

APPONYI
by
HEREND





APPONYI

THE FUSION
OF EXOTICISM
AND ELEGANCE





BONBONNIERE (06035-0-00 AV)



BONBONNIERE, BUTTERFLY KNOB
(06105-0-17 AV)



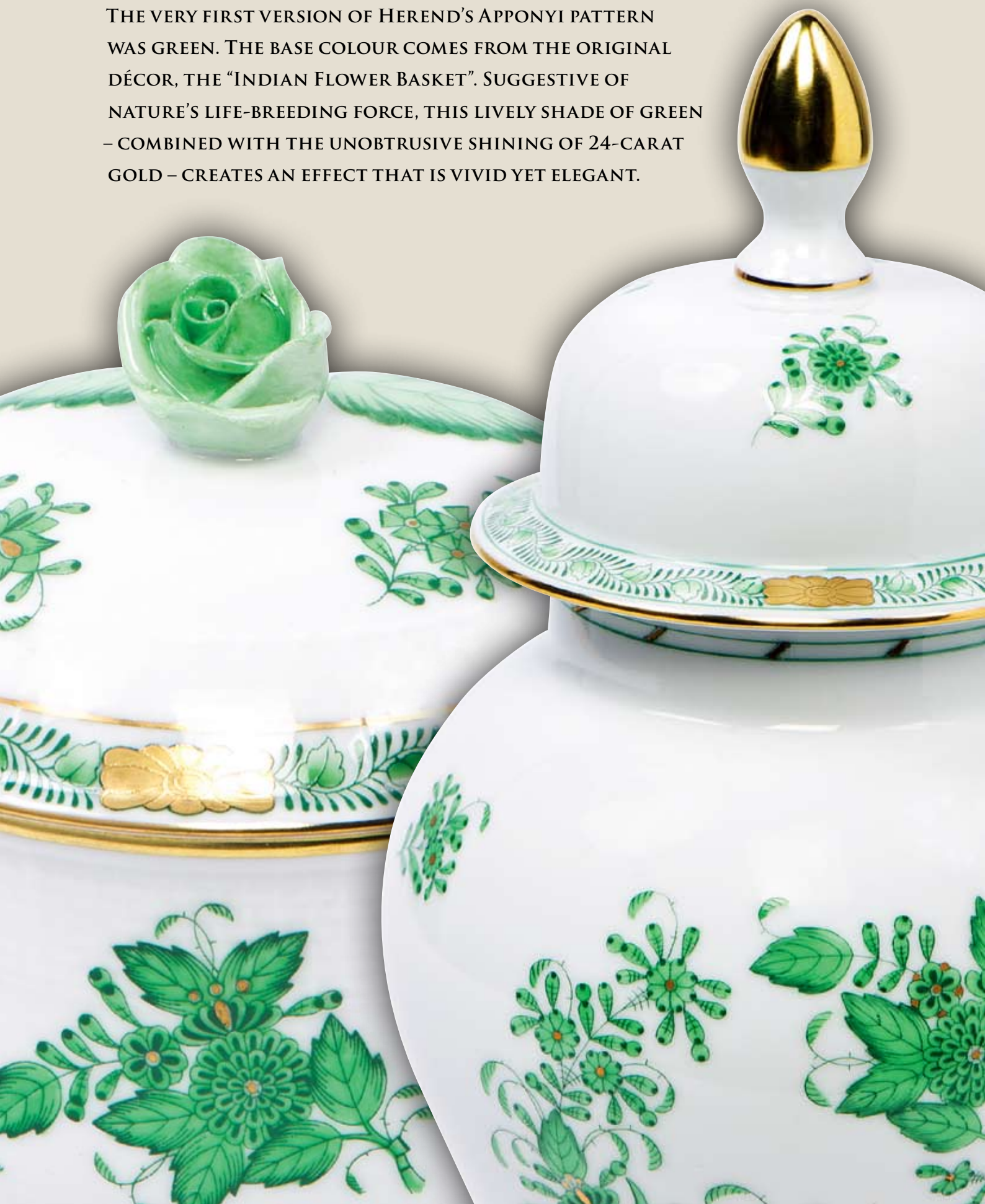
BONBONNIERE, ROSE KNOB
(06040-0-09 AV)



