

“TO BUILD THE BEST PIANO POSSIBLE.”

HENRY E. STEINWAY (1797 – 1871)

“I HAVE LOOKED TO THE STEINWAY PIANO SINCE I WAS THREE, NOT ONLY AS MY
IDEAL CHOICE OF AN INSTRUMENT BUT AS A RESPONSIVE AND EVER READY FRIEND.”

AHMAD JAMAL





SELECTING THE PERFECT INSTRUMENT IS EFFORTLESS WHEN THERE IS NO EQUAL

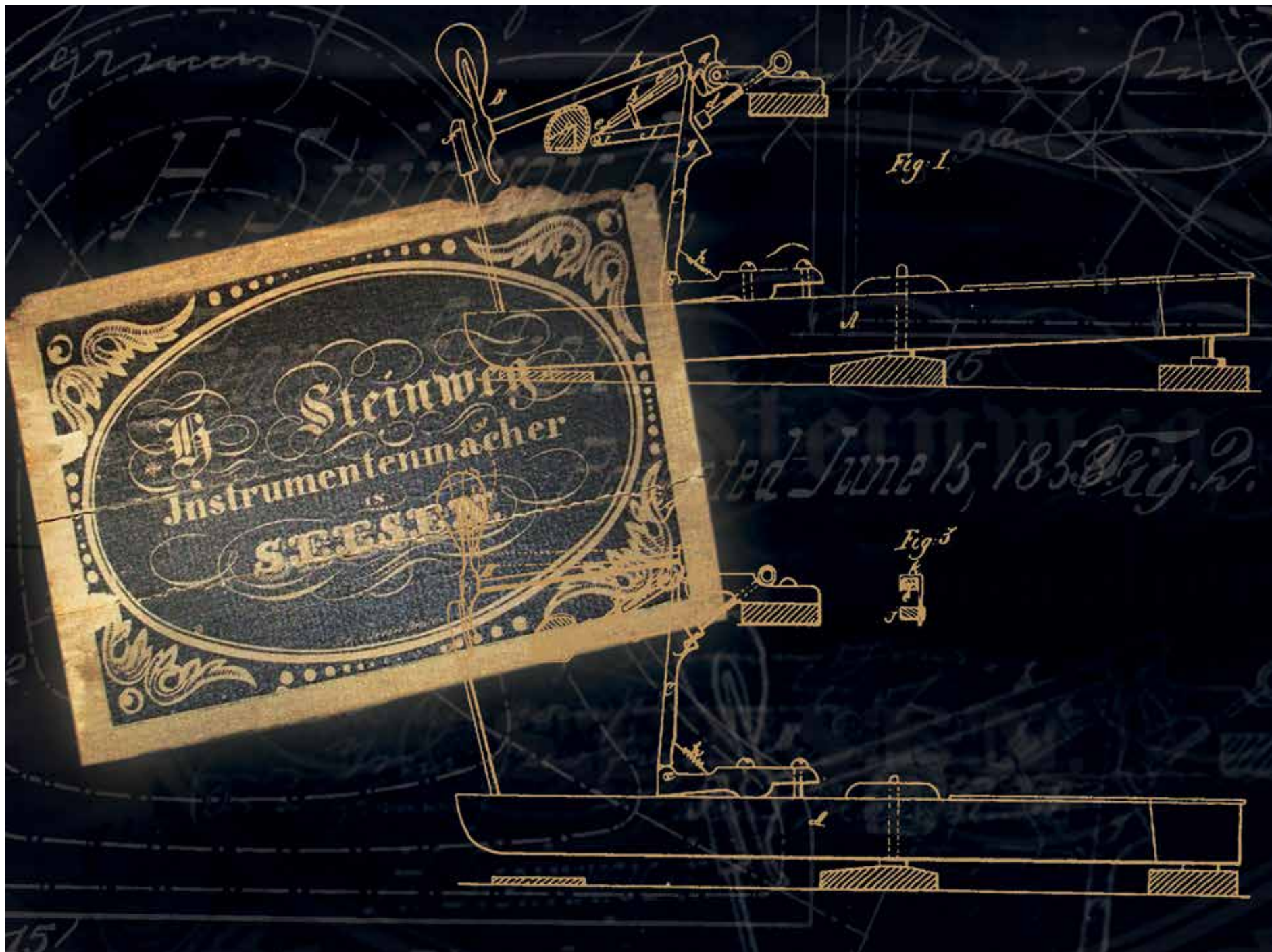
Whether in the world's concert halls or living rooms, the sound of a Steinway & Sons grand or upright piano is beyond compare. Simply stated, they are the world's finest pianos. Each piano—a work of art in its own right—is the result of a three year journey that begins with the selection and seasoning of the woods and concludes with a handcrafting process of up to a full year. The instruments of Steinway & Sons set the standard for quality, earning the Steinway piano a unique worldwide reputation synonymous with musical excellence. Steinway pianos have gained this renown not only with regard to professional musicians, but also with those discerning individuals who have a passion for music.

