what I am right now. Only singing is heard, but there are many plays with sound, natural sounds, waves, birds... in the "Macskatangó" ("Cat Tango") I sing a number of chords under the main chord while in "Megmondók" ("Those Who Tell") I am accompanied by a "humming chorus."

"Szülésdal" ("Birthing Song") is provocative; it is about femininity, about giving birth, but more than anything else it is the story of the conscious operation of the female body. I do not want to be spiteful; I am just saying that it is not always the doctor who knows best what is happening inside a woman's body. The knowledge of women and their relationship to their bodies is equally important.

The duality of sensitivity and humour may also be traced on the record. After a more painful stage in life I rediscovered my sense of humour. The heritage of my sensitive father and "clown" mother forms an alloy within me, and humour, self-deprecation, helped a great deal, even if others considered me strange, different, too much. Self-deprecation is also a part of knowing ourselves, something I have been consciously working on for a time. The process as I bring up things from within and transform them into songs is important, and the musical language in which I sing them also. I put the most work possible into a song, a record; all my focus is directed, the opinion of others – in comparison – is not important. Something like this: "Úgy éneklek, úgy élek, hogy nagyon jól essen, füttyülök én arra, mindenkinek tessék..." ("I sing and live to feel great, I don't bother with what anyone likes...")

MÁRIA VERES

“He walked the path of his own making”

ÁNYOS JEDLIK, INVENTOR OF CARBONATED WATER AND THE PRINCIPLE OF THE DYNAMO



Who was Ányos Jedlik, the inventor of carbonated water and of the dynamo? The man whose life spanned nearly an entire century, from 1800–1895; the man who was remembered by the President of the Hungarian Academy of Sciences, Loránd Eötvös, in 1897 with the following words: “Jedlik walked the path of his own making; nevertheless, on more than one occasion, he walked in the footsteps of those great discoveries that lent the halo of glory to this century. He sought a great deal and discovered a great deal as well, but on his own he did not advertise his inventions; his compatriots did not notice them and those abroad did not see them, therefore his name is barely mentioned in the scientific press of the world as one of the inventors of the 19th century.”

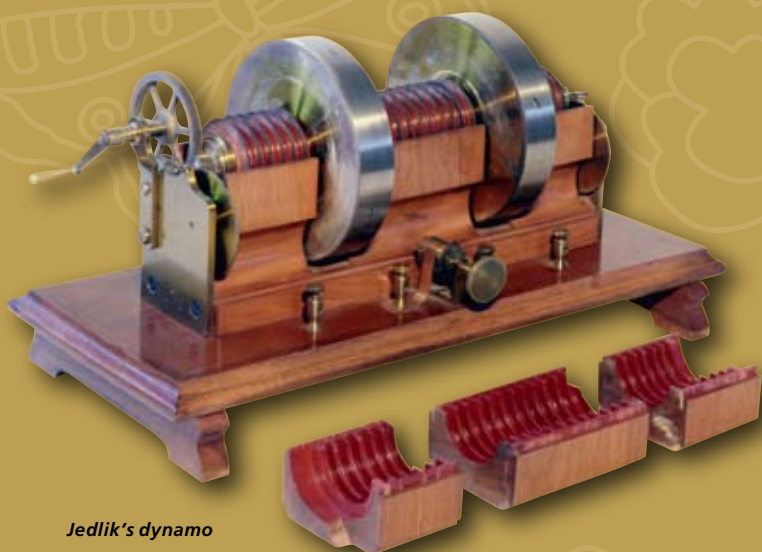
The harsh words were spoken nearly two years after the death of the researcher-inventor Benedictine priest-teacher, Ányos Jedlik, when – as Jedlik’s successor – for nearly two decades it has been Loránd Eötvös who had sat in the Chair of Experimental Physics at the Budapest University of Sciences.

What actually happened was that Jedlik invented the principle of the dynamo as early as the 1850s, while inventing the dynamo itself in 1861; still, he was not aware of the significance of his invention and failed to patent it. This is how it could happen that in 1867 it was Siemens and Wheatstone who filed the relevant patents in 1867.

This way the concept of the dynamo actually derives from Siemens, although the “concept of self-excitement” was described by Jedlik, but he did not publish it in print. Jedlik posed the following question: “What would happen, if perhaps a significant electric current, before it was used for another purpose, was directed along coils set around the magnetic poles? If this strengthened the power of the magnetic poles, the flow of electricity would also be strengthened thereby, which would in turn make the magnetic poles stronger, thus providing even stronger electric current, and so on, within certain limitations!”

A SURPRISING DISCOVERY OF HIS YOUTH: CARBONATED WATER

Ányos Jedlik’s youth was characterised by a general interest in everything; he had engaged in the disciplines of chemistry, electrochemistry (batteries), and later with the study of electricity, while also conducting outstanding experiments on optics.

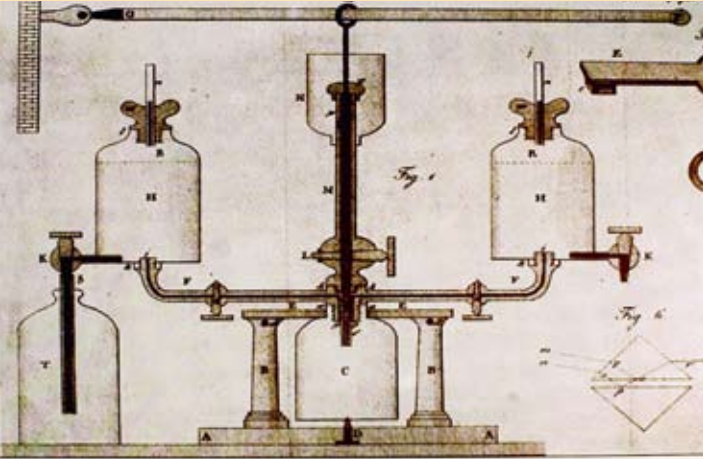


Jedlik's dynamo

“True enough, soda water has become synonymous with civilisation, but it required the cunning of generations and centuries until Hungarians have learned and invented the Wine Spritzer, which is the secret of a long life. (...) And the Hungarians, once he had invented this astonishingly wise and careful solution, sufficiently concentrated to invigorate the imagination of the man taking pleasure in his wine cup, while remaining gentle enough not to harm the more vital of organs, demonstrated a deep understanding of life.”

(Sándor Márai: Magyar borok (Hungarian Wines)

– this writing of Márai comes from the collection of Tibor Rassy)



Jedlik's soda-water machine

Hoping to surprise his fellow members of the Benedictine order, the young priest-teacher and researcher-scientist produced carbonated water in 1826. Later the first soda-water plant was built on the basis of his plans.

The Hungarian scientist began thorough study of the methods of manufacturing of carbonated water and mineral water in the period between 1828–1829. By the addition of various mineral additives, he also produced artificial mineral water. “Szikvíz” (or soda water) became a popular “therapeutic water,” also called artificial mineral water. Soda-water manufacturing became a vigorous industry as a small-business trade in the 19th century. As legend has it, the inventor of soda water introduced his invention in 1844 at a harvest, at the Fót estate of the banker András Fáy, explaining that wine has a smaller alcohol content if it is diluted with soda water, and will remain harmless longer. He named the new drink Spriccer, but the honoured guest of the gathering, the poet Mihály Vörösmarty, found the term very Germanic, so he renamed it Fröccs.

