

BIGBOX

MADE IN ITALY @ MUSIC CHINA

NEWS
FROM ITALIAN
EXHIBITORS



BIGBOX A BigBox publication - october 2018



musikmesse

Europe's biggest trade fair
for the music industry

Save the Date

Tuesday – Friday

2.–5. 4. 2019, Frankfurt am Main

Stay social and follow us!



messe frankfurt

THE WORLD CALLS ITALY RESPONDS

The participation of Italian musical instrument manufacturers to the **Shanghai Music China Fair** is extremely important. After China, Italy is in fact the country that counts the highest number of exhibitors in what can undoubtedly be considered the most important trade show in the Asian market. The **ITA (Italian Trade Agency)** contributes to setting up the **Italian Pavilion** in Shanghai, together with many of the brands that are present with their own stands in other pavilions; this goes to show how much our made in Italy is investing in the Asian market, with the objective of expanding its boundaries well beyond Italy and Europe. An ever-growing number of Italian musical instrument manufacturers participate to the most important International Trade Fairs worldwide, from the **Musikmesse** in Frankfurt to the **Winter NAMM Show** in Anaheim, California, demonstrating a natural skill in relating to diverse cultural environments, supported by the vast popularity of the made in Italy trademark around the world. This time we're not talking about Italian food, fashion or cars. We're talking about musical instruments, a field in which the creativity and talent of artisans and entrepreneurs are applied to both tradition and innovation, in order to provide contemporary instruments that represent passing down tradition or modern high tech products. The publication **Made in Italy@Music China** offers a picture of the Italian production extended to the Asian market, although always ready to approach the global markets as well. An array of artisans: small, medium and large manufacturers that are active in different fields, from classical violin to electric guitar making, from small to large acoustic and electronic instruments, to accessories. Aim of this editorial focus is introducing all this extended production to the international press, creating a network of contacts and unique visibility. In this initial edition you won't find a presentation of all the brands present at Music China (we however do supply the complete list), nor a detailed picture of all the made in Italy. It is the kick-off of a unique project that wants to highlight Italian musical instrument production, making it known to the international press network (which includes the Italian freepress **BigBox**), with the ambitious aim of reaching a significant number of final consumers and dealers across the world.

For an editorial project that seeks to support the internationalization of our manufacturers, involving Italian Trade Agency - ITA and **Messe Frankfurt (Italy and Hong Kong)** was a must, so on this occasion we asked them for a written contribution. Our warmest thanks go to them and to Massimo Lucchi (author of the text on violin making in Cremona).

piero.chianura@bigboxmedia.it

**MADE IN ITALY
@MUSIC CHINA**

BIGBOX SRL SU
Via Del Turchino, 8
20137 Milano - Italy
info@bigboxmedia.it
www.bigboxmedia.it

BIGBOX

Publisher
Piero Chianura
piero.chianura@bigboxmedia.it
Contributors
Antonella Bocchetti, Massimo
Lucchi, Carla Sanguineti

Cover photo
© Consorzio Liutai "Antonio
Stradivari" Cremona

© All material (texts and
photographs) contained in **Made
In Italy @Music China** is the
property of **BigBox Srl su - Italy**
and the respective authors.
All rights reserved

music

CHINA

10 – 13.10.2018

Shanghai New International Expo Centre, China

www.musikmesse-china.com

It's my tune.

- Qualifica al massimo la tua esposizione alla fiera degli strumenti musicali più grande dell'Asia, tra oltre 2.000 fornitori provenienti da tutto il mondo
- Espandi il tuo business grazie a oltre 100.000 visitatori provenienti da 81 Paesi e Regioni
- Entra nella rete delle più alte rappresentanze del settore attraverso un gran numero di eventi collaterali

Per maggiori informazioni:

Messe Frankfurt Italia

info@italy.messefrankfurt.com

Tel: +39 028807781



Music China - Messe Frankfurt



music-china



INTEX



messe frankfurt

WELCOME TO THE ITALIAN EXCELLENCIES

A warm welcome to the visitors of Music China 2018, the leading fair in Asia's ever-growing musical instrument market from 10 to 13 October at Shanghai New International Expo Centre. Every year the fair sets new records and in line with this trend the Italian participation will reach 70 companies representing the best of Made in Italy for the first time. During four days of networking



and entertainment, professional buyers will have the opportunity to meet renowned violin makers from Cremona, accordions master craftsmen from the Castelfidardo district and Italian producers of pianos, classical and electric guitars, wind instruments, accessories, sheet music and publishers.

Music China features 13 international pavilions this year, which is the largest number ever. In hall E4 the Italian Trade Agency pavilion will gather almost 50 manufactures. Nearby a second Italian corner will complete the overview of Italian violins production.

Outside the pavilions, 12 Italian exhibitors will be pleased to welcome you at their individual booths located in different halls of the exhibition.

Messe Frankfurt puts its expertise at the service of a growing number of companies and trade operators in the music sector who intend to develop or consolidate their activity in the Asian market. With Musikmesse in Frankfurt and Music China in Shanghai, the portfolio of Messe Frankfurt includes two of the three leading international trade fairs for music instruments and equipment, which are increasingly integrating topics such as music marketing and education. Overall, Messe Frankfurt's Entertainment, Media & Creative Industries business segment facilitates encounters between more than 6,400 exhibitors and more than 345,000 visitors.



*Donald Wich
(Managing Director Messe Frankfurt Italia)*

意大利国家展团 2018中国（上海）国际乐器展览会

2018年10月10日 - 13日
上海新国际博览中心

Italian Pavilion at Music China 2018

10 - 13 October, 2018
Shanghai New International Expo Center



ITA®

ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane
意大利对外贸易委员会上海代表处

ITALIAN TRADE AGENCY - ITA

Italian Trade Agency - ITA is the government organization which promotes the internationalization of the Italian companies, in line with the strategies of the Ministry of Economic Development. ITA provides information, support and advice to Italian and foreign companies, helps to develop, facilitate and promote Italian economic and trade relations with foreign countries, focusing on the needs of SME, their associations and partnerships.



ITA operates worldwide from a large network of Trade Promotion Offices linked to Italian embassies and consulates and working closely with local authorities and businesses. ITA provides information, support and consultancy to Italian companies on foreign markets, promoting and fostering export and cooperation in all areas (capital goods, consumer goods and services) with the target of increasing and making more effective their presence on the international markets.

ITA provides a wide range of services overseas helping Italian and foreign business to connect with each other: identification of possible business partners, bilateral trade meetings with Italian companies, trade delegation visits to Italy, official participation in local fairs and exhibitions, forums and seminars with Italian experts.

The Italian Trade Agency - ITA has been in the People's Republic of China for more than 50 years with now 4 offices respectively in Beijing, Shanghai, Canton and Hong Kong organizing hundreds of promotional activities every year to enhance the relationship between China and Italy.



MADE IN ITALY
▶@MUSIC CHINA

VISCOUNT UNICO 800 THE UNIQUE ORGAN

THE UNICO 800, AT THE TOP LEVEL OF UNICO SERIES, HAS REDEFINED THE "STATE OF THE ART" FOR CLASSIC ORGANS.

The English translation of the Italian word "UNICO" is "unique", in fact only UNICO 800 VISCOUNT organ, is capable to offers a superb organ sound in a majestic cabinet equipped with physical modelling sound generator powered by the state of the art of hardware and software technology.

The Unico series is a line of classic organs developed with Physis® physical modelling technology, entirely designed and patented by Viscount's Italian research facilities. With this new approach, based on physical modelling of the pipe organ, you will enjoy the most faithful and malleable sound on the market today.

Thanks to accurate audio reproduction and powerful reverberation effects, Viscount has transferred the magnificence of a large pipe organ into the convenience of a compact instrument.