“STEINWAY GRAND PIANOS ARE THE BEST IN THE WORLD.”

MAURIZIO POLLINI

STEINWAY & SONS
NEW YORK HAMBURG





A LEGACY OF INNOVATION WHICH CONTINUES TODAY

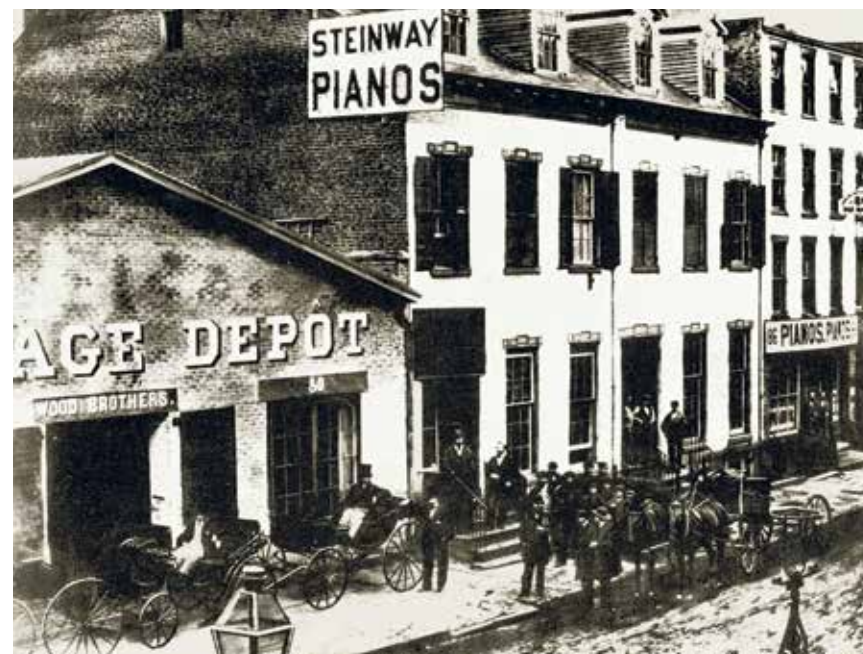
Success requires commitment and passion—two qualities that were clearly demonstrated in abundance by company founder Henry E. Steinway. Born as Heinrich Engelhard Steinweg in Wolfshagen, Germany, he built his first stringed instrument at just 20 years of age. Eight years later, in 1825, he established his workshop in Seesen. Since his permit was only for a repair shop, Steinweg had to complete his first piano secretly in the kitchen of his house in 1836. At 212 cm long (about 7 feet), it was the size of a concert grand of the period. What makes his achievement particularly impressive is that many pioneering developments found in this “kitchen piano,” such as making the soundboard bridge from a single piece, are still used today. The passion and craftsmanship evident in the creation of this first Steinway piano would become the time-honored hallmark of the company.