He built the electric motor, which he called “lightning-magnetic self-rotor”, as a demonstration tool of the electromagnetic effects of electric power in his classroom. By perfecting the machine and building the model, he demonstrated that electricity is capable of powering vehicles, thereby establishing the early ancestor of electric locomotives later and today’s electrically powered automobiles.

One of his important inventions was the tube lightning conductor, which is a high-capacity electric condensator. Its basic principle was utilised at the beginning of nuclear research. ❧

KRISZTINA FERENCZI

ONE CENTURY – THE BIOGRAPHY OF ÁNYOS JEDLIK

Born István Jedlik as the child of farmers in Szirmő of Komárom county on January 11, 1800, he commenced his education at the village school, continuing at the secondary school in Pozsony (now Bratislava). At the age of 17 Arianus (called Ájony for ease of use in Hungarian) spent the year of 1818 in Pannonhalma. This was the beginning of his scientific career. He had done academic studies in the Győr Lyceum of the Order, acquiring a doctorate in Pest in 1822. He did thesis work in mathematics, physics, philosophy and history. He taught at the Győr secondary school from 1825 onward, after which he taught at the Physics department of the Lyceum.

In 1825 he was ordained a priest. At the same time he is continuously expanding his inventory of scientific instruments – often he manufactures tools for this purpose – he creates his first inventions. He teaches at the Royal Academy of Pozsony (Bratislava) from 1831 onward. During the summers he takes research trips to Austria. From 1840 onward he teaches at the University of Sciences in Pest. His apartment is next to the University, the equipment storage room, the expansion of which is something he cares deeply about. Hungarian language instruction begins in 1845 – as a result of the constant cajoling by Ferenc Kazinczy and his own cousin, Gergely Czuczor – where he begins to create the specialised Hungarian technical and natural science vocabulary. For example, the term merőleges (perpendicular), eredő erő (originating force) or dugattyú (piston) derives from him. He was one of the editors of the *Műszótár* (Technical Dictionary) published in 1858.

During the 1848 Revolution he became a national guardsman. He stood guard, dug ditches, he helped wherever he could. When the shelling of Pest had begun, with arduous effort he relocated the scientific equipment to a secure location. After the failure of the revolution he had trouble finding his place in the world. Even though he was allowed to teach again, he could do so only in the German language. He spent more time with his students and with the writing of textbooks, and by 1863 he was a recognised scientist and rector of the University. His chair at the University was filled in 1878 by Loránd Eötvös, at the time 30 years old, taking the place of Jedlik, who was by then ever more reclusive and dedicated to his research. He retired to the monastery in Győr, where he continued his work, retaining his mental vitality. After a long and successful life he passed away in 1895.



Ányos Jedlik's lightning-magnetic self-rotor (electric motor) Photos: MTI

Our four-legged friends

IN SPORTS



Barbara Budinszky, the training rider of Overdose, is watering the horse at the riding centre in Alag

Hungary is a nation that was made for horses; we derive pleasure from emphasizing the historical platitudes referring to our historical roots, making it immediately apparent that this may be true of the past, but it is rather distant from current realities, at least as far as equestrian sports are concerned. Before the fans of Kincsem or Overdose raise their voices in protest, let us take a brief walk into the world of etymology, to clarify that it is not merely a linguistic issue to differentiate a horse race and a riding competition...

Both are sport activities, but while the purpose of the horse race is to test the performance of the horse, riding competitions test the nature of man and horse together, how they can become accustomed to each other and cooperate in the interest of a given sports objective.

Consequently horse racing developed out of the daily need and desire to test which breed is the fastest and most hardy in combat and transport. One secret of the fighting style of mounted peoples lies in the speed of their horses. Additionally, they wanted to demonstrate the excellence of their horses, which is why they have had held horse and chariot races from ancient times to test breeders; it is from these

“tests” that horse racing, and then later trotter racing, developed. Specimens are selected on the basis of their accomplishments on the race-track, for their worthy traits to be passed on to posterity. In our country Count István Széchenyi and Baron Miklós Wesselényi naturalised the horse racing that was imported from England. In regular horse races the horses gallop towards the finish line, directed by a jockey who is sitting in their saddle. When trotting, the driver is sitting in a light racing cart called a sulky, and in addition to encouraging the horse to run faster, he is also charged with making sure that the horse maintain her manner of running.



A MOVING SIX-STAR EQUESTRIAN HOTEL

In the gateway to the Bakony there is a Hungarian factory that retains its momentum, facing down the difficulties that affect the automotive industry by virtue of the worldwide economic crisis. In Kisbér such special luxury road vehicles are manufactured that customers are standing in line to get them, even though they have to open their wallets considerably. They could buy many Ferraris from the price of a single car made here. Lehel Coachbuilder Kft. markets perhaps the most expensive cars in the world.

The company, founded nearly 100 years ago, was once the coach builder of the Kisbér herd; even though it continues to manufacture equipment required for harness racing, it has specialised on the manufacture of tractor trailers since 1999, and builds "moving motorway-based hotels" that are suitable for the transport of horses (and race cars) for European and American customers. These special trailers perform the dual functions of serving the caretaker staff as well as the perfect comfort of the precious four-legged cargo.

The vehicle, resting on Scania, Mercedes, or Iveco drive trains, carrying a custom-built, aluminium-sheathed and wood-paneled Hungarian superstructure, provides optimal conditions for the horses, riders and the driver both during the journey and the race. Air conditioning, security camera, a heating system, integrated kitchen equipment, radio, television, an elegant living space, a separate cabin for the horses, a hydraulic ramp, padded horse boxes and break-proof windows are present in the coach that offers luxury quality both in its production value and in its pricing.

Riding competitions, however, developed out of the training for the tasks of the mounted soldier. Here the performance and knowledge of the human being are the standard of measurement: The decisive factor is the training ability of the obedience and skill of the horse that participates as partner and tool in the sporting event. This is how it may be achieved that the four-legged partner can perform the motions at any time and on a continuous basis as per the will of the rider.

The riding competition – however strange it sounds when applied to a living being – is a technical sport in which the rider and the horse perform a task in a harmonious manner. In our country, acknowledged sports include dressage, show jumping, military, harness racing, distance riding, voltige, and most recently, due to the impact of Western films, western riding. Among equestrian sports, a separate splash of colour is represented by the currently developing orientation competition and polo, prevalent in England. Pentathlon is considered a related specialty, as it has an equestrian component (show jumping).

As far as results in riding competitions are concerned, not counting the pentathlon successes, only József Platty's 1936 hunt-jumping bronze medal makes the Olympic list of accomplishments, while our basket is full of world championship accolades thanks to the drivers considered the cream of the sport. The other specialties, however, significantly lag behind; only the bronze medal of the dressage rider Gyula Dallos at the European Championships rises above the average.

The spread of betting can be tied to horse racing. This practice had also begun its world-conquering voyage from the great power of equestrian sports, England. Domestically betting is available at Kincsem Park, built in 1925. In its time it was Europe's most modern facility. Following a recent renovation, it has become a multifunctional horse-racing track and events centre in the heart of Budapest. During the summer, for example, the attendees of the pop star Madonna's concert

are able to enjoy themselves in the immediate vicinity of the stables.

