



一間屋一個故事

LITTLE KINGDOM BY THE SEA

LIMITED COLLECTOR'S EDITION PORCELAIN-COVER BOOK

我們都相信「書中自有黃金屋」，荷蘭一位資深記者Mark Zegeling，為103間陶瓷模型屋寫了一本書—《Little Kingdom by the Sea》。這些小屋其實都是荷蘭一些舊建築的模型，Zegeling從建築風格、歷史緣由，至人物傳奇的方向，探索每間屋的背後故事，結集成一部荷蘭簡史。陶瓷小屋因而不只是小玩意，更承載了大意義，成為Zegeling 書中的「黃金屋」。

If you love architecture, travel and history, you should not miss the upcoming limited-edition release of Mark Zegeling's handcrafted, porcelain-cover Little Kingdom by the Sea.



書面是一片獨立燒製的精美陶瓷，每一塊皆有個別編號和簽名。

The porcelain cover of this limited-edition collector's book is individually kilned, signed and numbered.

text | Leslie Yip and Dora Liu photo | Mark Zegeling

陶瓷史詩

Zegeling 一直是小陶瓷屋的擁躉，這些小屋的真身其實是一個「酒瓶」，用作盛荷蘭航空KLM自50年代開始，贈送給頭等艙客人（現在是商務艙乘客）的一小瓶杜松子酒（genever）。由於這些藍白色陶瓷屋（Delftware）並不對外發售，只贈送給尊貴的頭等或商務艙客人，所以絕對限量，真正罕有，也因此成為收藏家在二手市場炒賣的項目。

Zegeling為了追尋小屋的故事，花了3年時間，逐一調查、走訪這批歷年來推出過的103家小屋，詳細地為它們編寫故事。今年10月，《Little Kingdom by the Sea》更會發行coffee-table book 特別版，9.45 X 13.39 英寸大小的書，每一個書面都是一片獨立燒製的陶瓷，有齊簽名和獨立編號，全球限量250本，售價300元，也是值得收藏的項目。

建屋藍圖

Zegeling說這些小屋什麼時候開始由荷航贈送給客人已不可考，只知道最先的記載是在1957年，當時只有頭等艙客人可以獲贈，商務艙客人只能獲得一條陶瓷條（像我們墊筷子的如意吧！）。後來荷航在1994年把頭等艙與商務艙合併為World Business Class，新例下連本來已經是航班最高級的客人也拿不到陶瓷屋，商務艙的客人於是群起反對。群情洶湧下，荷航立即修改政策，讓所有商務艙客人「飛者有其屋」！

每年荷航紀念日—10月7日，也是當年新款陶瓷屋發行的日子。世界各地的收藏家早就訂好這天的商務艙機票，瞄準難得的新款式出發了。小屋的取材，佔了一半是首都阿姆斯特丹的歷史文物建築，其餘則是荷蘭各地具紀念性的建築物。那到底是誰決定哪棟建築物可以成為模型呢？答案是荷航與杜松子酒供應商Bols輪流決定。他們除了考慮建築物的背景、歷史意義，也會考慮建築物的外形、比例是否適合做成細小的模型屋；而有關兩個大老闆的題材—旅遊和酒的建築，也很受重視，比如最新一款95號屋，就是喜力Heineken釀酒廠。



47號屋，Anne Frank博物館。Anne Frank 就是《安妮日記》的作者小安妮。本為猶太人的她，15歲喪生於二次大戰德軍的大屠殺中。她曾與家人匿藏在博物館現址兩年，躲避德軍的迫害。

House #47: the Anne Frank House. Anne Frank is one of the most discussed Jewish victims of the Holocaust. Her wartime diary, The Diary of a Young Girl, documents her experiences hiding for two years in the attic of this house during the German occupation of the Netherlands during the Second World War.

The Book

Zegeling is a self-styled authority on the Delft Blue houses of KLM Airlines, the coveted blue-and-white earthenware bottle houses presented exclusively to the airline's World Business Class passengers. The houses are based on existing buildings in the Netherlands, and they have unique monumental value, whether in architectural style, history or human story. They are also a hotly-traded collector's item, with secondary market value at thousands of dollars.

