

BALATONFÜRED

TURISZTIKAI EGYESÜLET

# BALATONFÜRED'S HUNGARIAN REFORM ERA QUARTER RENEWED

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Balaton



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# BALATONFÜRED'S HUNGARIAN REFORM ERA QUARTER RENEWED

Balatonfüred plays a key role in tourism at Lake Balaton. Its conscious design, unique image and the constantly improving quality of services it offers have made it one of the most outstanding tourist spots outside Budapest, and not only in terms of the number of visitors.

In the Middle Ages, there were several settlements in the area that is now Balatonfüred. The name Balatonfüred was first mentioned in 1211 in the property survey of the Tihany Abbey. The lifestyle and the behaviour of Füred's residents and guests have always been fundamentally determined by historical traditions. Tourism in the town goes back centuries. In 1971, after the local spring water source was declared a medicinal spring, Füred became a spa town, and it was named the International City of Grapes and Wine in 1987. The town is mainly known for its Mediterranean like climate and carbonated springs. The way the air constantly moves between the land and the lake mean it is clean and dust-free, helping to cure heart and vascular diseases. Today, the spring water is used for medicinal purposes in the local State-Owned Heart Hospital, and you can also taste the famous Füred sour water at the Kossuth spring, Berzsenyi spring, Székér Ernő spring and at the Schneider well. Many people with heart problems have recovered their health in the Heart Hospital, including Nobel prize winning Hindu poet Rabindranath Tagore (who visited Füred in 1926). He even had a promenade named after him on the lakeshore.







## THE CITY CENTRE IN THE HUNGARIAN REFORM ERA

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Balatonfüred began to develop during the Hungarian Reform Era in the 1800s, when it became a popular meeting place for politicians and progressive artists. The town's historical and cultural role was most important at that time. Balatonfüred is home to the majority of the destination's attractions relating to Hungarian civic development in the Reform Era. Today it welcomes visitors with a tidy urban environment, a renovated town centre, numerous places to relax, and high-quality catering units. The town has some outstanding cultural landmarks, including the Jókai Memorial House, the Vaszary Gallery and the House of Jewish Excellence. Whether you are on vacation or on a day trip, if you want to know more about Füred, you shouldn't miss taking a walk in the Reform-Era town centre or on the Tagore Promenade, one of the most beautifully built promenades on the shores of the Balaton.

The purpose of the developments is to preserve and protect the monuments in the Reform-Era town centre, and for people to be able to learn about them in more detail. The centre of Füred is a prospective World Heritage site. The developments also improve the quality of points of interest that aren't directly connected with the Balaton shore and also establish excursion sites that encourage tourists to stay for longer. This is supported by other developments in culture and health-tourism.





# THE HOME OF MÓR JÓKAI'S BROTHER- IN-LAW, THE LEGENDARY DOCTOR

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The Huray villas stand on the corner of Jókai Mór utca and Blaha Lujza utca, opposite the Round Church. The two villas, as well as the farm and servant house, served as the home of Mór Jókai's brother-in-law, Dr. István Huray, a spa doctor who cured patients in Füred for more than fifty years. The two villas have been renovated while the other buildings have not. Tableaus showing the Huray family and the Reform-Era medicinal spa can be seen in Villa A, along with the Tourinform office run by the Balatonfüred



The Huray villa, building "A"

Tourist Association, and a gift shop. Building B is a cultural event space that hosts temporary exhibitions and other cultural events. The chronoscope displayed in front of the villa B shows old photos from several locations in Balatonfüred, including the harbour, the Round Church and the Huray villas. The garden installation gives an overview of the Huray family and spa treatments in the Reform Era. You can go on thematic walks from the Huray villas to look around the Reform-Era town centre.



The Huray villa, building "B"



Round Church



## THE CLASSICIST ROUND CHURCH

The Round Church is a unique monument of national importance. It is an integral part of the Balatonfüred's Reform-Era town centre, and one of the town's emblematic buildings. Visitors to Balatonfüred named the Classicist building after its dome and circular shape. The church, which is reminiscent of the Pantheon in Rome, has been completely renovated outside, been newly plastered, and its entrance gate and columns have been restored. The church is under the jurisdiction of the Benedictine Abbey of Tihany, based on whose recommend the lighting and sound system of the church space has been modernised and the sacristy has been renovated. The crypt is open to visitors and can be used for events and temporary exhibitions thanks to the complete renovation of the electrical system and the insulation that has been installed around the church.







# MÓR JÓKAI MEMORIAL HOUSE

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Completed in 1870, the Jókai House was owned by the writer for twenty summers, and he wrote his novel *The Golden Man* at this villa in Füred. Since 1954, the holiday home has welcomed visitors as a literary memorial museum, preserving both the memory of Jókai as a writer and a person. The interior of the Mór Jókai Memorial House, which was renovated in 2010, revives the atmosphere of the past through a lot of objects, paintings, photos and documents, allowing you to get a closer understanding of one of our greatest writers. The exhibition offers a glimpse into the everyday life of the family in Füred, and conjures up vivid images of their social life. As part of the development a new performance and exhibition space opened in the basement of the Jókai Villa. There is now a screening room, the wheelchair accessible lift has been modernised, and the garden has been done up.