As long as we are talking about the track, the one after whom it was named also deserves an honourable mention, as the chestnut mare born in 1874 had a storybook career: Kincsem, the Hungarian Wonder, raced for four years and was never beaten; she had scored 54 victories. The world's best racehorse died at dawn on March 17, 1887. Her trainer, Róbert Hesp, survived his beloved horse by 39 days.

These days we can also witness the career beginning of a Hungarian wonder horse: Overdose is extraordinarily successful recently. ❧

SÁNDOR ÁRVAY



LEHEL TRACTOR TRAILERS

Such world-renowned firms as Ralph Lauren or Malabar have participated in the development and installation of the layout and equipment of the elegant interior cabin of Lehel tractor trailers; Herend Porcelain Manufactory is also included among participating partners. Mark Lee, the Managing Director of Lehel Coachbuilders, is proud of the cooperative effort: "For Herend, just as it is for our firm, tradition and a high level of quality is a fundamental requirement."



Our man at the Balaton

Photo: stockxpert

JÁNOS KONYÁRI, THE VINTNER OF THE 2008 SEASON

If it is a Balaton wine, it must be from Badacsony – it has been a long time since this statement was the honest truth. János Konyári, who has won the Vintner of the Year title in 2008, made Lelle thrive, and in an exemplary fashion.



János Konyári Photos: MTI

According to certain experts, the estate in Lelle is one of the most beautiful wineries of Hungary. But the grape is not the only fruit here, nor is barrel-aged wine the only offering: lodgings are also available; there is a chapel and a roadside inn as well. The location of the estate was chosen by the boy Dani – by now he is also a vintner.

Even though János Konyári was born in Nyírácsád – after which he learned the foundations of gardening in Debrecen and Budapest – he nevertheless lived his entire adult life on the shores of the Hungarian Sea. The Konyári Pince (Konyár Cellars) are currently managing 30 hectares with 200,000 bottles bearing the name annually. Their family name is also credited with the viticultural accomplishment of being the first quality bottle winemakers from this region in the 1990s.

János Konyári was also the first among Hungarian winemakers to learn the art of making barrique-style wines. Someone also proved that top-of-the-line wines can be produced from the southern shore of the Balaton as well. One of the prides and joys of the estate is the wine cellar, built in 1757 and located on the Kishegy, where traces of viticulture nearly 800 years old have been found.

But now it is time to describe the wines in detail. They are renowned for having received their name from the *Sigillum Loliense*, Lelle's one-time seal, and is one of the best cuvees. The seal itself depicted a vine supported by a rod. Loliense is a red French grape, specifically deriving from a highly regarded, full and velvety Bordeaux variety. Páva, born of the domestication of Cabernets, is called a top wine by one of the most highly regarded wine-trading companies, but some believe that Szárhegy also does not lag far behind from Páva either; this latter wine was born of the domestication of white wines. Sessio, conjured of 100 percent Merlot, is also in this category.

Nonetheless it is not the top wines that determine a winery's performance. The wines of Konyári are also good friends and pleasant companions on a daily basis; this is more important than when expert tasters are testing the most expensive, rarest domesticated varieties.

Our grape varieties are diverse: we produce Blaufrankisch, Merlot, Cabernet Franc, Cabernet Sauvignon, Welschriesling, Hárslevelű, Sauvignon Blanc and Chardonnay.

Two more nominees remained in competition for the title of Vintner of the Year, but in the end everyone was happy with Konyári's eventual victory. Since 2003 – when the new winery was completed and Dániel Konyári also adds his knowledge to the heritage of his father – the wines have become even more appealing and the know-how has become more in-depth, and at the same time more modern too.

János Konyári set a high measure of accomplishment when he founded and launched the Ikon Winery at Rádpusztá in 2006 to produce easily comprehended and drinkable wines there. Not top wines, just wines at a price anyone can afford on a daily basis. This endeavour was successful – but let us not jump so far ahead of ourselves.

Additionally it was not too far from the region where our vintner was already operating in; nonetheless the selection of this location was still not a simple matter – a garbage dump was located on the site where now thousands of vines and hundreds of barrels are standing in rows.

János Konyári introduces us to a concept that is less well-known to the public when he discusses gravity-based grape processing, a concept that was closely and equally related to the basic principle and details of the construction. How are we to envision this?

“The grape comes from the top; the winery begins only a few metres from the processors, and then it gets lower without any sort of mechanical intervention, level by level. This fundamentally defines the nature of the building; although it is gigantic, it is still not a stranger to the countryside. Its final design was determined not only by the architect, but also by the owner, with each member of the family taking part in dreaming up tiny, delicate yet still important details.”

What is necessary then to make excellent wines in the Southern Balaton region? The recipe is simple – in a written form, of course: well-situated land, well-developed and cultivated wineries, modern technology, and suitable barrel inventory.

But let us examine the star of the show, the wine itself. Konyári says that in Rád Cabernet Franc feels most at home; why would we not believe the vintner, when this fact is verified by as little as a single sip? Today the Ikon Sauvignon Blanc, the Ikon Rosé and the Ikon Cabernet-Merlot are much sought-after. Each variety surprises one with a diversity of character and mystery. The universe of flavours within Ikon Sauvignon Blanc is practically in the world of fine art; one of our

renowned wine experts characterises it thusly, in any case: “green grass, bluesky... and then elderberry, a bit of nettles.” The Ikon Rosé, which is a trendy wine nowadays, disappears from the bottle, makes one drink deep, yet this is not a problem as some gastronomy experts attribute some fat-soluble traits to the onion-coloured, highly acidic, fruity-scented drink. To characterise the premium Ikon Cabernet-Merlot, it is perhaps sufficient to say that „with a single hand it shoves aside the Chilean bottles of uncertain origin; it is an excellent accompaniment to the pork stew with noodles on a Wednesday night.”

As far as dry numbers are concerned, according to the vintner the annual number of bottles at the new winery may reach 600,000 in such a way that this quantity does not adversely impact quality.

János Konyári emphasises everywhere that precise design work, the professional know-how, and the 21st-century technological background are all to no avail if the laws of nature – including its occasionally unpredictable individuality – cannot be overcome. When I asked him what the opportunities of a Hungarian vintner are in the international market, he replied (and it is worthwhile to quote it all word by word): “He has a very tough life. The competition is astonishingly strong. Those who despite it all still brave the foreign market are greeted by a response that is so violent; it is not something I can get used to. Compared to the vintners of countries that are willing to expend serious funds on marketing, one may feel orphaned, exposed, and nearly hopeless. What is required is a desire for adventure and courage to do this, but it still must be tried!”

I finally asked: “Which country's wines charm you most – if it is not your own bottles that you open to go with a given dinner?”

As his answer revealed, he is “hopelessly” in love with Hungarian wines. “I have great respect for the grand French, primarily Bordeaux wines, and as far as I can do so, I monitor the appearance of truly delicious wines,” he answered in his polite, diplomatic style, but even from this his true love for the juice of the Hungarian mountains becomes evident; without it, his estate could hardly have received this highly regarded accolade.