VISCOUNT UNICO 800 与众不同

代表UNICO系列最高水准的UNICO 800,重新定义了古典管风琴的艺术性。意大利语“UNICO”译成英文即“UNIQUE”(独一无二),事实上,依托最新的软硬件实现的物理建模音源,唯有VISCOUNT UNICO 800能在雄伟的艺术空间内提供华丽优美的管风琴声音。UNICO系列是基于PHYSIS®物理建模开发的古典管风琴,完全由意大利VISCOUNT管风琴研发中心设计并拥有专利。基于对传统管风琴的物理建模技术,您可享受当今最真切、最具延伸性的管风琴声音。有赖于精准的音色再现及强大的混响效果, VISCOUNT已将一台大型华丽的管风琴转变为紧凑便利的乐器。

The Unico series has a rich library of customizable settings and parameters, which allows you to select, assign and store hundreds of additional registers. Features are easy to access through a discrete backlit main control display.

VISCOUNT COMPANY

In the village of Mondaino (RN - ITALY), for a century Viscount is producing high quality innovative musical instrument that have been appreciated from enthusiastic musicians around the world. With the beginning of the 21st century and heightened global competition, the company increased his catalogue of products and market penetration also thanks to a patented sound-generation technology based on physical modelling approach that allow to build electronic musical instruments with exclusive performance advantages.

Info: Viscount - www.viscountinstruments.com - info@viscount.it





MÚSICA & MERCADO

PRO AUDIO & LIGHT | MUSICAL INSTRUMENTS | ENTERTAINMENT BUSINESS

Meet the Spanish speaking market.

Música & Mercado is a leading publication reaching 21 countries. Increase your brand value, sell more. Let us handle your communication in the US Spanish speaking community and Latin America / Spain.



 SlideShare

 issuu

 calaméo

So, what can you get?

Printed magazine sent by post mail to retailers, sellers, distributors and manufacturers; Website containing the largest content about musical market: audio, lighting and musical instruments; Newsletter to a huge database from the musical market; Custom contents for tablets and smartphones; Exclusive app for tablets and smartphones; Complete PDF magazine, distributed among subscribers from newsletter and website; Social media and Whatsapp enabled.

BRAZIL • SPAIN • LATIN AMERICA

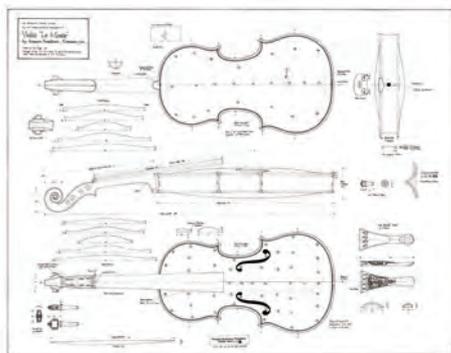
www.musicaymercado.org

LET'S DO IT SLOWLY

The city of Cremona is known Worldwide for Music, not only for composers such as Claudio Monteverdi and Amilcare Ponchielli, but above all considered the World Capital of the Violin. In fact, Cremona is known for the construction of stringed instruments and for the families of violin makers of the past, Stradivari, Guarneri and Amati, who in the city created their masterpieces more than 300 years ago. And Cremona is still the Capital of Violin, because even today this art is active. Since 2012 Cremona is recognized by UNESCO. The whole city is at work on music and violin making. There is the Museo del Violino, there are 140 violin shops that make violin on the tradition of the ancient Masters. In this context the Academia Cremonensis, a private School of Violin and Bow Making, which, pursuing the same objectives as the other institutions already active in the Cremona, presents itself as an additional opportunity for enrichment for enthusiasts and professionals in the sector. The student of the Academia Cremonensis from the first day of course is on his workbench with tools and wood in his hands, and start working. Someone arrives at the first experience, but immediately demonstrates good dexterity. Someone is more in difficulty in using some tools. This is why the Maestro must set the specific educational path for each student. Only with a highly personalized teaching, what is proposed in Academia Cremonensis, can the new masters of tomorrow be formed. As if it were an open workshop, it gives the opportunity to those interested to experience the "secrets" of the Masters Violinmakers and Bowmakers of the past and to make Violins and Bows according to their techniques. The Academia is inspired mainly by Maestro Simone Fernando Sacconi, a great expert of Stradivari, for the construction technique of the violins and by Maestro Giovanni Lucchi for that of the bows. These constructive techniques are certain reference points, based on their in-depth study and their experience of craftsmanship and excellence. The excellence of Italian violin making today is not only represented by the Cremona school, but also by other ones located in various Italian cities that are all characterized by the same talent and care that represents the heritage carried forward in time by violin craftsmen. In this time where everythings must be "fast", it is essential that in a sector such as violin making, is required to teach the ability to give time to taste for things done well and slowly, to have great care for the making and for the uniqueness of the creations. In Italy the tradition is to craft in this way, we have been doing it for centuries and we know how to do it well.

Impossible for us to do otherwise.

For this reason we wanted to create in Cremona, the undisputed homeland of the violin tradition, a school where to stop, where to breathe the magic that lives in this city. Stop to do well, to make unique creations, stop and learn a style.



Massimo Lucchi
(co-founder of Academia Cremonensis)



MADE IN ITALY
@MUSIC CHINA ◀

STEFANO TRABUCCHI TRADITION FROM CREMONA

Every instrument that comes from the expert hands of the Master Violinmaker Stefano Trabucchi is the result of art, study, high dexterity and a lot of passion.

Since 1992 Maestro Trabucchi works in his workshop in the center of Cremona, a few steps from the Violin Museum.

The city is recognized as the world capital of violin making where knowledge is intertwined in a unique way.

The fame and popularity of Maestro Trabucchi are now consolidated all over the world. His violins, violas, cellos are built entirely by hand following the knowledge and techniques of the ancient violin makers of Cremona.

The choice of wood is fundamental for the beginning of a great instrument; wood that is aged for more than 10 years. The life of each instrument begins from the choice of wood until it

reaches the painting and the tuning of the sound.

Maestro Trabucchi plays important roles in the world of violin making in Cremona, taking part as a leader in various associations and various scientific committees.



TRABUCCHI
THE VIOLINMAKER



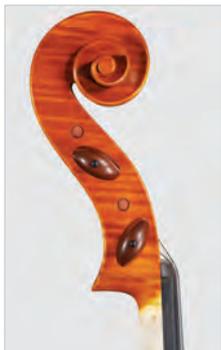
STEFANO TRABUCCHI

制琴师 - 史特法诺 · 塔布奇
克里蒙那 - 意大利

制琴师 史特法诺 · 塔布奇 在今年庆祝他在克里蒙那二十周年的制琴生涯，在克里蒙那，他追随着制琴史上有名的 STRADIVARI(史特拉底瓦利)，GUARNERI(瓜奈里)，AMATI(阿玛替)和意大利荣耀的传统来制作乐器。

在这二十周年纪念的机会中，制琴师 史特法诺 · 塔布奇 特别制作了一系列在琴身上黑檀木的部分作上镀金装饰的纪念琴，并接获了许多从世界各地的订制要求。

您可以在制琴师 史特法诺 · 塔布奇在意大利展区的W2D12号展览摊位欣赏到这一系列的纪念作品。



MADE IN ITALY
▶ @MUSIC CHINA



LIUTERIA DIMITRI ATANASSOV FINE VIOLINS FROM CREMONA

*F*ine modern and antique violins. Workshop for violin, viola and cello making and restoration. Positioned in the old part of Cremona, the workshop of Dimitri Atanassov produces fine violins based on Guarneri del Gesu, Stradivari and Romeo Antoniazzi. As well as producing new instruments, Dimitri also restores antique instruments and bows.

Two of the most popular violin models produced by Dimitri Atanassov are those based on Guarneri del Gesu's - "Vieuxtemps" violin and a model based on Romeo Antoniazzi. Both models are known for their great depth in the sound, with big projection and excellent playability.

For viola, Dimitri Atanassov uses mostly an Andrea Guarneri model. The instruments are available in a variety of sizes from 39cm up to 42cm.

Cellos are available in a Stradivari or Montagnana model. All of the instruments are

made of old, seasoned Italian spruce and Bosnian maple. Dimitri uses an oil based varnish for most of his instruments.