A COMMITMENT FOR GENERATIONS TO COME

Heinrich Engelhard Steinweg succeeded in incorporating his own innovative ideas in concert with the finest European designs in building his first fortepiano. This legendary “kitchen piano,” characterized by close attention to detail and extraordinary dimensional accuracy, set the benchmark for all future generations of piano builders. These methods, like the pianos themselves, would be handed down over generations. Today, the same level of commitment is found at Steinway, with methods being handed down—often within multiple generations of the same family—to create pianos built to stand the test of time.



FROM STEINWEG TO STEINWAY

In 1850, Heinrich Engelhard Steinweg immigrated to America with his sons, where a more favorable business climate allowed them to pursue their passion for innovation and tonal excellence. Having already crafted 482 instruments, Heinrich and his sons were accustomed to experimenting with the advanced technologies of the time in their continual quest to create a more perfect piano. Their path took a new direction in America, as Heinrich Engelhard Steinweg became Henry E. Steinway, and on March 5, 1853, Steinway & Sons was founded. This formally sent the company on the course towards building the best piano possible—which the company continues on to this very day.



SETTING A NEW TONE IN NEW YORK

Steinway & Sons quickly made a name for itself in America, essentially laying the foundation for modern piano building. The company's development was driven by passion and an innovative spirit, in pursuit of building the best piano possible. In 1855, Steinway & Sons instruments received the first official recognition of their superior quality with an award at the American Institute Fair, which was the first of many awards and recognitions to come. The very first Steinway & Sons patent was granted in 1857, and since that time the company has been granted more than 125 additional patents, positioning the Steinway as the piano by which all others are judged.



A NAME KNOWN AROUND THE WORLD

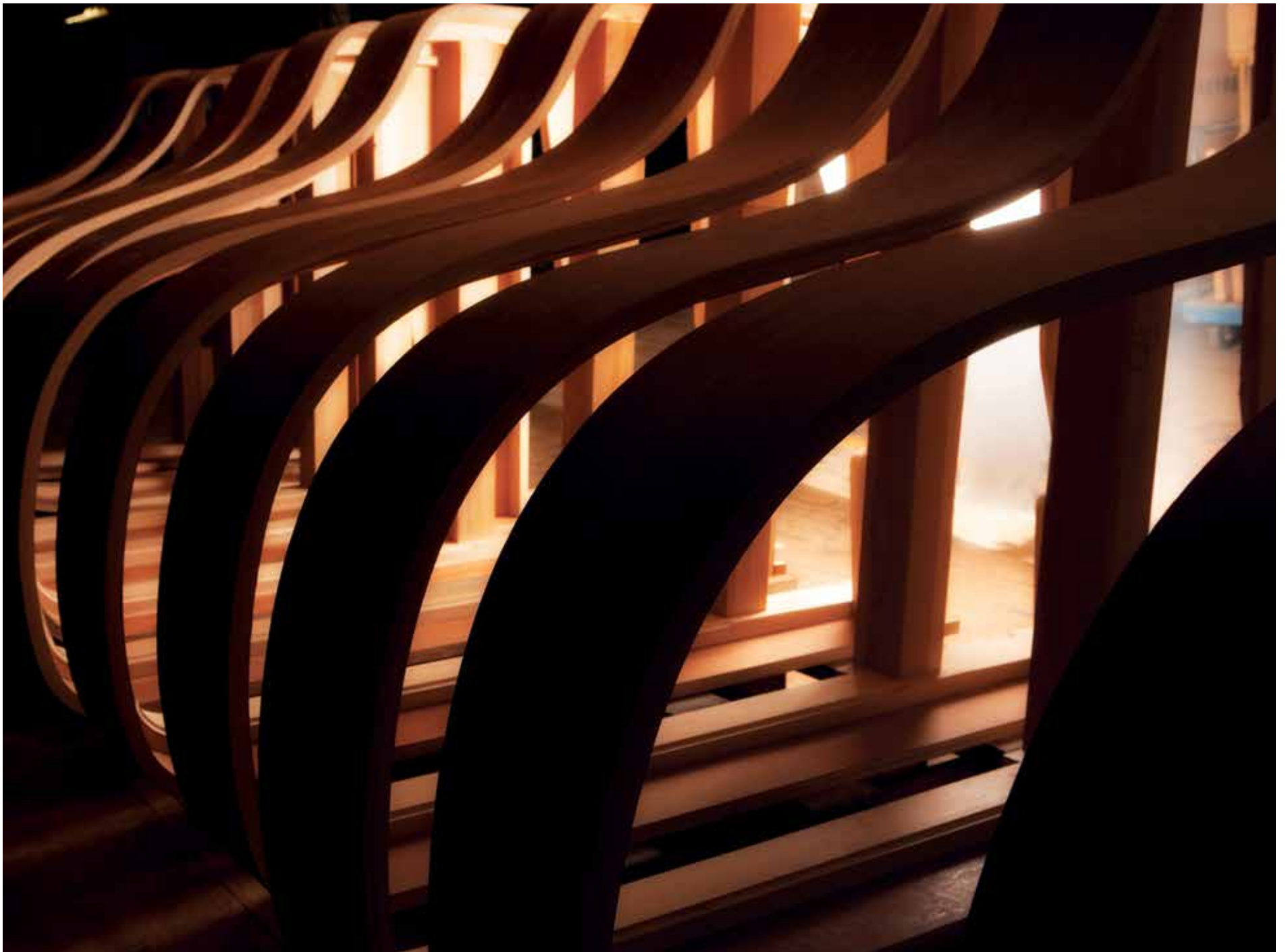
As the reputation and recognition of Steinway & Sons spread, there emerged a need to supply concert halls, universities, and discriminating purchasers throughout the world. In order to satisfy this demand, C. F. Theodore Steinway expanded upon his father's legacy, opening the Hamburg production facility. Founded in 1880, the Hamburg factory remains the company's only manufacturing facility outside of New York, where it has continued—and enhanced—the legacy of Henry E. Steinway. Today, both Steinway factories employ the innovative designs, attention to detail, and craftsmanship which have established the Steinway piano as the world's finest. Through the factories in Hamburg and New York, as well as the subsidiaries in Berlin, London, Tokyo, and Shanghai, customers throughout the world can experience a Steinway piano firsthand.