✂

LENKE ELEK



Konyári Winery, Balatonlelle



APICIUS

APICIUS RESTAURANT & CAFÉ

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E-mail: porcelanium@berend.com

www.berend.com

Opening hours

Mid-April – Mid-October

Tuesday – Saturday 12.00 – 6.00

Mid-October – Mid-April

Tuesday – Saturday 12.00 – 5.00

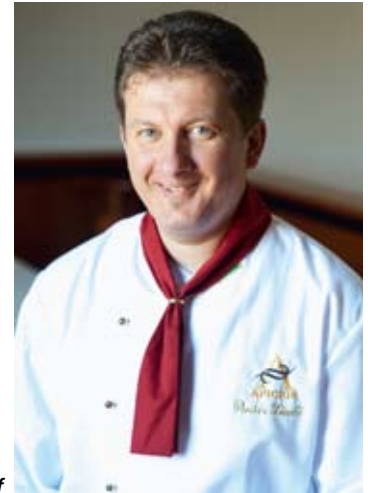
Ingredients for 4:

- 0.72 kg chicken breast fillet
- 0.12 kg salmon fillet
- 8 qty cleaned lobster tails
- 0.40 kg cleaned potatoes
- 0.06 l cream
- 12 qty cleaned asparagus
- 0.15 kg cooked beets
- 4 qty egg yolks
- 0.04 kg butter
- Salt, ground pepper, finely minced parsley, garlic and lemon
- Olive oil

Ingredients for 4:

- 0.15 kg flour
- 2 qty eggs
- 0.12 kg poppy seed
- 0.04 kg raisins
- 0.20 kg de-seeded black cherries
- 0.2 l red wine
- 0.005 kg cooking starch
- Milk, cream, salt, sugar, vanilla sugar, vanilla stick, butter, ginger, lemon zest

Spicius recipes



László Pintér, the chef

CHICKEN, FISH AND LOBSTER – CONFIT OF CHICKEN BREAST STUFFED WITH SALMON CREAM, ENRICHED WITH KING CRAB, POTATO CAKES WITH BEETS, AND CROWNED WITH ASPARAGUS

We season the chicken breasts with salt and pepper. We use a blender to blend the salmon into a paste along with the salt, pepper, garlic and the egg yolks. We season the lobster with salt, pepper, parsley, garlic and lemon juice and let it sit in the refrigerator.

We place the chicken breasts on a flat surface and then lather it with the already prepared salmon cream. In the centre we position 2x2 qty lobsters.

We tightly roll up the chicken breasts that have been stuffed in this manner; we affix a meat pin, place it in a dish, and pour enough olive oil on it to cover it. Then we bake it in the oven at a temperature of 80 Celsius (!) for two hours.

We make a puree out of potatoes, beets, cream and butter by adding the yolks of two eggs. We pre-cook the asparagus in water with salt and lemon juice added.

We shape the prepared puree with the aid of a buttered scone scoop, add the heads of asparagus and then steam in the oven.

We slice up the chicken breasts. We serve them with a white-wine sauce made of a poultry base and with the prepared side.



CREPES STUFFED WITH POPPY SEED CREAM AND GINGER BLACK CHERRY RAGOUT

We separate the whites and yellows of the eggs; we add a spoonful of sugar and beat the white of the egg into a hard whipped cream, while we beat the yolks frothy after adding 5 dkg butter, vanilla sugar, a dash of salt and sugar.

We add the flour, and then by adding milk and cream we make a dense crepe dough; we loosen it up with the egg white of the beaten eggs, and then we make thick, 3-4 mm thick crepes in a crepe pan.

We flush the poppy seed used in the stuffing with boiled milk and cream and season with sugar, vanilla and lemon zest. We add the raisins and cook to the consistency of cream.

For the ragout we caramelize 0.04 kg sugar and dilute it with red wine. We season it with ginger and make it more solid with a water-starch mix, after which we boil it.

We stuff the finished crepes with the poppy seed stuffing and serve with the black cherry ragout.



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Honourable Count, lunch is served!

ARISTOCRATIC BEAUTIES IN THE RENOVATED CASTLES OF THE HIGH NOBILITY

We wonder about the age when Herend porcelains were not just jealously guarded museum objects kept behind glass and intended to appreciate in value, as a cherished treasure, but also integral components of day-to-day life and meals...

Let us imagine that the masters and mistresses of the castle are simply getting ready for lunch.

The gardener has already cut the most beautiful white roses so he could place them inside the lion-pawed, gilded Herend vase; in the kitchen they already took the roast from the oven to cool; they have already smoothed over the invisible wrinkles of the immaculately ironed white tablecloth; they once again towelled over the porcelain-handled eating utensils, set the table and lit the candles.

“Honourable Count, lunch is served!” declares the liveryman, and the high nobility march inside in their gorgeous clothes.

The purpose of the Herend in the Castle series of exhibitions is to invoke, in the form of a spectacular trip through time, this age that by now seems but a fairy tale; an age that is a part of cultural history, the exemplary century of Hungarian applied art, of history itself.

It is not merely a story about a splendid lunch and a gorgeous set table: the porcelain inkwell, the card box, the vase, the pipe, the fire-place set, the porcelain signet – they are all witnesses of a way of life, something historic, and something that shall never return. The objects tell a story about their owners, about the fairy-tale castle halls, about the smaller parlours where these artistic pieces were functional tools, not rarities in a museum.

An object can shine in its full glory where it was “born to be” – in a manor house or a castle. This is why the roving exhibition – with its representative objects of the age in the environment in which their first purchasers admired them, with the places where the members of the aristocracy ordered them – is foreordained to become a great success.

In recent years numerous castles had been renovated; many have become museums, hotels or event centres. Of these a good number may be tied to Herend, specifically by virtue of a given pattern and its purchaser. With this series of exhibitions, the Herend Porcelain Manufactory highlights a given architectural

marvel, a manor or castle once again shining with its former glory. The main exhibition of the Herend in the Castle roving exhibition – extending into 2010 – is in Keszthely, in the Festetics Castle, open to visitors from May 8th until October 29th of this year.

The exhibitions will take place in parallel thereafter, as the venue on May 23rd is the Nádasdy Castle in Nádasdladány, where visitors will be able to admire the porcelain pieces until June 29th.

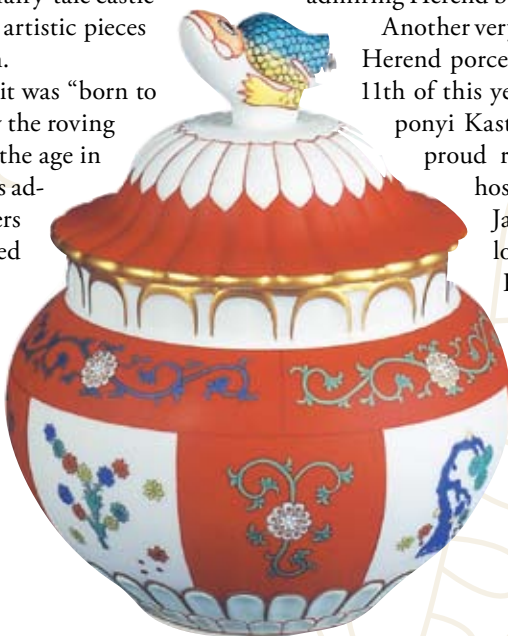
The exhibition debuts on July 1st, at the Forgách Castle in Szécsény, on display until August 6th. The next event is at Károlyi Castle of Füzesrádvány between August 8th and September 2nd.

Presumably a large number of visitors will attend the exhibition at the Ráday castle in Pécel; the porcelains of aristocratic beauty will be arriving here on September 4th, on display until October 1st.

Visitors are expected at the Zichy Castle of Várpalota between September 5th and October 31st, and at the Batthyány Castle in Körmend between October 3rd and November 4th.