DIMITRI ATANASSOV - CREMONA

迪米特里的提琴制作中心，位于意大利提琴重镇克雷莫纳。此工作室以意大利著名制琴大师斯特拉迪瓦里 (STRADIVARI)、瓜尔内里 (GUARNERI DEL GESU)，以及安东尼亚齐 (ROMEO ANTONIAZZI) 的小提琴为范本，制作出高品质的小提琴。

此外，迪米特里不单单是位优秀的制琴师，也是一位出色的古董提琴修复师。



LIUTERIA DIMITRI ATANASSOV

As well as his own instruments, Dimitri Atanassov's workshop also produces more affordable instruments under the brand name "Simonetti". These are excellent instruments, finished by Dimitri, designed for the student market. Also, Dimitri Atanassov does full restoration work on many antique Italian, French and German instruments and bows.

Info: **Dimitri Atanassov - Cremona**
dimitriatanassov@gmail.com

Moscow's musical guide books: Musical world of Moscow



the address book of musical companies

Musical World of Moscow

Musical theaters, orchestras, choirs, ensembles, music schools, colleges, concert halls, libraries, museums, musical shops, dealers, distributors, etc.

the Illustrated Guide book

Musical Education in Moscow

Contents: photos, history, addresses and contacts of musical educational institutions of Moscow (Schools, Colleges, Conservatory and Universities)

- Our annual directories are **unique and the only printed modern musical directories** in Moscow.
- Our annual directories **for musicians**: for professionals and students.
- Our annual directories **receive all musical firms, musical stores, dealers and distributors.**

Philharmonik – Musical Information Publishing Centre
Publishing House PERISKOP
109052, Moscow, Nijegorodskaya ul., 29-33
Phone +7 (495) 518 6727
E-mail: info@philharmonik.ru

musicalworld.moscow

MADE IN ITALY
▶@MUSIC CHINA



MARCELLO BELLEI

VIOLINMAKER - MODENA

*M*arcello Bellei is a dedicated contemporary Italian violin maker receiving high recognitions from musicians and collectors around the world. He studied at the Parma school and he started his own business in 2004. Teacher of violin making at the Violin Making School in Pieve di Cento (Bologna).

Marcello Bellei instruments are inspired to Emilia Romagna school, following the work of Ansaldo Poggi, Giuseppe Fiorini, Augusto Pollastri . All the characteristics of the instruments – model, arching, purfling, F hole, scroll , varnish – recall the details of these great makers of '900 century. Also pupils instruments available.



MARCELLO BELLEI

Marcello Bellei was born in Modena, Italy in 1976.

PRIZES

- second prize in the violin section at the 8th National Violin Making Competition in Baveno 2001.
- special recognition "Provincia di Cremona" for the best acoustics in the violin section at the 8th National Violin Making Competition in Baveno 2001.
- first prize in the cello section at the National Violin Making Competition, Pisogne 2011.
- first prize and Edrio Edrev prize in the viola section at the National Violin Making Competition, Pisogne 2011.
- special recognition for the best acoustics in the antiqued violin section at the International Violin Making Competition, Pisogne 2012.
- Second prize in the violin section at the 9th Anlai National Violin Making Competition in Cremona 2015.
- First prize in the cello section at the 8th International Violin Making Competition, Sesto Fiorentino 2017.

Info: [Marcello Bellei - info@marcellobellei.it](mailto:marcello@marcellobellei.it)
www.marcellobellei.it

Marcello Bellei
violin maker - Modena - Italy

FONDAZIONE LUCCHI ONLUS SHARING THE BOWMAKING ART

Who was Giovanni Lucchi? There are so many answers to that question. The most common is that he was “the founder of Italian Bow Making”; many more simply speak of him as “the bow maker of Cremona”; others still remember him above all for his nature of scholar and researcher. All agree to define him as “Maestro”.



And it was this characteristic perhaps that he showed more than others: he revealed all of his “secrets” to his pupils in the workshop, he shared his knowledge with them – even the most unusual – to the students at his bow making school, he shared his discoveries with friends and acquaintances, always hoping to improve himself and others. “Here’s another of my secrets I need to tell everyone” he would often say.

The Lucchi Foundation, set up by his children in his memory, is nothing more than the response to his teachings. The philosophy of the Foundation, is to share the knowledge of bowmaking art with the love for the constant search for quality. The Foundation continues the work of Maestro Lucchi by carrying out the project he himself had imagined. Among the projects the Foundation is working on are:

- sessions with children, either in schools or in the Lucchi workshop, allowing them to come into contact with this fascinating artistic craft which is so particular to Cremona;
- also with children, the creation of an illustrated book on bow making which will help them to learn

about the subject more easily and to help them to share information with family and friends;

- the Academia Cremonensis in Cremona, the Italian Bow Making School in Cremona;
- the online conversion of the cd-rom “L’Arco”, made by Maestro Giovanni Lucchi in six languages, publishing it on the web free for everybody.
- the translation into various languages of the autobiography of Maestro Lucchi and its diffusion all over the world (now Italian, English, Japanese, and Chinese are done);
- masterclass of virtuoso playing for young people;
- scholarships for students that want to learn how to make violins or bows;
- R&D labs on the quality of materials;
- various conferences and conventions about “the Quality in the music instrument making” and about “the BOW, it’s not just an accessory”;
- publications of the knowledge in our fields, helping others as a publisher too.

We have passion but we need your help and your support. Thank you!

Info: **Fondazione Lucchi Onlus**
www.fondazioneLucchi.it

MADE IN ITALY
▶ @Music CHINA



LUCCHIMETER TEST THE QUALITY OF VIBRATIONS IN RESONANCE WOODS

The LucchiMeter gives you the LUCCHI Value in the wood. It's an ultrasonic tester designed to measure acoustical characteristics of woods, it can be used to determine the elasticity and the sound quality. The LucchiMeter has revolutionized the world of construction of wooden musical instruments.

Designed in 1983 by Maestro bow maker Giovanni Lucchi, measures the time needed for the sound waves to pass through the material. The tester can measure the unworked wood as well as during the working phases and even the finished instruments, whether they be violins, guitars, pianos, oboes, clarinets, harps, reed instruments or bows. Taking into account the measurements and parameters of the density, we can understand what thicknesses it would be best to respect during the working process, the best varnishes to use and how long their drying time would be, which glues would not compromise the acoustic production of the instrument. Retailers of acoustic wood were the first to appreciate its use in classifying the quality of their woods, and some of them use the values as a unit of measure for their price lists.



Taylor Guitar: Master Andy Power

The LucchiMeter is moreover used in the world of artisans, schools of violin making and institutes or university of acoustic research. The tool is made up of a generator of impulses that are sent to a receiving probe. One can measure the longitudinal and horizontal speed, and with relative measures one can evaluate any presence of resin sacs or breaks, because any alteration can be identified as a variation of the time of transit.
info: www.lucchimeter.com

LUCCHICREMONA

The story of LucchiCremona is a story of passion and high quality craftsmanship. Our father the Master Bowmaker Giovanni Lucchi was the founder of the "First Italian School for Bowmaking" in Cremona and in 1971 established the workshop for bows, horse hair and technologies for resonance wood. Nowadays Maestro Lucchi is no longer with us but, he has left to our children, who carry on his work for and with him, his philosophy of life and work, his openness towards others, his determination to choose the right materials, his constant research for the finest quality.
Info: www.lucchicremona.com
info@lucchicremona.com

LUCCHI  CREMONA



MADE IN ITALY
@MUSIC CHINA ◀

FERNANDO SALVATORE LIMA THE EXCELLENCE OF SOUND

*F*ernando Salvatore Lima was born in 1962 in Santa Maria da Feira. Early he showed a special gift for music and art in general and his manual skill was already clearly apparent. He crafted his first instrument as he was only 16 and since then he always sought to develop his knowledge of the art of new instrument making and restoration.



In order to learn the most sophisticated restoration techniques, he attended various restoration workshops over the years and dedicated himself to the restoration of prestigious instruments. He travelled to Italy, Germany and England to deepen his knowledge of this precious centuries-old art. His dedication allowed him to seize the essence of the great Italian masters' crafting art, in particular the Cremonese ones. His passion for quality lutherie eventually led him to Cremona, where he received a diploma as a Master Violin Maker from the Antonio Stradivari School. He opened his own workshop in Piazza Roma 8, where he currently works. His determination

to achieve a sound quality similar to that of Guarneri del Gesù, enabled him to build excellent sounding instruments, which are greatly appreciated by accomplished musicians throughout the world. Today he crafts copies of Stradivari and Guarneri del Gesù instruments, following the great Cremonese masters' traditional crafting methods. He works with passion and dedication in order to make the highest quality instruments with the finest sound and exquisite beauty.

