



about seven or eight years ago, today the gallery is overrun with smaller, yet delicate and tasteful objects.

"Although the majority of our clientele are foreigners or people that have lived outside the country, now we are seeing a growing Hungarian consumer stratum around the age of 40-50 that are willing and able to spend on artworks by Hungarian artists from ceramics to wooden boxes all the way to mirrors," explains Korani.

The future looks glowing for the dynamic art-dealer duo as their latest element of the chest is a truly outstanding masterpiece, a Rippl-Rónai painting entitled "The Marching French Soldiers," bought for some 66 million forint at the MúTerem Auction in May.

#### THE PRIVATE JET EXPERIENCE

Private polo fields and classy art galleries are not the only high-end service that Hungary has to offer the jet set. With Hungary's EU accession, businesspeople are hopping from one European metropolis to another for meetings as if the countries were next door.

While mushrooming low-cost airlines

flying to and from Hungary fill the need of mainstream travelers, wealthy moguls — for whom time is precious — there are now alternatives.

The private jet company NetJet recently launched Lufthansa Private Jet — the German carrier's most recent service. It is a supreme level of personalized air travel

### LUXURY, PRIVACY AND EXOTIC THRILLS CAN NOW BE BOUGHT IN HUNGARY

that will now make over 1,000 European airports available to clients. Carried by a Cessna Citation Excel and Bravo jet — which boasts a seven-seat light cabin — travelers will be carried to the Munich hub, where security checks and customs, immigration and connection times will be cut to a minimum to offer as good as immediate connection to the final destination.

"Our customers are business travelers who are attaching a growing importance to sovereign command of their time," says the company's Central and Eastern European Regional Director Stephan Semsch. "Shortening the journey time is a defining factor in business success."

#### TESTING THE SERVICE

Before the actual launch, all the members of the HON circle, a special group of customers, as well as a selected group of first and business-class passengers will take part in a six-month-long testing of the service. The results will show the size of demand for such an exclusive service in Hungary. The price tag for flights will be 7,910 euros between Budapest and Rome for one person with a 300-euro charge for each additional flight member.

"The service is a further step in Lufthansa's differentiation strategy, rounding off its product portfolio in the up-market segment," explains Wolfgang Mayrhuber, Lufthansa's CEO and chairman. "The highest quality, an innovative product as well as perfect service on the ground and on board are the standards to which we aspire."

While true happiness and social status may not be guaranteed, luxury, privacy and exotic thrills, can now be bought in Hungary. Ambitious and savvy businesspeople are eyeing an increasing audience of rich Hungarians and expatriates who will surely indulge in these new pleasures.