A close-up, low-angle shot of the internal mechanism of a piano, focusing on the strings and hammers. The lighting is dramatic, with the strings and hammers appearing in sharp focus against a dark, blurred background. The strings are arranged in a series of parallel lines, and the hammers are visible as small, dark, rectangular shapes. The overall tone is warm and intimate, highlighting the craftsmanship of the instrument.

“I HAVE LONG ADMIRERD STEINWAY PIANOS FOR THEIR QUALITY OF TONE, CLARITY,
PITCH CONSISTENCY, TOUCH RESPONSIVENESS AND SUPERIOR CRAFTSMANSHIP.”

BILLY JOEL





DEVELOPING CHARACTER WITH THE FINEST MATERIALS

Every grand and upright is a masterpiece of craftsmanship and a consummate work of art. Each Steinway piano, consisting of more than 12,000 individual parts, has its own musical character and is as unique as the individual who plays it.

To achieve this distinctive musical character, Steinway & Sons uses only the very best solid woods that have been carefully selected, cut, and seasoned. The wood is matured for up to two years before it is used in the crafting of a Steinway piano. It is this painstaking approach that produces the unique character inherent in each and every Steinway and which has earned Steinway & Sons a reputation for unsurpassed quality that has stood for generations.



LIKE MUSIC, CRAFTSMANSHIP IS AN ART

The excellence of Steinway pianos comes not only from outstanding materials and superior technology, but also from the traditional old world craftsmanship that goes into each and every Steinway grand or upright piano. The secret of the “Steinway Sound” is directly related to the interplay of the musical parts.