“費爾南多·薩瓦多列·利馬 (FERNANDO SALVATORE LIMA) 出生在葡萄牙的聖瑪麗亞費拉。

年輕時，他就表現出音樂及藝術方面的特殊稟賦，其很強的手工能力亦展現出來。16歲時他就製作出第一個樂器，此後他孜孜不倦地拓展新樂器製作和修復藝術的知識。為學習高階技術，多年來他一直奔波於各類修復工作坊之間，投身於修復著名樂器的事業之中。他曾前往意大利、德國及英格蘭研究此百年古藝。他的努力使其掌握了意大利大師，特別是克雷莫納名師製作藝術的精髓。他對高品質小提琴製作藝術的熱情最終使其前往克雷莫納，在這裡他取得了 ANTONIO STRADIVARI 學校的提琴製作大師文憑。他在 PIAZZA ROMA 8 開了自己的製作坊，並在那裡工作至今。他不斷追求，決定製作出具有與名匠 GUARNERI DEL GESU' 的樂器相似之聲音的樂器，這種高要求最終使其製作出聲音極其美妙的樂器，受到全世界著名音樂家的讚賞。如今，他根據克雷莫納名師的傳統製作方法製作仿 STRADIVARI 及 GUARNERI DEL GESU' 的樂器。他對製作聲音出色、外表美觀的高品質樂器充滿熱情及獻身精神。”



MADE IN ITALY
▶ @MUSIC CHINA

LORENZO ROSSI VIOLIN MAKER IN MILAN

In the construction of modern instruments (Violas, Violins and Cellos), Lorenzo Rossi makes use of personal models inspired by the Milanese School and carries out copy reproductions of instruments made in the antique Milanese tradition.

The timber woods are personally and scrupulously chosen. The entire making process is performed manually without any use of machinery.

The gluing process is carried out with hide/animal glue in controlled environment. Amber based oil varnishes made in the workshop according to personally elaborated recipes are preferred, unless other specific requirements are made by client. There is a lot of attention paid to grounding wood in order to isolate it from varnish without dirtying the pores and conferring intensity to the varnish overlaid.

For Lorenzo Rossi the set-up of a bowed instrument is the most delicate and interesting professional aspect. The achievement of the right trim is born out of synergy between musician and violin maker: in a workshop both of them pursue and strike a balance between the power and



strength of the instrument and acoustic needs and the convenience of the instrument player.

Besides selling instruments of his own production, Maestro Rossi is also capable to find any kind of bowed instrument.

LORENZO ROSSI

After getting diploma in "Bowed instruments construction", he restoration career attending the workshops held by Maestro Carlos Arcieri (New York). The participation in courses of international interest enabled him to obtain up-to-date information on new materials and techniques constantly.

Teaching the course "Construction of bowed instruments" at the Civic School of Violin Making in Milan that he graduated with distinction and member of Association of Italian Luthiers, Lorenzo Rossi launched his own shop in 2004. In 2008 he was awarded two silver medals in the categories of violin and cello at the National Violin Making Contest of Pisogne. In 2012 he won the Third prize (with a cello) at the XIII Concorso Triennale Internazionale of Cremona. He provided consultation to: "The Leonardo da Vinci National Museum of Science and Technology" at the opening of "Luthier's Workshop" after renovation – donation of Bisiach family. He has regularly participated in trade fairs ("Mondomusica" in Cremona, "Musikmesse" in Frankfurt and "Music China" in Shanghai).

info@rossivirolins.com - www.rossivirolins.com



PAOLO CORIANI **EXCITING GUITARS**

In the last few years I concentrated my work on my biggest passion: the traditional Spanish guitars built during the period between the middle 19th century and 1930s and their sound character and quality.

I have been owner and I'm owner of some instruments: Manuel Ramirez (1895, 1903, 1910, 1918), Enrique Garcia (1907), Santos Hernandez (1922) that I can deeply and carefully study and listen. The restoration works of other guitars of the same age increased my passion and my knowledge stimulating and allowing me today to build my



own guitars.

On this occasion I show some of the new guitars that are the result of all my research and that enclose all my experience without being real replicas.

Deeply inspired to the original sound, the guitars are made by carefully selected woods, also air dried for more than 40/60 years. All this together with a carefully workmanship give a rich warm brilliant sound, full of colors and nuances, with a playability that allows the maximum of sensitivity.

A guitar that is able to excite the musician and the listener.

Info: **Paolo Coriani**
liutaio@corianipaolo.it
www.corianipaolo.it



MADE IN ITALY
▶@MUSIC CHINA

MATTEO BELLINI

FINE GUITARS FROM MANTOVA

Luthier Matteo Bellini, year 1974, works on guitars since 1998, after studied on classical lutherie at the Cremona violins school.

Now in Mantova, where he lives, he builds acoustic and classical guitars, electric guitars and basses. His goal is to produce fine and beautiful instruments that have a great sound, unique objects to play, with a unique, distinctive sound.

The research to get the best sound ever, starts from the best tonewood choice and an expert craftsmanship due to years of practice and experience.

If you are ready for a great guitar for your lifetime , it's time to check out Bellini Guitars!






guitaremag.com

*the french website
for Guitar lovers...*

MVM EDITIONS - BP 10292 - 75867 PARIS CEDEX 18 - FRANCE

MADE IN ITALY
▶ @MUSIC CHINA



EKO MARCO POLO **YOU WILL HEAR IT FOR YOURSELVES** **AND IT WILL SURELY FILL YOU WITH WONDER...**

*M*arco Polo, the most famous Italian traveller and explorer, wrote this phrase telling about his long travel from Europe to Asia in 1271. Going down this path, the perfect guitar was created for all the music lovers who don't want to give up on carrying with them their instrument in their travels around the world.

The Marco Polo is one of the Eko Guitars family jewels that shines for its sound quality and its aesthetic components such as the beautiful sound-hole rosette, where the word "traveller" has been engraved in various languages using a sophisticated precision laser. In order to honour Marco Polo's Italian roots, the Italian Spruce was selected as the main wood to build this unique instrument. Thanks to the high sound performance of the Italian spruce as well as the famous ovangkol, used for the back and the sides, this "travel-guitar" offers an unexpected warm and balanced

sound. The equalizer chosen for this instrument couldn't be less than the high-quality Fishman Flex Blend realized also with an onboard microphone. And to finish the job, an elegant and practice case, built with a waterproof material, easy and comfortable

to carry. The Marco Polo Guitar, made by Eko Guitar, is available in two models:

Marco Polo SO made with Italian Spruce for the top and Ovangkol for the back and the sides and with a Fishman Flex Blend equalizer with on-board microphone.

Marco Polo MM made entirely of Mahogany and with a Fishman Flex equalizer.