The Kastélyhotel Sasvár Resort of Parásdsasvár, one of the country’s most romantic castle hotels, is where many foreign guests will likely be admiring Herend between November 6th and December 9th.

Another very popular castle hotel is the Hédervári, where Herend porcelains will be on display between December 11th of this year and January 27th of 2010. The Gróf Apponyi Kastélyszálloda (Castle Hotel) in Hőgyész, the proud recipient of numerous professional awards, hosts the roving exhibition in 2010, between January 29th and March 17th. The exhibition, located in Buda Castle, at the new St. George Residence All Suite DeLuxe Hotel, may also become one of the Budapest sensations of the 2010 season, where the refined applied art masterpieces will be on display between March 19th and May 10th. The roving exhibition will be arriving in Fertőd at the Esterházy Castle between May 14th and August 31st.



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HORNÝIK JÁNOS KRT. 4.
9730 KŐSZEG,
FŐ TÉR 21.
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Herend®



*The first documentary designated as a gastronomic thriller, **The Chicken, the Fish and the King Crab**, arrived in domestic theatres in January. Jesús Almagro, the Spanish celebrity chef who starred in the film, came to Budapest to attend the premiere.*



Star chef Jesús Almagro with Pedro Larumbe Photo: Balázs Nagy

The film depicts the struggles of one of the most renowned master chefs of Spain at the Bocuse d'Or competition, often mentioned as the Olympics of Gastronomy. The winner of the award inevitably becomes known as one of the best chefs in the world, and his or her life changes dramatically. Almagro made enormous sacrifices to accomplish victory. The process of preparation is much more similar to the training programme of an athlete than to the kitchen prep of a cook. The task of the competitor is to figure out how he can prepare and serve the three basic ingredients selected by the competitions committee of the Bocuse d'Or in the most original, delicious and elegant manner; they are: The Norwegian halibut, the Bresse chicken, and the Norwegian king crab. The movie displays the genre peculiarities of a thriller, while at the same time keeping in mind the human-interest aspects of this subject matter that is so close to our hearts (or rather, to our stomachs): front and centre are the delicious courses and the devoted labours of the world's best chefs; it is their hard-won desire to prepare the gastronomic wonders on display in an artistic manner. Every little detail must be perfect, to induce a sense of awe in the judges' panel in Lyon by virtue of the inventive, artistic meal. After long months of tough



The contest

work, after 450 Bresse chickens, 150 kilos of Norwegian halibut and 275 kilos of king crab, Almagro is ready to face the greatest challenge of his career. Even though he fails in the final battle, he becomes an example of greatness in a human being. Even though he does not achieve ultimate victory, the film brought Almagro worldwide recognition, despite remaining a simple cook and a simple human being. In the final scene he is sitting in the kitchen in his mother's apartment, while in the pan the film's one and only meal that is edible at a glance is being prepared: paella Valencia-style. Exhausted, Almagro evaluates his accomplishment, summarises the lessons learned, but when his mother impatiently tells him to fetch some water, he immediately returns to the realm of reality and runs for the pitcher, while tersely replying: "Yes, mother!"

The star chef has not forgotten his profession in Budapest either. He viewed the selection of fattened goose livers at the Main Market Hall, and sampled the offerings of restaurants in Hungary. At the awards gala for the Restaurant of the Year, he had a question or a compliment for each of his colleagues. The man who missed out on victory in Lyons was touched to award the prize to the chef of the best Hungarian restaurant. Patting each others' shoulders on the dais, even the winner's eyes teared over. As Almagro explained later, even he agreed with the



Halibut farm in Norway

decision of the judges' panel, as the road to the elevation of national gastronomy must necessarily include respect for traditions; tasting the courses of the winning restaurant, we need not ponder for long what city we may be in, while the menu of other restaurants of international renown are not informative in this regard. The winning restaurant won acclaim with its reinterpreted Hungarian-style dishes.

Prior to returning home, Jesús Almagro and Pedro Larumbe – who had assisted him in his preparations – had lunch at the restaurant that was elected the best of 2008. The menu which was assembled in their honour included rooster testicles, veal tendons, as well as many other numerous Hungarian "exotics." Still, their favourite was the simple *lecsó* (a Hungarian thick vegetable stew), alongside which the modernised version of the dish was also included, with quail eggs made with a vacuum technique. The rustic flavours reminded Almagro of the cuisine of his home country, evoking the time when he had embarked on his career and when Spanish gastronomy began its journey on the path which finally lead to Iberia joining the world's great national culinary powers. The Spanish chef believes that Hungary is now also at this stage; the bad news is that this process took nearly 20 years. ✎

BENCE SÁRKÁNY



Photo: Reddot

BOCUSE D'OR

Paul Bocuse, the legendary French chef, founded the Bocuse d'Or. It has been held every two years since 1987. In two days, 24 chefs, the representatives of numerous nations, put their skills to the test. At these times the hall in Lyons is filled with the enthusiastic audience who loudly lend their support to their favourite competitors. The chefs work in open kitchens, while the clock mercilessly ticks down the ever-shrinking competitive time allotment.

Each competitor has five-and-a-half hours to make a series of meals from the main ingredients provided in advance. At the latest competition this was a halibut, the famous Bresse chicken – free ranged, not raised on feed – and the king crab. The fish had to be paired with the king crab; the chicken was its own separate course. Three side dishes were also mandatory, left to the chefs' discretion.

Palio, a fight for the silk flag

AN EXTRAORDINARY HORSE RACE FROM SIENA

Our new column – the Upside Down – is not to be interpreted verbatim in all cases, but nonetheless it shall devote itself at all times to a special, peculiar, interesting national custom.

The traditionalist inhabitants of Tuscany did not have to wait for long until the next spectacular competition with a historical atmosphere. At the capital of the province, Siena – as legend has it, founded by the cousin of Romulus, Senus – the Palio was held as early as medieval times, a holiday of the common folk, considered a celebration of daring rather than a horse race.



The Palio is held twice each year, on July 2, the celebration of the day of Mary's visit to the pregnant Elisabeth, and on August 16, close to the celebration of the heavenly ascension of Maria. It has proven itself a true tourist attraction, but the Palio means a great deal more than a simple horse race. The spirit of the centuries-old celebration – its origins probably go back to Roman times, but it is a fact that horses and riders were competing on the main square of the city as early as 1238 – has become so deeply ingrained into the locals that many

A RISKY CLASH

Unfortunately, occasionally the Palio held during a given year produces the loss of the life of a horse. Even a rider had died in the struggle. The most dangerous section is the San Martino turn, where the lightning-fast horses arrive at astonishing speeds, while they must make a sharp, less than 90 degree turn, at a comparatively narrow spot. The out-of-control horses can even slam against the plank wall protecting the spectators.



UPSIDE DOWN

By tradition, events take place in accordance with strict protocol, starting with the blessing of the horses through the test lap and the main rehearsal, on the evening of which the residents and guests of the city quarters participating in the competition hold a feast in their immediate neighbourhood in hope of victory. On the day of the competition, at the chapel in front of City Hall, the archbishop celebrates his “equestrian mass.”