Having spent three years researching and visiting each of the 103 houses, the author presents the stories behind each house in a beautifully crafted coffee-table book. The porcelain cover is individually kilned, signed and numbered. Measuring 24 by 34 centimetres, with 495 pages containing more than 1,800 photos and images, it is priced at \$300 and limited to only 250 copies.

The History

Beginning in the 1950s, KLM delighted its first-class passengers with a complimentary bottle of genever, a juniper-flavoured traditional liquor of the Netherlands. The bottles were made of a special tin-glazed white-and-blue pottery called Delftware, and their ownership became a status symbol.

In 1994, KLM decided to merge first class and business class into what is now known as World Business Class, and instead of the house-shaped bottles, it offered what was customary for business-class passengers: a Delftware tile. Understandably, first-class passengers were upset, and they were not shy to let the airline executives know of their dismay. Bowing to pressure from the most prestigious customers, KLM felt it had no choice but to offer the Delftware houses to all its World Business Class clients, and the practice continues to this day.

直到今年，小陶瓷屋系列已經有95款，當中確有很多有趣故事，比如47號屋Anne Frank House—《安妮日記》女主角Anne Frank的博物館，除了安妮一家人在1942至1944年在那裡度過的日子、故事，Zegeling甚至從建築物是在1631年建成說起，又找到安妮當年曾經因為單車被偷去，而勇敢地到納粹德軍領導下的警察局報案，說她懷疑是德國人偷了她的單車。這段歷史，甚至連安妮基金也沒有記載。

「難得」心頭好

除了95款普通版外，小屋系列另有8款是限量版“collectors’ items”。這些珍藏項目大多是紀念荷蘭一些重要人物或特別日子而製作。1962年發行的第一個收藏家項目，就是荷蘭大畫家Frans Hals的博物館；然後有珍藏版2號—阿姆斯特丹的皇宮、3號—Gouda的芝士市場Weigh House……都是最有代表性的荷蘭建築。然而這些特別版卻極之難得到，比如1986年發行的阿姆斯特丹皇宮，荷航只贈送給當時乘坐頭等艙去渡蜜月的新婚夫婦，其他頭等乘客只能獲得普通版；更厲害的還有珍藏版8號—Paleis Het Loo荷蘭皇室的夏宮，荷航只贈送給連續10年，每年乘坐他們商務艙60次或以上，並且積累了100萬里數的客人！條件太過苛刻？不過，第一年推出，竟然也有37人獲得！

「陶」氣魔手

Zegeling說，當他第一次看到那些平日很嚴肅的商人或優雅的女士，拿著小陶瓷屋時童真雀躍的舉動，他就覺得很神奇。因為神奇而好奇，所以他落力找尋每間小屋背後的軼事，而且越找越覺得有趣味。

限量陶瓷封面版，將於10月在littlekingdombythesea.com發售，售價\$300，普通袋裝現在有售，售價\$30。



珍藏系列8號屋，荷蘭皇室夏宮，是荷蘭最古老的建築之一，現在為博物館，開放予公眾參觀。要得到它，你要連續10年，每年坐荷航商務艙60次，並積累了100萬以上的里數，才可以獲得！

Collector's Edition #8: The Palace Het Loo. It is one of the top 100 Dutch heritage sites and is now a state museum open to the public. This piece is awarded only to those who have flown World Business Class at least 60 times a year for 10 consecutive years and have accumulated more than one million miles in KLM's frequent-flyer program.



95號屋，喜力釀酒廠。喜力啤酒創辦人原本是來自芝士製作家族，他不理家人反對，自行研製釀造，終於成就了世界第三大啤酒王國。

House #95: Heineken Brew House. The founder of Heineken came from a family of cheesemakers. He went against the will of the family to start a brewery, which went on to become the third-largest beer empire in the world.

The Houses

Every year, on its Oct. 7 anniversary, the airline releases a new design. Avid collectors would reserve a business-class seat on this day, just to be the first ones to own the latest piece. More than half of the pieces are modelled after landmarks in Amsterdam, but notable architecture from other towns in Holland is represented as well. The selection process is quite secretive: airline executives and the liquor supplier, Bols, are said to take turns making the choice.