We'll be glad to welcome you at the Music China 2018, Shanghai Stand nr. W3C39



EKO

From 1959 to 1985 EKO was the biggest guitar factory in Europe. In 1985, EKO decided to interrupt its main production in Italy and to transfer its purchases in foreign countries. EKO established some joint-ventures in China. Today all Eko guitars and amplifiers come from these two countries. EKO kept its "R&D" offices and a small "custom shop" in Italy, where it produces a good quantity of about 100 high quality guitars per year. Today EKO sells its variety of products in Italy and all over the world. Almost all important Italian musicians have at least one or more EKO hand-made guitars. During the years EKO also bought important brands and companies such as Quik Lok, Montarbo, Grisby Music, Linear Sound.
Info: **Eko Music Group** – www.ekoguitars.it/en/



audiopro

PRO AUDIO, MUSIC INSTRUMENT, RECORDING,

PRO KARAOKE, & MUSICIAN

TEKNIK

- POTENSIMETER UNTUK GITAR DAN BASS
- DARI KIBOR SAMPAI KE MIXER
- SEJARAH DAN PERKEMBANGAN BASS ELEKTRIK

GEAR

- SHURE UA846Z2 LC
- AUDIO-TECHNICA ATH-M60X
- BARETONE BT-3H1515BWR
- RCF HDL 30-A

MIKE JOHNSTON

GRETSCH DRUM, BEAUTY & CLASSIC

REVIEW

- YAMAHA THR 5A • WISDOM DX SERIES • BACCHUS WJB-SPM • BOSS GT-001 • PROEL V12 PLUS
- IK MULTIMEDIA IRIG STOMP I/O • SOUNDLAB EP 6000 • KORG MINIOLOGUE

08 THN XVIII/2018



8 995152 301032

Harga: Rp 50.000,-

(LIMA PULUH RIBU RUPIAH)



Pesta Spektakuler Banjir Hadiah

Juli - Agustus - September 2018

Beli PSR-S975 / PSR-S775
& Menangkan 512 Hadiah Menarik

BONUS KOMPLIT

2 Motor
NMAX



Info lebih lanjut klik: <http://bit.ly/PSRBanjirHadiah>

Facebook: YamahaIndonesiaGitarBerkah Instagram: YamahaHadiah Twitter: YamahaHadiah

MADE IN ITALY
▶@Music CHINA

ACOUSTIC FINGERSTYLE GUITAR STRINGS DOUBLE WINDING NICKEL/BRONZE STRINGS

Galli Strings introduces a new string for acoustic guitar! Two thin windings make the string smoother combining the brilliant and powerful sound of nickel alloy strings with the warmth and full-bodied sound of bronze alloys. Medium and Medium light gauges available Nickel/Bronze wound .013-.056 and .012-.056



The new Fingerstyle Galli strings are an evolutionary synthesis of the acoustic guitar strings. The double winding strings combines the brilliant and defined sound of electric guitar Nickel strings and the warmth and depth of acoustic Bronze strings.

The result: a more balanced sound and INFINITE sustain.

The properties of the Nickel allow the vibrations to be detected in the best possible way by all the

pickups, in particular by magnetic ones (for both acoustic and electric), without losing the tone of the bronze strings.

The two thin windings make the string less "rough" to the touch and as a result there is less rubbing noise and an increased string life without the use of coatings that could reduce the vibrations - less space between "round windings" therefore less dead skin and sweat deposit.

The only limit is your imagination!

GALLI STRINGS

Galli Strings is an Italian manufacturing company founded in 1890 with a long tradition in the production of musical strings & accessories. Gallistrings has begun by producing handmade strings in natural gut. After some years, the techniques and materials have been improved and the handmade production has been replaced progressively by more complex processes using computerized machineries, sophisticated technologies and innovative materials.

All strings are manufactured in Italy in our headquarters in the gulf of Naples in the south of Italy.

Info: **Galli Strings Srl** - Via Cupa S. Croce, 25 - 80143 Napoli (NA) Italy

info@gallistrings.com - www.gallistrings.com



"Mama always said Music was like a stompbox.
You always know what you're gonna get."

Prart Music Group believes in mama's said.

Prart Music Group



Music At Its Best

PMG[®]
PRART MUSIC GROUP



21/4 RCA Building B, Rama IX Rd., Bangkapi, Huaykwang, Bangkok 10310, THAILAND
Tel. (66-2) 203-0423-5 Fax. (66-2) 203-0426

www.prartmusic.com
pmg@prartmusic.com
f i s t theprart @prart

www.ovdcoin.com
ovdcoin@gmail.com
t @ @ f i s t @ovdcoin

MADE IN ITALY
▶ @MUSIC CHINA

DOGAL STRINGS THE EXCELLENCE OF ITALIAN ART

*D*ogal has been producing the finest violin and cello strings for nearly 70 years with a loyal following in Europe for decades and nowadays also in America and Asia, not only for classical instruments but for modern too.

The origin of the name "Dogal" is as ancient as the adjective from which it derives, "Dogale", or "of the Doge".

It is the story of a family whose lineage is firmly rooted in the remote past of the ancient Republic of Venice which unfolds along a fine line of continuity: the evolution of Music. DOGAL produces strings for bowed instruments for the professional player: VIVALDI with the SYNTHETIC GUT® technology giving the authentic and unmistakable "Italian Sound": excellent volume of sound, immediate response and perfect fifths .



GOFFRILLER is the professional line for cello, realised with the maximum care and finest technology, providing a personal, warm, intense and powerful sound.

BE YOURSELF. CHOOSE YOUR ELEMENT

For electric guitar Dogal is able to provide different solutions according to the musicians playing style and music genre. NISTEEL is manufactured entirely by hand using a combination of the best harmonic steels and the best Italian Nickel. The versatile string par excellence!

DOGAL CORDE ARMONICHE

Founded in Venice, Italy in 1950, the company Dogal Corde Armoniche has been producing music strings for the most demanding musicians for almost 70 years. Passion, Detail, Care and Love for Music are our philosophy. Dogal strings produces exclusively HANDMADE STRINGS: indeed only through careful artisan handwork can materials be transformed in such a way as to make the instrument sound like it's maker intended. The true essence of Dogal Strings is our experience and unending research thanks to our daily interaction with instrument makers and musicians .

Info: **Dogal Strings**, Venice (ITALY) - info@dogalstrings.it - www.dogalstrings.it
Facebook: [dogalstringsitaly](https://www.facebook.com/dogalstringsitaly)



MADE IN ITALY
@MUSIC CHINA ◀

DOGAL

1950年成立于意大利威尼斯的DOGAL (道格尔) 琴弦公司, 在近70年的历史中, 一直致力于为顶级的音乐家们制作琴弦。DOGAL这个词来源于古威尼斯共和国公爵时代的音乐家族, 公司传承了手工制作的工艺, 融入了热情, 细致, 严谨和对音乐的热爱等制作理念, 通过工匠们地精心打磨, 使弦线完美贴合乐器, 从而达到演奏者所需的音乐效果。

公司的宗旨是为专业演奏者提供不同的琴弦: 例如, VIVALDI系列的“合成羊肠弦”, 提供纯正的意大利音质, 出色的音量和五度音准; GOFFRILLER是专业的大提琴弦, 温暖而强烈, 个性化的体现。电声吉他, 按音乐类型和演奏风格种类, 提供不同的琴弦。NISTEEL是意大利最好的镍和钢质弦, 音质饱满丰富; CHROME STEEL是铬钢合金弦, 声音强力而穿透性; CARBON STEEL是钢炭合金, 弦线柔软, 适合摇滚和灵魂蓝调。

长期制作经验, 不断研发, 和演奏家共同互动, 是DOGAL优质琴弦的保证

CHROME STEEL manufactured with an alloy of steel and chrome is dedicated to the rocker: aggressive, defined and powerful. CARBON STEEL is manufactured with a steel and carbon alloy. Its softness makes this string the perfect choice for the player who loves extreme bending, through without stress for hands or instrument. Perfect for rock, blues and soul.



E. PARKER - W. PRATI



LA 1919



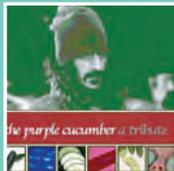
MOORE - PRATI - SCHIAFFINI



J. BARON - E. SHARP - R. ZORZI



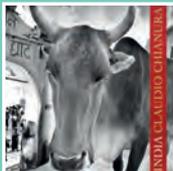
BARBIERI - CHIANURA - ROEDELIOUS



ZAPPA TRIBUTE



GUY-HOMBURGER - PRATI



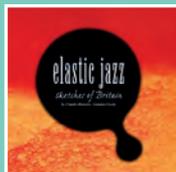
CLAUDIO CHIANURA



PICCHIO DAL POZZO



W. PRATI - G. SCHIAFFINI



EUROPEAN IMPRO - MASTERS



PREVOST - SCHIAFFINI - TILBURY



SCHIAFFINI 2CD "BEST OF"



THE ITALIAN NAME FOR INTERNATIONAL JAZZ, EXPERIMENTAL AND NEW MUSIC

MADE IN ITALY
►@MUSIC CHINA

STUDIOLOGIC NUMA COMPACT 2 **MIGHTY. PORTABLE. SOUNDS GREAT.**

The Numa Compact 2 is completely redesigned from the base. In a very compact size and lightweight cabinet we have integrated a totally new technology directly derived from high quality and professional keyboards. The Numa Compact 2 is a big step forward in terms of sound quality, digital post processing effects and full MIDI controller features. Thanks to the built-in speakers and the internal digital amplifier, the Numa Compact 2 is suitable and flexible in any musical environment. Start from a training session at home and be the king of the stage.