THE RIM

The one-piece continuous bent rim is one of the most important technical innovations in piano building. It is the rim that provides the foundation for the beauty, stability, and quality of each Steinway grand piano. The rim is comprised of up to 20 layers of hard rock maple—with both inner and outer rim being pressed together in a single operation—which provides the structural integrity that enables a Steinway piano to endure for generations. This unique rim construction has been an integral part of every Steinway grand piano since it was developed and patented by Steinway & Sons in 1878.



THE SOUNDBOARD

The soundboard lies at the heart of a Steinway grand or upright piano, which is why great care is needed both in its design and in the selection of the wood. To meet the highest quality standards, only superior Sitka spruce with a regular grain and prescribed minimum number of annual growth rings is acceptable. The production of the Steinway Diaphragmatic Soundboard is based on a 1936 patent to achieve optimum performance in dynamic range and maximum sustain. Under this patent, the soundboard is gradually tapered from the center to the edge, permitting freedom of movement and creating a sound of unparalleled richness, sonority, and sustain.



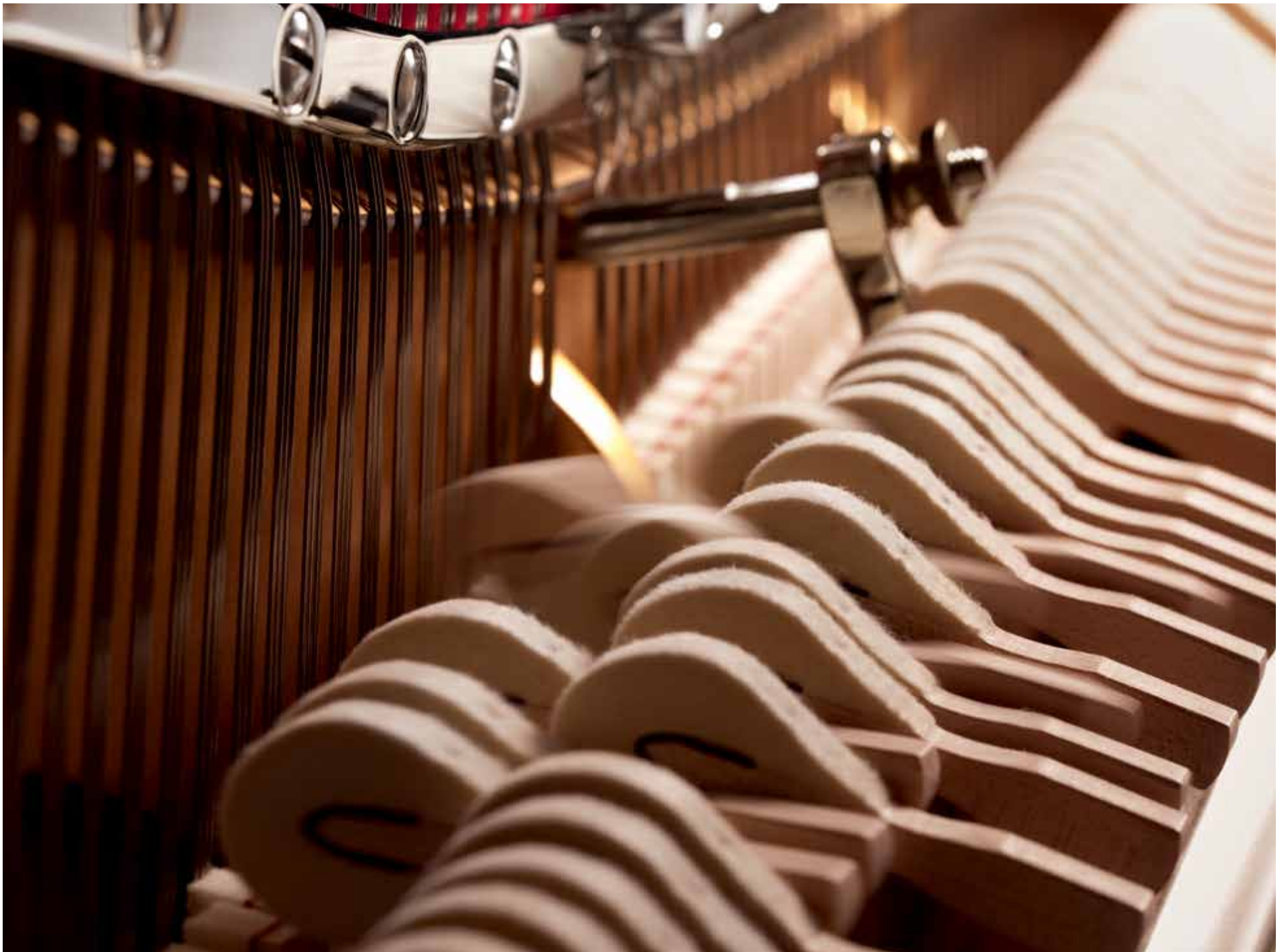
THE BRIDGES AND PINBLOCK

The better the materials, the better the sound. Steinway & Sons constructs its soundboard bridges exclusively from vertically laminated hardwood with a horizontal grain, capped with solid maple. Each bridge is notched by hand for precise, individual string-bearing. This design ensures optimal sound transmission from the strings to the soundboard, resulting in a sustained, resonant tone—creating the inimitable Steinway Sound. In 1963, Steinway introduced the Hexagrip® Pinblock, which is engineered to enable pianos to hold their tuning longer and with incredible precision.



THE CAST-IRON PLATE

Up to 20 tons of string tension is being exerted within a piano at all times. It is the function of the cast iron plate to accommodate this extraordinary force and provide strength and stability throughout the life of the piano. Steinway & Sons uses its own “bell-quality” casting to support this string tension and reduce vibration, which in turn enhances the sound. This component is so integral to the construction of a Steinway piano that Steinway & Sons owns and operates its own foundry, which produces cast iron plates to its exacting specifications.



