

MUSIC NEWS & NOTES

Modern Pianos With Classic Styling

(NAPSA)—Striking just the right note with music lovers and interior designers is a new line of pianos which meld the Jazz Age with the computer age.

The exquisite harmony of modern technology and art deco sophistication can be seen in these instruments, designed with state-of-the-art acoustical engineering software and housed in cabinetry that recalls the elegant style of the early 1930s. The result is a set of “eighty-eights” that boasts superior sound and touch rarely found in moderately priced pianos.

The first Steinway & Sons line developed for the 21st century, Essex pianos are a celebration of vibrant design as people in the first half of the 20th century envisioned it.

“The Essex was designed to evoke the art deco era and the creativity and sophistication associated with it,” says Bob Dove, general manager and executive vice president of Boston Piano Co., which markets the line for Steinway & Sons. “The piano’s peak of popularity took place during the ’20s and ’30s, so we wanted to reflect that in the piano’s design.”

Steinway pianos have a history of superior sound and enduring value. The new Essex line, with its celebration of the vibrant spirit of Art Deco, should appeal to piano enthusiasts and interior decorators alike. The Essex cabinetry features genuine hardwood veneers including walnut, mahogany, cherry, ivory, oak and ash.

In addition, the bass strings are wound in solid copper; the



An elegant line of upright and grand pianos melds the computer age with the Jazz Age.

hammers are pear-shaped; and string tension is reduced for fuller sound. These design features allow for a larger, tapered soundboard, which—like those in all Steinway-designed instruments—is made of Sitka spruce, the most resonant material available.

The Essex line consists of two sizes of upright and grand pianos, with base prices ranging from \$5,200 to \$17,800. These are just part of the Steinway Musical Instruments (NYSE: LVB) line of orchestral and band instruments, which includes Armstrong flutes, Bach trumpets, C.G. Conn trombones, Ludwig drums—known as the Beatles’ preferred brand—and Selmer saxophones.

To learn more, consumers can call 1-800-366-1853 or visit the Web site at www.steinway.com.