The Numa Compact 2 grows with your demands. You can either use it with the high quality built-in speakers in a training session, practice at home with your headphones and plug it to the PA system when playing with your musician friends or performing live on stage.

Expressive performance with ergonomic metal stick controllers. The programmable sticks and the Aftertouch add to the performance a complete musical control, never found before in any instrument of its category.

New OLED display for a clear view. New sound bank section with a wide selection of professional sounds, based on a 1 GB flash memory. New professional FX processor, which allows to perform up to 6 effects simultaneously.

Modern design and state of the art technology,

1GB of new sounds and 2 double powerful effects + String Resonance and stereo Reverb, in a light portable cabinet. An easy, friendly and professional user interface, 2 Sound sections, 2 MIDI zones, a fast semi-weighted top quality 88-keys keyboard with Aftertouch. Built in amplification system, ideal for a home or studio session. An instrument that can surprise on stage, for live gigs and concerts, also ideal for rehearsals or recordings, thanks to the wide variety of sounds, such as Pianos, E-Pianos, Keyboards, Bass & Guitars, Organs, Synthesizers, Orchestral sounds and many others. The only product on the market which offers the quality of a top Stage Piano, with an additional palette of sounds and effects of all kind, coupled with a powerful MIDI controller, at a price with no direct competitors.





MADE IN ITALY
@Music CHINA ◀

FATAR – THE HISTORY

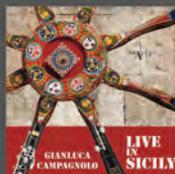
Founded in 1956 by Lino Ragni, FATAR brand is synonymous with high quality keyboards for digital pianos, synthesizers, classical and home organs. FATAR has been progressively winning a position of prestige, by putting specific expertise into designing, engineering and construction of keyboards with high technological and quality standards. The most popular and influential trademarks on the global market of musical instruments, like Korg, Roland, Nord, Kurzweil, used Fatar keyboards in the past and still do in the present.

Studiologic is a brand owned by Fatar, born at the end of the 90's. Given the experience in keyboards and cabinets production and the knowledge of the market, we decided to introduce our own product line, starting with Midi Controllers, till the current musical instruments generation.
Info: **FATAR Srl** - Via Volponi - Z.I. Squartabue, 62019 Recanati (MC) ITALY
Phone: +39-0717506078 - info@fatar.com - www.fatar.com



FATAR
KEY ACTION TECHNOLOGIES SINCE 1956

AMADEUS
ARTE



music.amadeusarte.com

MADE IN ITALY
▶@Music CHINA



RAMPONE&CAZZANI **HANDCRAFTED SAXOPHONES ROOTED** **IN THE PAST... LOOKING TO THE FUTURE**

*M*usic is one of the most beautiful forms of art that we are everyday trying to frame into our very personal and colorful painting made of emotional ingredients. Taking inspiration from artist musicians and proud to show our strong attachment to the unique village of Quarna, our home in the Alps above Lake Orta, we today offer Two Voices Saxophone series to reflect the voice of our Land.

These last born ones represent our passionate and ongoing research in offering musicians a new and distinctive voice on saxophone. Skilled craftsmen hands bend and massage slabs of precious metals such as Bronze, Brass and Solid Silver in homage to artist Carlo Casanova



(The Very Last of the Romantics; 1871 Crema -1950 Quarna Sotto) through his acclaimed etching "Le 2 Voci", which illustrates the village's two main church towers. Handworks are unconsciously the inevitable result of experiencing pulse, feelings and landscapes of the place. Craftsmen of Quarna are likely dreaming of their horns playing all together a chord capable of wrapping the world with their voice!



RAMPONE E CAZZANI **HANDMADE ITALIAN SAXOPHONES**

Hand-Making wind musical instruments since 1818, we started experimenting on our very first saxophone prototype way back in 1875.

We are focused on making pro-caliber saxophones and complements from Soprano to Baritone... work in progress about the Bass. Our "motto"... it is all about sound!!!

info@ramponecazzani.it - www.ramponecazzani.it

意大利手工萨克斯

我们从1818年开始制作手工乐器，1875年开始制作第一款萨克斯。

我们专注于从高音到中音...

低音在开发中..的准口径萨克斯和配件的制造。我们的

信念' ... 一切在于声音!!!





MADE IN ITALY
@MUSIC CHINA ◀

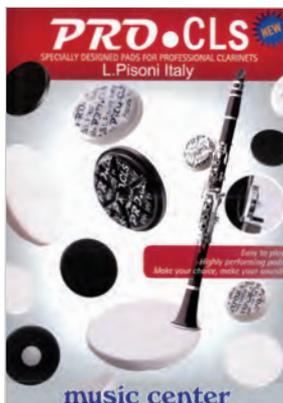
MUSIC CENTER

PADS FOR THE WIND WORLD AND MORE

*M*usic Center SPA is the world largest manufacturer of pads for wind instruments, making all kinds of finest quality pads for sax, flute, clarinet, oboe, bassoon.

Music Center is focused in the production of pads and its mission is "to be able to create and supply the perfect pads for any musical instrument in the world". All possible pad sizes are available, from the smallest instruments to the biggest instruments, so diameters normally range from 6 mm till 70 mm with increments of 0,5 mm (0,1 mm on the professional series and even 0,01 mm for the S2-pad series). Special largest sized pads with diameter over 90 mm are sometimes produced on request and any thickness is available. The pads can have a hole, a rivet, a resonator, also some other particular features can be done to upgrade the pad quality and meet the customers'

needs, so that now there are over 250.000 pads encoded, and for each there is a different technical scheme. There are traditional pads, synthetic pads, cork pads, specially designed pads made of various natural and synthetic materials. Music Center provides different materials for repairing and maintenance, reeds, cane, accessories for double reeds, accessories for other musical instruments.



MUSIC CENTER

Music Center Spa was founded in 1974 by Mr. Luciano Pisoni who started to make pads for wood-wind musical instruments.



Year after year he was able to improve the quality of the finished products and increase the production capacity. This was due primarily to Mr. Pisoni's expertise as an engineer, enabling him to design many automatic and CNC machines created specifically for the manufacture of pads. Today Mr. Pisoni is the owner and president of the company. Music Center's philosophy and mission is "to be able to create and supply the perfect pads for any musical instrument in the world". In this particular tiny market niche, Music Center spa is an icon and a symbol of the Italian craftsmanship and the undisputed leader, worldwide recognized and appreciated authority, in the art of making pads, supported by continuous research and efforts of its R&D department.

Music center spa supplies over 90% of the clarinet/sax/flute makers and exports more than 95% of its production to over 50 countries spread in all the 5 Continents. Every year, millions of Italian quality pads are used both for the mass production of student musical instruments as well for the most exclusive lines of professional wind instruments, such as Yamaha, Buffet Crampon, H. Selmer, Yanagisawa, Pearl, Conn-Selmer, Miyazawa, Fox, Powell, and many others important brands.

The best known brands of pads are: "Mypads by L.Pisoni, Premium Deluxe, Lucien Deluxe, Waterproof by L.Pisoni, Pro and Proj, LP Gore, Gold- Red- Blue Sound, Star LP, S2.US, ProCLS pads. Info: **Music Center** - www.musiccenter.it

MADE IN ITALY
▶@MUSIC CHINA

QUIK-LOK DJ/233 PERFORMANCE WORKSTATION STRUCTURE

Quik-Lok introduces the DJ/233 Performance Workstation Structure, a perfect blend of form, functionality and lightweight portability, designed to fit the needs of today's DJs and musicians on the road.