THE ONLY WAY TO ACHIEVE A PERFECT SOUND IS TO START WITH ABSOLUTE SILENCE

Every Steinway piano has its own unique character. To fully develop the individual sound of a Steinway, a master tone regulator must discover and develop the unique sound of every instrument. To do this, they need to work in absolute silence and trust their well-trained and infallible ear, adjusting the hammer heads until the unmistakable Steinway Sound emerges. This sound offers almost unlimited freedom of expression, lending itself to a broad range of musical styles. A Steinway & Sons piano is ideally suited to any musical genre that the player prefers. It is, indeed, a symphony orchestra at your fingertips.

“SOMETIMES A STEINWAY HAS A VERY STRANGE MAGIC. IT PLAYS
BETTER THAN THE PIANIST AND IT IS THEN A MARVELOUS SURPRISE.”

MARTHA ARGERICH



STEINWAY & SONS

PIANO MANUFACTURERS
TO H.M. THE QUEEN OF ENGLAND.

H.R. HIGHNESS

DALES

NEW YORK.



H.R. HIGHNESS
THE PRINCESS OF WALES.

HAMBURG.



THE STERLING STEINWAY

When Steinway & Sons was founded in 1853, the standard hardware found on pianos was nickel – a trend that continued through the 1920s. In 1928, following design trends of the day, the hardware on Steinway pianos was switched to brass, which has been the standard since. Now, Steinway & Sons offers a piano style that is both modern and a throw-back – the Sterling Steinway. Featuring beautiful nickel hardware and a silver cast-iron plate, as well as a high-polish polyester finish, these stylish pianos combine the ultimate in modern design with the unmistakable Steinway Sound.



THE CROWN JEWEL COLLECTION

The Crown Jewel Collection is an exclusive range of extraordinary grand and upright pianos—encased in your choice of magnificent woods, prized for their exquisite color and grain, and gathered from around the world. Steinway & Sons craftsmen meticulously match the grain from one end of the piano to the other, even across the beveled edge of the lid. Each Steinway Crown Jewel is an original handmade work of art, individually distinguished with a special Limited Edition medallion marking its rarity. This is a Steinway that makes itself heard even before you touch the keys.