To date, 95 houses have been released. Many of them are tied to notable figures and historical events. For example, #47 is the house where Anne Frank wrote her account of life in the Nazi-occupied Netherlands between 1942 and 1944. Zegeling's research unveiled a story about how the brave young girl went to the police when she suspected that her bicycle had been stolen by the Germans. This is a bit of history that even the fabled Anne Frank Foundation was not aware of. House #96 is Heineken's brewhouse, and the author tells the tale of a persistent Gerard Adriaan Heineken, who founded a small family-run, beer-making business that went on to become the third-largest brewery in the world. Zegeling's passion for history is behind each house and has helped unearth many a stirring tale, lending colour and heft to the blue-and-white collectibles.



作者Mark Zegeling 早前來到多倫多宣傳他的Little Kingdom by the Sea; 明年他將到日本和中國，發行這兩國語言的新譯本。

The Royal Palace is an extra-special piece that was presented to honeymooners flying first class on KLM in 1986.



The Collector's Edition

In addition to the regular release, there are eight exclusive pieces as part of the collector's edition. The first of this series was issued in 1962 to commemorate Frans Hals, the Dutch Golden Age portrait painter who lived and worked in Haarlem. Subsequent releases include the Royal Palace in Amsterdam and the Weighing House at the Gouda cheese market, both treasured Dutch landmarks.

The value of the collector's edition lies not just in the sentimental significance of the buildings, but with the stringent qualifying criteria. The Royal Palace piece, released in 1986, was only presented to honeymooners travelling in first class. Collector's edition #8 – Paleis Het Loo (The Woods Palace) – is only awarded to those who have flown World Business Class at least 60 times a year for 10 consecutive years and have accumulated more than one-million air miles in KLM's frequent-flyer program. The little palace model is presented to the patron on a silver platter at the end of the qualifying flight, and no, you can't keep the silver. The bar may be set high, but 37 customers received this piece in the first year it was issued, so it is not unattainable!

The Author

Mark Zegeling said he was first intrigued by the Delft Blue houses when he saw well-poised, first-class passengers turn into little kids

荷蘭陶瓷屋與中國的淵源

荷般的藍白色陶瓷屋，以荷蘭傳統陶瓷工藝代夫特(delft)製作。Delft是荷蘭一個城市，在17世紀起，市內興起以手繪藍白色為主調的瓷器，被稱為delft blue。

這種陶瓷與中國的青花瓷很相似，其實不是偶然的，別忘記荷蘭是歐洲其中一個「世界探索者」先驅，探索者看到中國的青花瓷後深深著迷，希望在自己的土地上也生產。可惜，在荷蘭找不到與青花瓷相同的陶泥，代夫特的陶泥已經是最相近的了。全盛時期，代夫特有33家陶瓷廠，但現時只剩一家。隨著收藏家越來越多，荷航為了應付需求，1995年放棄在荷蘭Delft的製作，轉投香港的工場生產，名稱也由Delft Blue變成Blue Delft。現時荷航每年送出85至100萬間小屋，生產線已搬到中國去。但小瓷屋的價值會因而降低嗎？Zegeling說：「不，代夫特的技術本來就是來自中國，如今只是‘coming home again’。」

Delft Blue and China Blue

The blue-and-white colouring of Delft Blue ware bears a strong resemblance to traditional blue-and-white China porcelain. This similarity is, in no way, coincidental. The Dutch were among the first European explorers to China, and they were mesmerized by the beauty of the porcelain. To their dismay, they did not have the same type of clay in the Netherlands, but they found that the clay in Delft allowed them to closely imitate the style.

In its heyday, there were 33 earthenware factories in Delft. Now, only one remains. When KLM merged its top two tiers into World Business Class in 1993, demand for the little houses skyrocketed, and that factory could not produce them fast enough. As a result, production moved to Hong Kong and China, where they churn out 850,000 to 1,000,000 pieces each year. When asked if this would devalue the houses, author Mark Zegeling responded with a resounding no.

“The technique came from China in the first place. It is like a homecoming for Delft Blue ware!”

when they received their gifts. As he began his research, he found that the deeper he delved into the history of each house, the more entranced he became. Now, you can discover these stories from your own limited-edition book, with a porcelain cover echoing the same blue-and-white theme.

The limited collector's edition will be available in October at littlekingdombythesea.com for \$300. A pocket-size paperback version is available now at \$30. 