Ideal solution for most DJ setups, the DJ/233 will accommodate complete DJ systems, DJ controllers, USB/ CD Media Players, DJ mixers, turntables and all sorts of DJ equipment. Extremely versatile stand, it also proves very useful for countless other applications. Great for holding DJ coffins, CD rack systems, CD/Record cases and rack cases, the DJ/233 is also perfect for drum machines, small size live mixers, and will hold the heaviest of keyboards safely and securely. Solid steel construction provides maximum sturdiness and ensures excellent structural support. The top shelf is made of perforated sheet metal to ensure optimum ventilation to your gear, and features reinforced steel bracing for added strength. 4 different height adjustment positions are easily achievable by simply adjusting the locking telescopic



side legs. Form and function are combined in a stand that literally folds flat in seconds to a compact transportable size. Simply turn the top shelf around, swing legs back against it, and the stand folds down flat instantly, ready to be stored or carried away using its own built-in handle. Easily expandable by adding the optional LPH/T laptop holder or the IPS/16 universal tablet holder.

PRODUCT SPECIFICATIONS

Height positions (4):	25.2" - 29.5" - 33.8" - 38.2" 64 - 75 - 86 - 97 cm
Platform width:	39.37" - 100 cm
Platform depth:	19.3" - 49 cm
Folded dimensions:	39.4"x 3.9" x 25" 100 x 10 x 63.5 cm
Folded height:	24.6" - 62.5 cm
Weight Capacity:	200 lb - 90 kg
Weight:	27.7 lb - 12.5 kg
Color:	Black

EKO

From 1959 to 1985 EKO was the biggest guitar factory in Europe. In 1985, EKO decided to interrupt its main production in Italy and to transfer its purchases in foreign countries. EKO established some joint-ventures in China. Today all Eko guitars and amplifiers come from these two countries. EKO kept its "R&D" offices and a small "custom shop" in Italy, where it produces a good quantity of about 100 high quality guitars per year. Today EKO sells its variety of products in Italy and all over the world. Almost all important Italian musicians have at least one or more EKO hand-made guitars. During the years EKO also bought important brands and companies such as Quik Lok, Montarbo, Grisby Music, Linear Sound. Info: **Eko Music Group - www.ekoguitars.it/en/**



MADE IN ITALY
@Music CHINA ◀

CIGALINI MUSIC

THE E-MOTION OF SOUND



Our Company, based in Piacenza, a small village near Milano, is born in 2011 from an idea of Mattia Cigalini (actual CEO and well known saxophonist) who wanted to create a mouthpiece capable to bring together the intense and vigorous traits of metal mouthpieces with the characteristics of roundness and manageability typical of ebonite mouthpieces. In response of this need, together with a team of sound technicians, Mattia developed a special patented treatment of coating, based of pure titanium and minerals, which determines an accurate and sharp propagation of harmonics, giving an exemplary projection to the instrumental voice.

Every mouthpiece of the CIGALINI SOUND EMOTION series is designed and developed in Italy, according to the most rigorous quality standards, using exclusively the finest raw material.

In addition to the well established SOUND EMOTION line, which guarantees high quality products made in Italy, our company has developed a commercial division.

Through the import and distribution division, thanks to the solid relationships established with some of the best and most qualified producers in the world, CIGALINI is able to offer a wide range of musical products with high quality standards. In total agreement with the needs of the client we are pleased to offer customized solutions, from amateur and student users (STUDIO series) to semi-professional users (SMART series, in the pictures below). Thanks to its small and dynamic company structure, CIGALINI is able to offer the mentioned product at highly competitive prices, guaranteeing an impeccable quality through a series of scrupulous checks carried out by our team of specialized italian repairers.

Info: **Cigalini** - www.cigalini.com

amministrazione@cigalini.com

Facebook: www.facebook.com/cigalinimusic/



MADE IN ITALY
▶ @Music CHINA

MUSICTECH DUAL LINK DIGITAL BOX DIGITAL MIDI ACCORDION



The Dual Link Digital Box is a Digital MIDI Accordion made entirely in Castelfidardo with the same materials and construction methods as traditional instruments, therefore maintaining the same feeling but weighing only 5.2 kg. (11.2 lbs).

These are the specifications:

3.5" Touch Screen display

Two Sound Banks - General MIDI Sounds and 150 Sampled Sounds including 50 Accordions (sampled by Musictech) and orchestral instruments - Strings, Woodwind, Brass, Organs etc.

Dynamic Bellows Control

100 Fully Programmable Performances - Save /Download with a USB stick.

Two internal and two MIDI sounds (ext.) in each section (RH, Bass and Chords). LH section can combine rhythmic sounds to both the Bass and Chords.

USB Ports - Two USB ports for loading of MIDI/

MP3 backing. The MIDI tracks are routed to the internal General MIDI sound bank. USB Device (output) port.

MIDI Out

Couplers (Registers) - The Right/Left Hand couplers (registers) are completely programmable and function as additional Performances. The Right Hand coupler sounds can be used to instantly substitute the Performances being played, or can be used as Performance couplers.

Pedals - Volume Pedal included. 4-way Foot-Switch Pedalboard (optional extra).

Both programmable for the internal and external functions.

DUAL LINK DIGI BEAT

The new Dual Link Digi Beat is a Digital MIDI Accordion with all the features of the Digital Box but with an Arrangement and Rhythm section incorporated with Start/Stop - Intro/Ending A and B - Key Start - Key Stop - Arr. A, B and C - Fill A, B and Fill NXT Functions.

MUSICTECH

Musictech started activity in 1994 in Castelfidardo, Italy - "The Home of The Accordion" and is renowned Worldwide for MIDI Accordions, MIDI applications and Mics for accordions. They have always kept pace with technological progress and the Dual Link System has given way to "The World's First Digital Accordion" with 100 Completely Programmable Performances from a "Touch Screen Display". This system, very easy to use and programme, can be installed as OEM, an after-fit in traditional accordions or supplied as a Digi Beat or Digital Box Digital Accordion.

Info: **Musictech** - info@musictech.it - www.musictech-midi.it/eng





MADE IN ITALY
@MUSIC CHINA ◀

BRANDONI & SONS

WOOD LINE ACCORDION

The well informed musicians have already noticed the Wood Line of Brandoni & Sons: this is made possible through the valued experience gained over time. Quality is sought in detail, but even before in the raw material: the wood. We choose the best essences, select the finest cuts, work with a process in which attention and sensitivity are decisive for the outcome of the final product. For this reason all distinctive features of



BRANDONI & SONS

手风琴不仅仅是一个乐器，而是一件真正的艺术作品能让人们在传统，创新，科技和美感中获得共鸣。

这些产品的显著特点及优势在于：实木音箱，采用的木材是经过20多年的干燥处理，整个外观使用亚光的漆的喷涂加以保护，而整个产品质量的重中之重在于最好的手工制作：每一种材料的精心选择及它们之间的完美平衡：毛毡的厚度，活门与簧片的动平衡，直到最后的一枚螺丝。

尤其更为重要的是，考虑到不同的国家或不同的客户的需求，完全能够进行个性化的定制。

these products are also its strong point as well: solid wood soundboxes, 20 years of wood seasoning and exterior matt paintwork protection. Only the best professional handmade reeds are used. These reeds are manufactured using the best techniques, quality materials and made by highly qualified staff. Finally, complete and accurate tuning is carried out. Each instrument comes to life after every part is designed and built and the whole assembled as a tiny mosaic. Each element lives in synergy with all others, in order to let the instrument express the highest quality, power and beauty of sound.

BRANDONI & SONS

The company Brandoni & Sons was founded in 1949. The founder Giovanni Brandoni, with the help of his two sons Paolo and Ubaldo began the task of manufacturing accordions of very high quality and great prestige. This quality and attention to detail soon made Brandoni & Sons respected and known throughout the world. For more than half a century the accordions of Brandoni & Sons, perfected over time, still maintain all their superb characteristics. They are the result of employing traditional methods but also using the best of new technologies used in manufacturing to-day.