LIMITED EDITION: JOHN LENNON "IMAGINE" SERIES

Steinway & Sons has a long tradition of creating exceptional instruments to commemorate special events. The Limited Edition range is dedicated to this tradition and includes, for example, the John Lennon "Imagine" Series Limited Edition, which is modeled after the white Steinway grand piano that John presented to Yoko Ono on her birthday in 1971. Each piano incorporates John's signature, music, and a medallion indicating its uniqueness. Other Limited Edition models have been commissioned from leading figures in diverse fields such as music, fashion, architecture, and auto-making, and more are planned in the future.



LEGENDARY COLLECTION: ALMA-TADEMA

It was piano number 54,538: the Alma-Tadema. Designed by Dutch-born painter Sir Lawrence Alma-Tadema and constructed between 1884 and 1887 in the New York factory, it remains a legendary work of art. Hence the decision to create a replica of this masterpiece in 2001, 500,000 Steinway pianos later, when it became the first grand piano in the Legendary Collection. The original also has a legendary value. Sold at auction by Christie's for 1.2 million dollars in 1997, it is now on display at the Sterling and Francine Clark Art Institute in Williamstown, Massachusetts.





A BRAND BECOMES LEGENDARY WHEN ARTISTS CHOOSE IT—RATHER THAN THE BRAND CHOOSING THE ARTISTS

Without them, a Steinway piano is silent. But together, the artist and piano create music—such beautiful music that most professional pianists choose to perform only on Steinway pianos.

For decades Steinway & Sons has cultivated special relationships with pianists from every genre. From classical pianists like Lang Lang, to jazz stars like Diana Krall, to pop icons like Billy Joel, to “immortals” like Irving Berlin, Cole Porter, Sergei Rachmaninoff, and Arthur Rubinstein—more than 1,700 artists make the Steinway their own. This is even more remarkable when one considers that none of these artists are paid endorsers—each chooses to play Steinway pianos for their love of the music. The number of Steinway Artists continues to grow, as many young pianists who perform in competitions, festivals, and concerts strive to become part of this highly esteemed circle of celebrated pianists.

Whether on the stages of the most prestigious concert halls, or at one of the more than 170 All-Steinway Schools, including the Curtis Institute of Music in Philadelphia, the China Conservatory of Music in Beijing, and the Royal College of Music in London, to name but a few, Steinway pianos remain the pre-eminent choice for notable institutions around the world.

www.steinway.com/artists

“THE STEINWAY IS THE MOST VERSATILE INSTRUMENT I KNOW.”

mitsuko uchida





LIMITED SPACE, UNLIMITED ARTISTIC EXPRESSION

Created in the same factory as the grand pianos, Steinway upright pianos take advantage of the same patented features, processes, design, materials, and extensive handcraftsmanship. The result is the world's finest upright piano—living up to the Steinway & Sons name in every respect.

Steinway upright pianos represent an attractive alternative where space constraints rule out a grand piano. Because they are manufactured to the identical quality standards, they possess the same exceptional touch and unlimited tonal expression found in a Steinway grand piano.

Colleges, universities, and discerning individuals worldwide have chosen the Steinway upright piano to ensure that there is no artistic compromise—as even a small space can sound like a concert hall with a Steinway upright piano.

www.steinway.com/uprights





BUILT TO LAST FOR GENERATIONS, A STEINWAY BECOMES A CHERISHED MEMBER OF THE FAMILY

To call a genuine grand or upright piano of Steinway & Sons one's own is an overwhelming feeling. Far more than just an exquisite instrument, it is a possession of immense intangible and material value. A Steinway piano epitomizes joy in musical perfection and represents a secure financial investment—because its value increases over the years, as it is passed down from generation to generation.

www.steinway.com

“A STEINWAY IS A STEINWAY AND THERE IS NOTHING LIKE IT IN THE WORLD.”

ARTHUR RUBINSTEIN