A HORSE MAY BE VICTORIOUS WITHOUT A RIDER

On the afternoon of the day of the Palio, the formal parade traversing through the historic city quarters, at around five o'clock in the afternoon, reaches the Piazza del Campo, meaning the venue of the competition, where the starting order is determined with a special device. Each rider receives an ox-leather whip, the *nerbo*, which they can use however they please: there are no rules, during the competition they can give a licking even to the horse of their opponent just to prevent his victory. They employ every means, cunning, trickery and subterfuge to achieve victory.

Over the course of the competition, the riders – who ride bareback – must complete three laps on the square, which roughly translates into three kilometres. An acknowledgment of the animals' performance is that the race is won by the horse passing the finish line first even if her rider happened to fall off her back during the great struggle. The audience can view the battle – fought at incredible speed – from the centre of the square, followed by the celebration immediately upon the arrival of the riders at the finish line. The representatives of the winning city quarter go to the Dome with the grand prize, the Palio, to jointly sing the hymn of rhythmical prose, the *Te Deum*, composed to honour the holy trinity. Naturally the city residents' conversations are replete with references to action-packed moments of the Palio, even months after the event. It is good to know that there are places in the world where a festa of two days can be the topic of conversation for the entire year. We can only suggest visiting picturesque Siena, merely 70 kilometres from Florence over a range of three hills. Even if the Palio is not being held at the time, a good time is guaranteed in one of the greatest gothic cities of Europe. If happens to come on time to attend the great race, the events will carry visitors along.

GÁBOR SOMOGYI

consider the competitions between the various quarters of the city mandated by Siena law. The first prize of these competitions is the Palio, which also provides the name of the contest: meaning a painted silk flag, offered in all cases to the Madonna.

Foreigners coming to attend the celebration, with its radiant festival atmosphere, are well advised to engage in some preliminary studying to make sure that they become more than superficial spectators of the insane display of speed on the main square of the city.

A BRIEF OVERVIEW OF THE RULES

Naturally, for unprepared spectators, the competition means a life-and-death experience, but a baseball or American football game is also more enjoyable if the viewer is aware of the rules.

It is perhaps most important to know that even though the competition takes place over two days twice a year, the preparations nonetheless require many weeks, months even. At this time, of the 17 eligible city quarters, ten are selected by lottery to participate in the competition. Of the ten, seven could not compete on the same date of the previous year, while the other three are drawn of the ten who stood at the starting line at the previous competition. The selection of participating horses is no easy matter either. As early as three days prior to the Palio, a team of veterinarians examines the physical condition of horses selected to participate, after which the animals are taken around the square several times to test their ability to adapt to the unusual circumstances. This is followed by the random assignment of the selected horses and city quarters. There are still a lot of riders, competing in the colours of the city quarters, as it practically remains an open issue until the very last moment who will be picked by the team captains to the horses that were allocated to them.

A PENSION FUND FOR THE STEEDS

- *The blood testing of the horses is mandatory to make sure that they cannot be inundated with stimulants and painkillers.*
- *A decision was made that only Half-Arabian horses can participate in the race, as they tend to endure this kind of stress better.*
- *A race course with a similar layout to that of the Campo was built in Mosciano Sant' Angelo, so that Palio race horses could practice there.*
- *Injured or elderly horses of the Palio receive care for life in the village of Radicanoli.*
- *The Masgalano (meaning: the most elegant) – designed anew annually, just as the pattern depicted on the Palio is designed anew – is awarded to the costumed group participating in the holiday parade, those who are dressed in the most beautiful period clothing and moving with the greatest precision.*



Tamás Frei Photos: Barna Burger

From the bu

TAMÁS FREI AND THE LOVE OF HIS LIFE

Tamás Frei, renowned journalist and now entrepreneur, was led by his sense of curiosity even when he stepped over the line into the business world and founded the Cafe Frei chain of cafés, so that he could introduce as many people as possible to the love of his life, coffee, thereby opening the gates of a new, more interesting world to them.

JAMAICA BLUE MOUNTAIN

This special coffee bean variety is grown in Jamaica, an island of the Caribbean, on the plantation of the Blue Mountain region. It has carved out a special place in the hearts of coffee aficionados with its sweet, nutty flavour. It is 20 times more expensive than other coffees. A bulk of the harvest is grown at altitudes of 500 and 1,500 metres, but the best growing location is the island's highest location, the 2,256-metre-tall Blue Mountain range. A special combination of the climate and soil results in the uniquely balanced acidity, body, sweetness, aroma and flavour of locally grown coffee. Coffees that are grown here are selected and classified in accordance with strict rules. Only a coffee that is approved and certified by the Jamaica Coffee Industry Board is allowed to bear the registered trademark Jamaica Blue Mountain. It is an interesting fact that 90 % of the harvest is now purchased by the Japanese, a people who happen to be famous for their tea culture, for astronomical sums.

KOPI LUWAK

One of the most expensive and exotic coffees in the world comes from the Indonesian archipelago. In Indonesian, Kopi means coffee, while Luwak is the name of the Asian Palm Civet, a predatory mammalian member of the family of civet cats.

The civet cat consumes the coffee bean raw, but only digests its soft shell; the rest traverses its digestion system, and then the animal defecates. Workers seeking the special coffee beans handpick the precious end product from the faeces (which must naturally be located first).

According to the devotees of Kopi Luwak, it is this not particularly appealing but rather natural manufacturing technique that gives the special flavour of the coffee. One kilogram of this Indonesian wonder costs 1,320 dollars; where we can get this specialty by the cup, the price of a cup of Kopi Luwak starts at 50 Australian dollars, with reservations required for months in advance.

“Cafe Frei is the only café in Hungary where coffee is roasted on-site; where this is physically impossible, freshly roasted coffee is brought in the morning on a daily basis – these always consist of the best quality, handpicked Arabica beans,” says Tamás Frei, the creator of the Cafe Frei chain. Currently six locations exist in the country; most recently a café opened in Szentendre, and by the time our magazine is published, perhaps new, unique stores – in a franchise system – have already opened in Győr, Eger, Szolnok and Nyíregyháza.

The two cafés in Budapest are located in the bookstores of separate shopping malls, while the four additional locations are in Debrecen, Kassa, Salgótarján and Szentendre. The handpicked coffee beans are imported from plantations in ten countries – from Tanzania to Colombia. Their proprietary roasting plant operates in Szécsény. The coffees may be purchased at the Cafe Frei stores and in the supermarkets of two chains, at 70 locations throughout the country.

What gave the reporter the idea for founding the unique chain of cafés was that while he was traversing the world he saw that elsewhere the coffee culture was at a different stage of its development, perhaps at the same level that wine culture was at in Hungary. “Unfortunately the general practice in Hungary is that the customer is just barely aware of the fantasy brand name of the coffee that is available in stores, but not the origin of the product, which continent or growing region it came from. This is especially important because more than 400 varieties of Arabica bushes have been registered worldwide, in accordance with their growing latitude above sea level, and the nature and duration of sunshine it receives, but even the plants that are planted around it have enormous significance from the perspective of coffee flavour,” Tamás Frei shares. “It is common practice that at the plantations they plant cocoa trees around the coffee bushes to enhance the effect on flavour; palm trees protect it as giant umbrellas, ensuring that just the desirable amount of sunshine reach the plant.” The “Switzerland” of South America,

ush to the cup

Colombia, is a legendary growing region, as the sun sets after a few hours upon the mountains, and coffee requires merely four hours of sunshine. The coffee plantations are located in gorgeous tropical regions; with Frei's love of coffee this was a definitive consideration as he traversed the world.