ORNAMENTAL CUP (07557-0-00 AV)



THE VERY FIRST VERSION OF HEREND'S APPONYI PATTERN WAS GREEN. THE BASE COLOUR COMES FROM THE ORIGINAL DÉCOR, THE "INDIAN FLOWER BASKET". SUGGESTIVE OF NATURE'S LIFE-BREEDING FORCE, THIS LIVELY SHADE OF GREEN – COMBINED WITH THE UNOBTRUSIVE SHINING OF 24-CARAT GOLD – CREATES AN EFFECT THAT IS VIVID YET ELEGANT.



Herend is a prominent porcelain-manufacturing company that can truly be proud of its past. Its history of excellence continues to the present day – the sophisticated, hand-painted dishes they produce are popular all over the world. Throughout the years the artists of Herend have incorporated numerous motifs from different cultures into their art, preserving traditions as well as further developing these patterns. This creative fusion of styles led to Herend's rich and diverse variety that combines simple geometric patterns with complicated floral designs, and classic Oriental images with modern art.





VASE (07104-0-00 AOG)



BONBONNIERE (06021-0-00 AOG)



CREAMER (03443-0-00 APER-OR)



SALAD DISH (000181-0-00 ATQ3-PT)



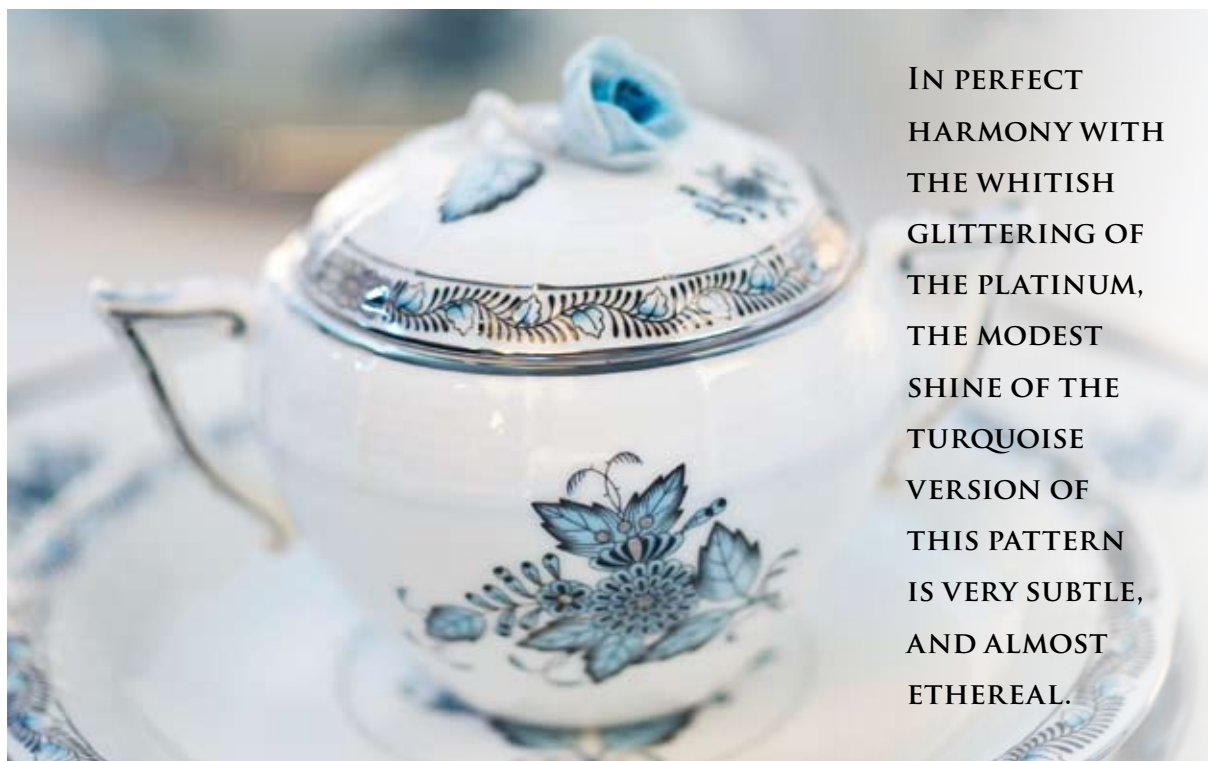
LEAF DISH
(00205-0-00 ATQ3-PT)



