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VBOGD/PDVICT IN PRAISE OF SIMPLICITY

IN 2011, THE VICTORIA, ONE OF THE MOST RENOWNED PATTERNS OF THE HEREND PORCELAIN MANUFACTORY LTD., IS CELEBRATING THE 160TH ANNIVERSARY OF ITS BIRTH AND ITS FIRST ORDER BY QUEEN VICTORIA. ON ACCOUNT OF THIS ILLUSTRIOUS OCCASION, THE MASTERS AT HEREND AIM TO PRESENT THE VAST SCOPE OF CREATIVE OPTIONS OFFERED BY THE PATTERN. THESE INCLUDE A NOBLY SIMPLE, UNCLUTTERED VERSION, CREATED USING ONLY THE GARLAND FROM THE ORIGINAL PATTERN.

SIMPLICITY IS ESSENTIALLY A VALUE, GIVING US A SENSE OF COMFORT, JOY AND HAPPINESS IN THE LONG RUN. SOMETIMES THE MERE THOUGHT OF SIMPLICITY, OF PLAIN BEAUTY IS ENOUGH TO BRING WARMTH TO OUR SOUL.

A MINUSCULE MOTIF, LIFTED FROM THE ORIGINAL PATTERN WHERE IT IS NEARLY UNNOTICED AMIDST THE RICH SPLENDOUR, IS BROUGHT INTO THE SPOTLIGHT AND FORMS A HARMONIOUS ENTITY WITH THE BRIGHT WHITE PORCELAIN, RUNNING AROUND THE EDGES AS A BORDER PATTERN. IT IS A PRIME EXAMPLE OF HOW LESS CAN SOMETIMES BE MORE. THE USE OF ONLY A SMALL NUMBER OF COLOURS IS ENHANCED WITH THE GLIMMER OF GOLD.

THE PATTERN CAN BE THE PERFECT ADORNMENT EVEN ON THE MOST CONTEMPORARY DINING TABLES.

BEAUTY IS BEAUTIFUL IN AND OF ITSELF. SIMPLICITY WILL NEVER GO OUT OF STYLE. THESE TWO STATEMENTS, EMBODIED IN THIS DECORATION, FORM THE BASIS OF HEREND'S MESSAGE: TIMELESS BEAUTY, ETERNAL VALUE.



701-0-00 PDVICT1 TEACUP WITH SAUGER 300 ML



20724-0-00 PDVICT2 TEACUP WITH SAUGER 200 ML



20658-0-00 PDVICT2 MILKJUG 100 ML



20613-0-06 PDVICT2 COFFEEPOT 800 ML



604-0-09 PDVICT1 TEAPOT 1250 ML



2211-0-00 PDVICT2 OVAL DISH 35 MM



181-o-oo VBOGD

SALAD DISH

255 ML

173-0-00 VBOGD ROUND DISH 325 MM



519-0-00 VBOGD DESSERT PLATE 210 MM







527-0-00 PDVICT 2 SERVING PLATE 285 MM



ROUND DISH



330 MM













41-0-02 VBOGD 2250 ML



VEGETABLE DISH



SERVING PLATE 305 MM



305 MM



CREAMER

140 ML

259-0-09 PDVICT1

SUGAR CASTER

120 ML

377-7-09 PDVICTs Јам Рот

240 ML

471-0-09 PDVICT

SUGAR BASIN

105 MM



20393-0-06 PDVICT2 BUTTER DISH 85 ML



6460-0-00 PDVICTs VASE



100 MM

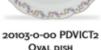


20148-0-00 PDVICT2 VEGETABLE DISH 255 MM

311-0-00 PDVICT2

FRUIT COMPORT

240 MM



OVAL DISH 345 MM