"The manufacture, meaning the recipe, is the other chapter of coffee culture. Just as culinary cultures are diverse, the same applies to coffee throughout the world. For the most part, in Hungary we know Italian coffee-making – espresso made with an espresso machine, cappuccino and the latte. We do not know the coffee-making from the Caribbean, from Arabia and from Indochina; the baristas of Cafe Frei demonstrate these as well! The barista is the coffee chef, the person who makes our coffee beverage on the basis of a recipe, but some are working on making unique coffee specialties and creations; even a world championship is held for them," Frei reveals. "Advanced recipes of the coffee culture also exist, based on a mixture of tea and coffee, combining the softly smooth tea and coffee. At Cafe Frei, for instance, one such drink is the piquant 'Maharaja's latte with ginger,' which the menu recommends for coffee adventurers. The base of this drink is apple-cinnamon tea, boiled thick and soaked for a long time, which is then expanded to cappuccino size with heated milk and brown sugar, adding ground ginger."

In addition to handpicked, select and rinsed Arabica coffees, Cafe Frei also offers 40 coffee varieties representing the various coffee cuisines of the world. A single cup of one of the exotic international blends costs 390 forints, with a traditional espresso costing 290 forints and a latte 350 forints. In other words, it is not expensive. When we visited it during a weekday afternoon, Cafe Frei, operating in a bookstore, was full of conversing and reading young people.

"I do not want to make Hungarian college students pay for the villa of the coffee merchant in Como," explained the entrepreneur Frei; he was led by curiosity, just as the former journalist Frei, when he started the business. He tracked the path of the coffee to the end, he searched for the location where the product was compromised along its path from the Colombian plantations to the domestic consumers. Finding the weakest link took three years, but the successful business venture demonstrated it was worth it. According to Frei, the business foundation of Cafe Frei and the secret of good prices is that the product originating in the third world must be conveyed to the consumer in the second world – meaning us – that it is not subjected to the trade network of the so-called first world. They pay close attention to each link in the chain: From the training of the barista to the cups made of Indonesian black clay, lining pre-warmed shelves, thereby keeping our drink hot longer. The interior of the stores adapts itself to the individual location. For example, in Salgótarján, Frei himself had the Arabian tables imported from Syria, as those fitted there best.

Frei believes that it is his mission to introduce the enormous coffee culture of the world, and hopes that just as we know more about wine today, in ten years' time we will also know more about coffee. ☘

KRISZTINA FERENCZI



THE COFFEE VARIETIES

The two most well-known species are Arabica and Robusta, but many varieties (such as the most sought-after variety, the peaberry, consisting of a single kind of bean) and a cross-strain type also exists. Arabica is less acidic, tops Robusta both in terms of flavour and aroma. It is grown at higher elevations (1,000–2,000 m) and is more sensitive to fluctuations in temperature and rainfall. 60-70% of the world's coffee production consists of Arabica. In the interest of emphasising various flavour and aroma effects, certain varieties are blended; these include the popular coffee bean blends.

The Robusta has a more bitter flavour and is a hardier stock; it has more berries and also grows at a lower altitude (200-800 m). The bulk of domestically offered coffees is of this variety, but well-roasted and mixed with Arabica it is of excellent quality. It is essential for the production of espresso coffee, due to its creaminess. An interesting fact: Kopi Luwak is a Robusta variety.

ABOUT THE ROASTING

The roasting of coffee is food chemistry at its highest level. The green coffee bean assumes various shades of the colour brown via the multi-stage, varied temperature roasting process. During the first stage – this is a physical change – most of the water content evaporates. The most important chemical change is that the complex hydrocarbons break down into simple sugar and caramelise. It is with the breakdown of the proteins that flavour and aroma compounds develop and caffeine is released (it binds to tannic acid within the raw berries).

LIGHT ROAST: the various shades of cinnamon, mostly preferred in the USA.

VIENNESE (MEDIUM BROWN) ROAST: even, slightly oily beans, roasted to a warm brown colour. It is at this level that the original flavour of the coffee bean begins to change due to the caramelisation of carbohydrates. It is excellent for making lattes; it does not produce enough body for espresso.

FRENCH (DARK BROWN) ROAST: medium dark brown roasted beans with oily skin. Slightly acidic, the aroma of the roasting is perceivable. It is excellent for the making of espresso coffee.

ITALIAN (DARK BROWN) ROAST: dark brown, glistening oily beans. A slightly bitter flavour, suitable for the making of a robust espresso coffee.

SPANISH ROAST: overly roasted, espresso made from this is watery and bitter.



SHE WAS A WIFE, A MOTHER, A PRINCESS, AND BECAME A LEGEND

Enchanting, touching, elegant, interesting – these are the most frequent descriptive terms used by visitors who view the exhibition about the life of Princess Diana at the Károlyi–Csekonics Residence. The visitor becomes a living witness of how a legend comes into being in her own time, how a wedding dress becomes priceless, how history itself is born.

Diana had written herself into the history books of England and the memories of millions throughout the world, in spite of being a favourite target of the sensationalist, tragedy-chasing and cynical yellow press. The exhibition inventory was compiled by the family of Diana Spencer. The unparalleled materials, displayed on the continent for the first time in Hungary, include such valuable documents as the score and lyrics of the composition performed at her funeral: the song

of Elton John called “Goodbye England’s Rose”, which is about her and dedicated to her for time immemorial.