COFFEECUP WITH SAUCER
(00642-0-00 ATQ3-PT)



CREAMER
(00642-0-00 ATQ3-PT)



IN PERFECT
HARMONY WITH
THE WHITISH
GLITTERING OF
THE PLATINUM,
THE MODEST
SHINE OF THE
TURQUOISE
VERSION OF
THIS PATTERN
IS VERY SUBTLE,
AND ALMOST
ETHEREAL.

The brand has always been popular with the aristocracy; in the time of the Austro-Hungarian Empire, Herend was awarded the title of the “Royal and Imperial Supplier”. The most prominent historical figures of this era are each commemorated by a porcelain design: Batthyány, Héderváry, Esterházy, Rothschild, Liechtenstein, and finally Apponyi. This last model is amongst the most popular of Herend’s themes, as well as being the highlight of the 2012 collection, so we will introduce it in further detail in these pages.





THIS SHADE,
DERIVING FROM
THE NOBLE
PURPLE, LENDS
A SLIGHTLY
FEMININE AND
NOSTALGIC LOOK
TO HEREND
PORCELAIN.



MILKJUG (01653-0-00 AP)



SAUCEBOAT (01218-0-00 AP)



BISCUIT BOX, BRANCH KNOB
(06300-0-02 AP)



MILK MUG (01729-0-00 FV)



MUSTARD POT, BUTTON KNOB (00241-7-15 FV)



CRESCENT (00530-0-00 FV)



TEA CADDY (06376-0-00 FV)



The origin of the Apponyi pattern was a design named "Indian Flower Basket" with tiny, intricate floral patterns and gracefully bending leaves surrounded by a stylised edge. This exotic pattern became popular so fast that at the Paris Exposition of 1867, the tables of Élysée Palace were laid with this Herend dinner set at a reception in honour of Emperor Franz Joseph. Count Albert Apponyi (1846–1933), a famous Hungarian politician, diplomat, and patriot of the time, requested that the dominant motif of the "Indian Flower Basket" design be enlarged, resulting in a purer version of the original pattern. Thus the perfect fusion of Oriental exoticism and bourgeois poise was born.





CHANGING JUST THE
BASE COLOUR, THE
EASTERN-INSPIRED
APPONYI PATTERN
TAKES ON AN ENTIRELY
DIFFERENT CHARACTER.
BLACK MAKES IT
MORE MODERN AND
MASCULINE.







SALAD DISH (00191-0-00 ANG)



VEGETABLE DISH, STRAP KNOB
(0000041-0-07 ANG)



COFFEEPOT, ACANTHUS KNOB
(00613-0-23 ANG)

THE MEDAILLON PATTERN IS A HIGHLY IMAGINATIVE MODERN VARIATION ON THE APPONYI THEME. THE SNOW-WHITE, GILT EDGED PORCELAINS ARE ORNAMENTED WITH INTERSECTING MEDAILLONS THAT HAVE GOLDEN, BLUE AND GREEN RIMS, WITH CHINESE PEONY MOTIFS IN THEIR CENTRE. THE MEDAILLONS ARE OF VARIOUS SIZES, AND THEY SURROUND ROSETTES SWIRLING WILDLY, PAINTED IN GLOWING GOLD AND ORNAMENTED WITH SMALL LEAVES.