Mór Jókai Memorial House





# THE UNMISSABLE VASZARY VILLA

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The Vaszary Villa became one of the most prestigious and significant buildings in Balatonfüred thanks to its restoration in 2010. The fine art exhibitions in the building complex are accompanied by literary, musical and performance evenings, and occasionally well-known public figures and artists appear to guide you through the wonderfully renovated villa. Since the reconstruction and the improvements, the garden has functioned as an event venue and a film screening site. As part of the project, the fountain statue Balaton Mermaids was placed in the garden of the villa. The statue, which is made of Carrara marble, originally stood in the garden of the Brázay villa in Arács, from there it was moved to the Tagore promenade, and then to the renovated garden.



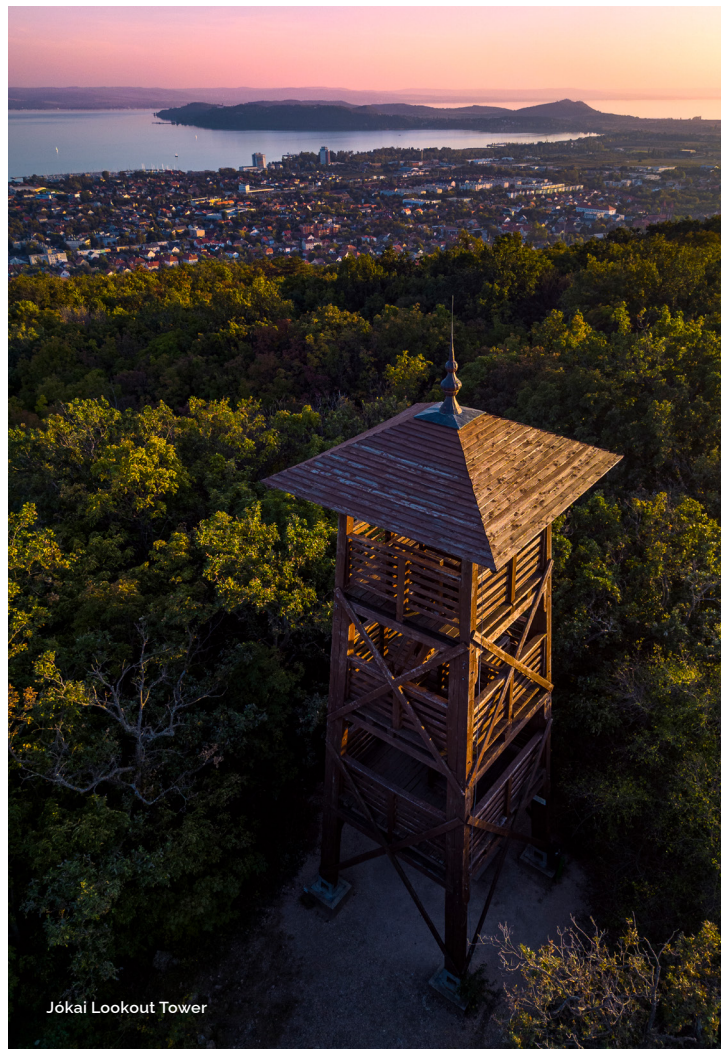


# FÜRED IS OPEN ALL YEAR ROUND

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If you're at Lake Balaton don't forget there are some great day-trip and sports options on and around the water. Lots of pleasure boats depart from the main harbours around the lake (Balatonfüred, Keszthely, Fonyód, Siófok, etc.) during the summer. The most popular of these are the historical boats: the Kisfaludy Steamboat, the Jókai Screw Steamer and the Kelén cruise boat, which depart from Balatonfüred harbour, and the Hableány and Helka cruise boats, which depart from Keszthely. Party boats are also extremely popular with young revellers in the summer.

There is so much to do in Balatonfüred. The town hosts lots of events and festivals, some of which are not only well-known in Hungary and the surrounding region, but internationally as well, generating significant revenues and more visitors. There are lots of sporting events to choose from in addition to cultural and gastronomic events like the Anna Ball, the Füred Wine Weeks and the Balaton Fish and Wine Festival. Balatonfüred has the second highest number of guest nights in this destination after Hévíz, which is the result of conscious planning and by developing the quality and the capacity of accommodation.



Jókai Lookout Tower





Balatonfüred's attractiveness has been enhanced by it offering more cultural events and activities. This also helps bring some of the towns existing tourist attractions a new lease of life and more income. Coordinating existing and new attractions has led to unique developments that have resulted in a diverse bundle that tourists can enjoy all year round. The events on offer in Balatonfüred's Reform-Era district are closely related to the attractions and the historical and cultural heritage of the town, which means they are integrated into the complexity of the town's tourist life.



Tagore Promenade

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**Project ID:** GINOP-7.1.9-17-2018-00008

**Consortium members:**

Balatonfüred Municipality  
Balatonfüred Tourist Association  
Hungarian Benedictine Congregation, Saint Aignan Benedictine Priory  
Visit Hungary National Tourism Organisation Ltd.


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
**Designed and edited by:** Mediator Group Kft.


**Printed by:** Bonex Press Kft.





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