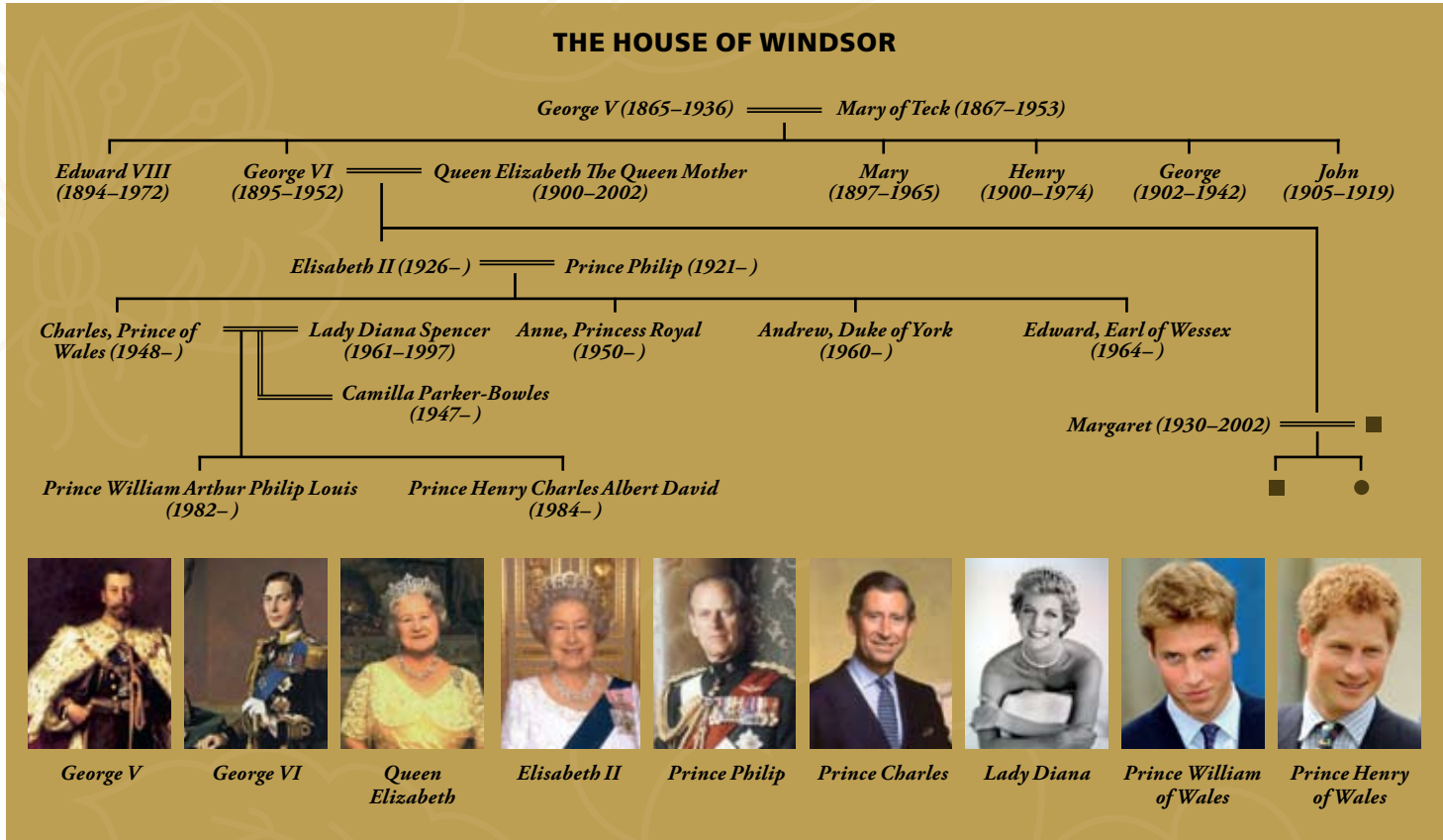
This special exhibition is an exercise of time travel: from the small child to the conquering woman, from the frightened, innocent bride to the girlfriend of the wealthy businessman, we can see Diana at various ages and in various roles. Her face became one of the best-known throughout the world, as millions of photographs were taken of her. More than one billion viewers could witness her wedding in 1981 on television (her funeral as well – where she was mourned by hundreds of thousands).

That she still remained unhappy perfectly fit the fairy-tale character of her fate. She often shed tears, usually from grief; as she said in her television interview: “there were too many of us in this marriage.” When she looked upon her sons, she shed tears of joy, she was sad and stunned; she smiled, but she had tears glistening in her eyes when she encountered victims of leprosy, AIDS cases, and the crippled victims of anti-personnel mines.

The most emphatic pieces of the exhibition are her dresses, including the gorgeous wedding dress with a train, the two diamond tiaras, as well as 28 other examples of the dressmaker’s art by famous designers.

DIANA AND HEREND

During the summer of 2008, a new store offering Herend porcelain opened in the exclusive shopping district of London, in the Luxury Dining department on the second storey of Harrods department store. The owner of the store, Mohamed Al-Fayed, was present at the opening celebration; he is the father of Dodi Al-Fayed, the paramour of the tragically deceased Princess Diana. However, Princess Diana has been a devoted collector of Herend porcelain from the beginning of the second half of the 1980s; her favourites were the scaled Herend figurines. In 1989, she was the guest of honour of a Herend porcelain exhibition in London.



Among the elegant installations, family jewels, furniture, photographs, video recordings and personal documents are included. Of these the most exciting document contains the draft of one of the eulogies given at the funeral; in the end, however, that was not the speech delivered – the reference to Dodi al-Fayed was omitted from it. Many consider the elaborate umbrella that was designed to protect Diana from the rain at the wedding their favourite object, but in the end those in heaven had mercy on the organisers of the splendid event and on the architects of hairdos and hats, as well as the bride, who at least on that day truly appeared happy.

The organisers of the exhibition were practically ensured a good reception, as Diana was also a popular celebrity in Hungary. She had visited us (we note only in parentheses that at one of the hunts of the Royal Palace of Gödöllő, Lord Spencer, one of Lady Diana’s ancestors, was also present), she met Hungarian state dignitaries and the little patients of the Pető Institute, with whom she could be just as charming as with everyone else who required help in this world.

Diana Francis Spencer was born in 1961, into a Viscount family. Her parents divorced when she was eight years old. After she concluded her education she worked as a kindergarten teacher. In 1977 she met Prince Charles, 13 years her senior. Soon after the 1981 wedding Prince William was born, and then in 1984 Prince Harry. In the meantime it became evident that Charles had not forgotten the sweetheart of his youth, Camilla.

Diana was beautiful, rich and famous – and unhappy. Often she poured her heart out to people who were not worthy confidantes. After her death her butlers published one book after another about her – many have become rich off of simply having known her.

Each and every book about her is a bestseller, the publishers know this well. When in 2006 one of the Hungarian publishing houses

released its book on Diana, Paul Burrell, the princess’s butler, also visited Hungary. The author of these lines interviewed him at that time, and Burrell said: “The Princess only let a handful of people close to her. She let go of some of her friends because she was afraid that they were getting too close to her.” Indeed, he was one of those people: For ten years Paul Burrell was not only Diana’s butler, he was also her right-hand man, confidante, and friend. The butler’s first book was published in 2003; many considered it an act of betrayal. ❧

LENKE ELEK

THE SECRETS OF THE HOUSE OF WINDSOR

In 1917, in Russia, an ally of the United Kingdom, the Tsarist regime, the rule of the House of Romanov, was overthrown; a significant role was played in this development by the intense anti-German sentiment of the Russian people and the German ancestry of the Tsarina. The UK’s George V, the cousin of Nicholas, worked to reach an agreement concerning the emigration of the Tsar’s family to the United Kingdom. The British king, however, was fearful of losing his position by antagonising the British working class. This is how the much-anticipated aid failed to materialise. Seventeen members of the Romanov family were murdered and nearly the entire staff that remained loyal to the Tsar. Those who were finally granted clemency were sent to labour camps. Attempts to free them by Tsarist guard members failed. The monarch continued to believe that a European monarchy would accept them. Due to the already mentioned anti-German sentiments, at this time George V – as they were using the name House of Saxe-Coburg and Gotha in Saxony which reflected their German origins – changed the royal house to the more English-sounding name of Windsor.



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Opening hours:

14 April – 25 October

Mon-Sun 9.00-6.00

27 October – 19 December

Tue-Sat 9.00-5.00

last opening day 20 December

In accordance with the outstanding requirements of tourism, the Porcelanium Visitor Centre of Herend has been welcoming visitors since 1999. After watching a film on porcelain masters, live trained staff helps visitors to learn more about the secrets of porcelain-making, and the biggest Herend porcelain collection of the world in the Porcelain Museum. Products of the manufactory are available at the Viktória Brand Store.

Holding a piece of raw porcelain mass or a painting brush, one can start creating in the Minimanufactory's creative workshop! With us, everyone can be a porcelain-making or painting master for a little while...

The Apicius Restaurant and Café has been welcoming guests and providing quality culinary experiences served on Herend sets, since the opening of the Visitor Center. The Porcelanium Visitor Center guarantees culture, entertainment and relaxation – be it scorching sunshine or fabulous snow. Herend welcomes visitors all year!

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