VEGETABLE DISH, TWISTED KNOB
(02086-0-06 MED)



SUGAR BASIN, TWISTED KNOB
(02463-0-06 MED)



COFFEEPOT, TWISTED KNOB
(20612-0-06 MED)



CIGARETTE BOX (07897-0-00 CLOTV)



CREAMER
(02642-0-00 CLOTP)



SUGARBASIN, TWISTED KNOB
(20462-0-06 CLOTP)



RECTANGULAR DISH, BIG (02185-0-00 CLOTV)



Following this the Apponyi design began a life of its own, and went on to become one of the most popular patterns in the history of Herend porcelain. A monographic peony image taken from the “Indian Flower Basket” is the centrepiece of this simple, modest decoration. Leaves surround the stylised flower, and floral patterns and festoons adorn the dishes’ edging. The Apponyi design is available in a wide variety of colours: the hand-painted pieces can be bought in pink, green, orange, blue, yellow, purple, brown, black, and multicoloured versions.





APPONYI FLEUR (AF)



APPONYI VERT (AV)



APPONYI POURPRE (AP)



APPONYI ORANGE (AOG)



APPONYI JAUNE (AJ)



APPONYI BLEU (AB)



APPONYI MARRON (AM)



APPONYI GRIS (ANG)



APPONYI LILAS (AL)

Publisher Brand Content Ltd. on behalf of the Herend Porcelain Manufactory Ltd. Editor in Chief CECÍLIA HORVÁTH
 Editor DR. ATTILA SIMON Editor RITA CSERHALMI Art director DOMINIKA KISS Photo editor RÓBERT KARÁDI Photo BARNA
 BURGER Styling ESZTER SZEGŐ Published by DR. GÉZA LÁSZLÓ, Brand Content Kft. H-1061 Budapest, Király utca 16.
 Phone: +36 1 887 48 48 Fax: + 36 1 887 48 49



APPONYI TURQUOISE PLATINUM (ATQ3-PT)



APPONYI TURQUOISE, ÉCAILLES TURQUOISES (ATQ-ETQ)



APPONYI MAUVE (AP2)



APPONYI VERT SIMPLE (ASV)



APOR (ASB-CH)



FLEURS DES INDES VERTES (FV)



CLOTHILDE VERTE (CLOTV)



MEDAILLON (MED)



CLOTHILDE POURPRE (CLOTP)

Printed in Prospektus Printing House, Veszprém. Flowers in the photographs are courtesy ARIOS0 (www.arioso.hu).

Cakes and pastry in the photos are courtesy Auguszt Cukrászda (www.augusztcukraszda.hu).

Herend Porcelain Manufactory Ltd. H-8440 Herend, Kossuth Lajos u. 140. Phone: +36 88 523 185, +36 88 523 100

Fax: +36 88 261 518 E-mail: info@herend.com www.herend.com ISSN 1585-1397

HEREND

PORCELAIN



Herend

8440 HEREND, Kossuth Lajos u. 135. • 1014 BUDAPEST, Szentháromság u. 5. • 1051 BUDAPEST, József nádor tér 11. • 1061 BUDAPEST, Andrássy út 16. • 1184 BUDAPEST, Liszt Ferenc Nemzetközi Repülőtér • 2000 SZENTENDRE, Bogdányi út 1. • 6000 KECSKEMÉT, Hornyik János krt. 4. • 9730 KŐSZEG, Fő tér 21. • 7621 PÉCS, Király u. 20. • 9400 SOPRON, Várkerület 98. • 6720 SZEGED, Oskola u. 17.