

THE HEREND JEWELLERY COLLECTION

THE MANUFACTORY HAS FOR LONG BEEN ENGAGED IN THE MANUFACTURE OF JEWELLERY CHARACTERISED BY TRADITIONAL CLASSICAL LINES AND CONVEYING A DELICATE FORM OF ARTISTIC EXPRESSION. THE MANUFACTORY GAVE BIRTH TO MEDALS, BRACELETS, PENDANTS AND OTHER PORCELAIN JEWELLERY COMBINED WITH GOLD. IN 2008 THE MANUFACTORY ASSIGNED A TALENTED AND INDIVIDUAL ARTIST REPRESENTING THE GENERATION OF PROGRESSIVE YOUNG METALWORKERS WITH PREPARING THE DESIGNS OF A NEW JEWELLERY COLLECTION.

IN HER JEWELLERY-STRUCTURES REGINA KAINZ GIVES A REFINED MEANING TO METAL THREADS AND GIVES SHAPE TO HER FAVOURITE ANIMAL FIGURES THROUGH A MINIMALIST EXPRESSION. LOOKING AT HER JEWELLERY WE CAN SENSE HOW THE MATERIALS AND TECHNIQUES OF THE MODERN AGE CAN BE USED TO REVEAL A CORNUCOPIA OF TREASURES IF THEY ARE APPLIED BY SKILLED AND PRACTISED HANDS. EVEN THE MOST PROGRESSIVE SOLUTIONS PRODUCE PIECES THAT RESONATE WITH A SOUL OF THEIR OWN, PIECES THAT ARE PLAYFULLY LIGHT AND LOVEABLE. THE NOBLE HEREND PORCELAIN, SHAPED BY EXPERIENCED MASTERS, IS A PARTNER AND A PLAYMATE IN THIS JOINT PERFORMANCE.

HEREND HAS SET UPON THE PATH OF A COURAGEOUS, EXPLORING AND STYLE-SETTING REVIVAL.