Info: Brandoni & Sons Accordions Srl – Via Martiri della Libertà, 3 – 60022 Castelfidardo (An)

Tel: +39 071780624 – Fax: +39 0717823272 – **Stand (Music China): Hall E4 Booth E28**

www.brandoni-accordions.com – info@brandoni-accordions.com

BRANDONI

ITALIAN ACCORDIONS
SINCE 1949

MADE IN ITALY
▶ @MUSIC CHINA

BUGARI ARMANDO GREAT ACCORDIONS FOR CONTEMPORARY MUSICIANS



Our line of accordions comprehends a full range of piano and button (chromatic) models with standard basses or with Converter. We offer high

quality instruments and our aim is to be leaders in each market segment.

Our masters' passion and enthusiasm make sure there is a steady innovation process. Updated techniques and innovative materials are tested and reviewed to obtain a better quality.

In the last years we have been introducing a series of important innovations to improve the acoustic performance and reduce the weight and dimensions. We consider innovation as the result of the 3 following principles:

- a sensible improvement of musical expression
- an easy to implement production process with restrained costs
- a reduced weight with ideal ergonomics



BUGARI ARMANDO

Since more than hundred years accordions are built in Castelfidardo, they are famous and appreciated all over the world. This activity, started by our fathers, master craftsmen with a simple but ingenious activity, is continued by us with the same passion, uniting the modern production technologies to care and constructive creating power of our forefathers. The Bugari Armando Company, proud of this tradition, is conscious of occupying a place of considerable importance among the various manufacturers. The continuous employment in the search for absolute musical values which will bring up the expressive capacity of the most exacting musicians, is our primary target and the enthusiastic assents of our always growing customers confirm the validity of our choices.

Info: **Bugari Armando srl** - S.S.16 - KM. 315,150 60022 Castelfidardo (AN) - Italy
Tel. 071.781584 - Fax. 071.781660 - accordion@bugariarmando.com - www.bugariarmando.com



prolight+sound

SHANGHAI

10 – 13 Ottobre 2018

Shanghai, Cina

www.prolightsound-shanghai.com

Let's master it.



Prolight + Sound Shanghai, l'evento per il boom dell'intrattenimento in Asia e il mercato della tecnologia per eventi, sta arrivando!

Promuovi la tua attività partecipando all'evento che riunisce più di 650 espositori e 30.000 visitatori del settore.

Per maggiori informazioni:

Messe Frankfurt Italia

info@italy.messefrankfurt.com

Tel: +39 028807781

 Prolight and Sound China 

INTEX

 messe frankfurt

MUSIC CHINA SHANGHAI 2018

ITALIAN EXHIBITORS

ACCORDION TRADE CO. - CASTELFIDARDO	EDIZIONI MUSICALI EUFONIA	LABORATORIO ARTISTICO DI MARCO PEDRINI	MENGASCINI NELLO
ANDREA BALLONE BURINI	EKO MUSIC GROUP	LCM - ALESSANDRO GAMBARIN	MUSIC CENTER
BARONI LAB LTD/EVOLUTION 2006	ERICH PERROTTA	L.A.C. LIUTERIA ARTISTICA CREMONESE DI SIMEONE MORASSI & C.	MUSICTECH
BERTOLI STEFANO	FABIO BONARDI	LIUTERIA CLASSICA CREMONESE MATTEO MAZZOTTI	N.S.M. - SALVI HARPS
BERTRAND-IVES DELISLE	FAR EAST TRADE CONSULTANS DI PEZZINI MONICA GIULIA - FEDERICO ASCARI (VIRTUOSO VIOLINS)	LIUTERIA DIMITRI ATANASSOV CREMONA STRINGS	PAOLO CORIANI
BOGARO & CLEMENTE CLEMENTE VITTORIO & C	FATAR	LIUTERIA LINZAGHI	PASCO ITALIA
BRANDONI & SONS ACCORDIONS	FAZIOLI PIANOFORTI	LIUTERIA STAYNOV & ANDREEVA	PICCINOTTI VIOLINS
BUGARI ARMANDO	FEDERICO ASCARI	LIUTERIA TOSCANA	PIGINI SRL
BULGHERONI F.LLI	FERNANDO SALVATORE LIMA	LIUTERIA TRADIZIONALE CREMONESE DI ANDREA SCHUDTZ	RAMPONE & CAZZANI
CASA DELLA MUSICA DI LUIGI GALLINI	FRATELLI PATRICOLA	LORENZO LIPPI	RIVOLTA SNC DI ANDREA RIVOLTA & C.
CIGALINI	GALLI STRINGS	LORENZO ROSSI	SCANDALLI ACCORDIONS
CREMONA VIOLIN STORE & WORKSHOP	GINO SFARRA	MANIFATTURE FUSELLI	SCROLLAVEZZA & ZANRE'
CRISTIANO SCIPIONI	GIULIO AMATO	MARCELLO BELLEI	SOUND OF CREMONA
DANZI SAS DI PAOLA FRASSON & C.	GIORGIO GRISALES	MBELLINI	SPADONI STEFANO TRABUCCHI
DANIELE CACCIO	L'ATELIER MUSICALE DI DANIELE BULGHERONI		TONARELLI DANIELE
DAVIDE SERRACINI	LIUTERIA CINQUEPALMI DI CINQUEPALMI LORENZO MARIA		VISCOUNT INTERNATIONAL
DOGAL DI CELLA & C.			VOXLION
			WALTER BARBIERO ARCHETTAIO
			ZERO SETTE

BIGBOX

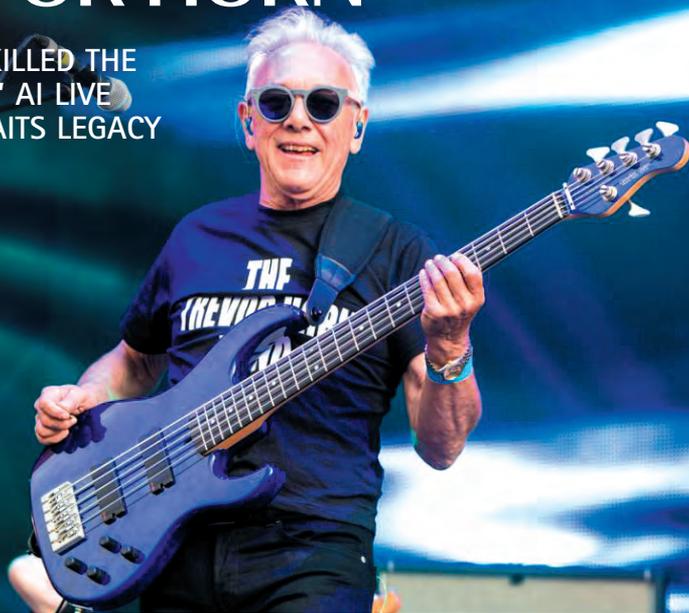
FREE MAGAZINE

IL MONDO DEGLI STRUMENTI MUSICALI

WWW.BIGBOXMEDIA.IT

TREVOR HORN

DA "VIDEO KILLED THE
RADIO STAR" AI LIVE
DI DIRE STRAITS LEGACY



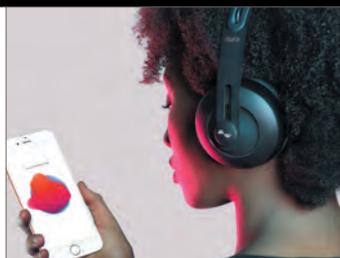
MARIA FAUSTA

Violinista, cantante, compositrice,
direttrice d'orchestra... le mille facce
di un'artista con il dono dell'espressività.
a pagina 30



BLACKSTAR UNITY PRO BASS

Distorsion, Clean e Flat: le tre anime
di un sistema di amplificazione
per basso versatile e moderno.
a pagina 22



NURAPHONE

Premio Best of Innovation 2018 al CES
di Las Vegas, arriva la cuffia che si
adatta all'udito dell'ascoltatore.
a pagina 24

FREEPRESS THAT SERVES



BIGBOX MAGAZINE

THE MOST WIDESPREAD ITALIAN MAGAZINE
COVERING THE MUSICAL INSTRUMENT MARKET

www.bigboxmedia.it - info@bigboxmedia.it