

Boston
PIANO

DESIGNED BY STEINWAY & SONS®

10th ANNIVERSARY
CELEBRATION



Boston[®]

Designed By Steinway & Sons

Fall 2002

Country club gets in swing with Boston grand

page 5

- Kimmel Center selects
Steinway and Boston pianos..... page 6
- Boston pianos an answer
to Baptist church's prayers page 10
- There's a touch of Boston
in Pittsburgh schools page 14

The Pasadena Country Club

Guy Urban rehearses with music student Rebecca Bradbury.



Wheaton College joins All-Steinway ranks

NORTON, MASS. – When Wheaton College officials decided to renovate the Watson Fine Arts Center, the music department saw the decision as a perfect opportunity to become an All-Steinway school by purchasing 10 new Steinway and Boston pianos.

“Our practice pianos were in very poor condition and had become increasingly hard to maintain,” recalls Guy Urban, associate professor of music for the Wheaton College Music Department. “So, when the fine-arts center was slated for renovation, it seemed like a good time to start from scratch and purchase new pianos.”

The campaign to acquire Steinway and Boston pianos was led by music department chair, Ann Sears, who always wanted Wheaton College to be an All-Steinway school. Given the green light, she immediately contacted Marjorie J. Cooperman, Director of Institutional Sales for M. Steinert & Sons, the exclusive dealer for Steinway and Steinway-designed Boston and Essex pianos whose territory is Massachusetts.

“Ann wanted to become an All-Steinway school because it lets everyone know that this is a school of excellence and quality,” says Marjorie. “So, my first step was to use the Steinway Piano Inventory Analysis Program to evaluate the department’s piano inventory. This helped Ann create a wish list from which she could make her case before the college’s development department.”

And make her case she did. The development department held a fund-raising drive among Wheaton’s alumni that raised enough money to pur-

chase five Steinway grands and uprights, and six Boston UP-118S upright pianos. This gave Wheaton College a total of 18 Steinway and Steinway-designed instruments, making it an All-Steinway school.

“I think we’ll really benefit from being an All-Steinway school through alumni donations and publicity,” says Mr. Urban. “And it will increase our attractiveness to incoming students interested in pursuing music.”

The renovated Watson Fine Arts Center features a refurbished auditorium, classrooms, rehearsal rooms, four teaching studios, eight practice rooms, and faculty offices.

According to Mr. Urban, the Boston pianos were a perfect choice for the practice rooms. “We chose the Boston pianos because they are quality instruments, yet extremely cost-efficient,” he explains. “And Boston pianos are Steinway-designed, making them good, durable instruments for our practice rooms.”

Mr. Urban adds that another plus of acquiring Steinway and Boston pianos was the comprehensive customer service he and Ms. Sears received from Marjorie and M. Steinert & Sons.

“The renovations weren’t completed as planned at the start of the spring semester, creating some logistical problems when installing the pianos in the new practice rooms,” says Mr. Urban. “But Marjorie was wonderful to work with, very helpful and was always available and involved.

“In fact, on the day the pianos were delivered, she even brought a cake and took pictures, which was a really nice touch.”

Schools

Larry Clouse finds St. James Catholic School's new Boston grand the perfect addition to vocal rehearsals.



Surprise, Mr. Clouse! It's a Boston

FALLS CHURCH, VA. – Imagine Larry Clouse's surprise when he walked into the music room of St. James Catholic School and found a new Boston grand piano sitting where a worn-out upright had been just a day before.

"I knew we were close to purchasing the Boston," says Mr. Clouse, St. James' music director, "but I had no idea it was coming this soon. So, when I walked into the music room, and saw it there, I was really surprised."

It all started a year ago when Mr. Clouse visited Jordan Kitt's Music, the exclusive dealer for Steinway and Steinway-designed Boston and Essex pianos in Washington, D.C., Maryland and Virginia.

"We relied on that old upright for decades, but once I decided it was time for a new piano, I turned to Jordan Kitt's for help," explains Mr. Clouse, who was helped in the piano-selection process by Janet Laird, the dealer's director of institutional sales.

Janet recalls her first visit to the school. "Mr. Clouse was interested in several piano brands at first," she says, "but after visiting the school, I knew the Steinway-designed, moderately-priced Boston GP193 would be the perfect piano."

Her instincts were correct. Mr. Clouse says, "It was the Boston grand – with its rich, full sound – that I liked best. It has both bright and soft qualities that makes it the perfect instrument for teaching music."

And while Mr. Clouse had found the perfect piano, sadly, no money was available to the music department for the purchase. And so, the piano remained just a grand dream.

However, a short time later, word began circulating that the music department really needed the piano. First word spread among faculty members, then to students and, finally to students' parents.

"Many parents wondered why there was money for things like new computers, but not for a new music-department piano that serves the school's 750 kids," Janet says.

That just wouldn't do for Victoria Tripp, whose daughter attends St. James. "Music is so important for children in this day and age," she observes, "because it is the best way for children to express themselves. That's why many of us wanted to see that gorgeous piano in our school."

Naturally, when renewed interest in the piano

purchase reached Janet, she quickly introduced Steinway & Sons' *Keys to Sound Success* fund-raising programs to Mrs. Tripp, who immediately implemented several proven Steinway & Sons' fund-raising programs.

In just eight weeks, she raised enough money to acquire the Boston grand.

To cap things off, Mrs. Tripp arranged for a secret delivery of the new piano to Mr. Clouse's music room before the school's annual open house. "While Mr. Clouse was distracted by the school's principal, all the children – who remained silent despite their excitement – watched the piano being wheeled into the room," says Mrs. Tripp. "The children remained quiet until Mr. Clouse walked back into the room and they yelled, 'Surprise!' I thought he was going to faint."

Mr. Clouse recalls, "I was completely shocked, but I can't think of a better surprise. It's a great piano. It works great with the room's acoustics, and accompanies voices and instruments equally well. It has made all the difference in the children's enthusiasm for music, and I look forward to playing it every day."

There's a touch of Boston in Pittsburgh schools

PITTSBURGH – Pittsburgh public school students started the academic year with pencils, books and Boston pianos, thanks to Tom Kosmala.

A music teacher and administrator for Pittsburgh Public Schools for 35 years, Mr. Kosmala was the driving force behind the school district's decision to make Boston pianos its new piano of choice.

"We selected Boston pianos for their quality and reputation," says Mr. Kosmala. "We had to get the most out of the money available to us ... and that meant Boston pianos. After all, we expect the Bostons to last much longer than other piano brands."

Mr. Kosmala consulted with Patty Neeper, vice president of Trombino Piano Gallerie – the Pittsburgh area's exclusive dealer for Steinway and Boston pianos – to select the very first Bostons. Patty – who helped Mr. Kosmala set up the school district's electronic keyboard labs – also helped him select two Boston grands and eight Boston UP-118 uprights that would withstand the wear and tear required by public schools.

"There wasn't much left of their old pianos," recalls Patty. "That's why Boston pianos were the perfect choice for the school district. They should last 40 years compared to the less than 15 years likely from other brands."

The Bostons were placed in three inner-city schools: Westinghouse and Carrick high schools – which recently underwent major renovations including music suites – and the newly opened South Brook Middle School.

Westinghouse High School boasts a long list of talented graduates including legendary jazz musician Erroll Garner, Steinway artist Ahmad

Jamal and Pittsburgh Symphony principal keyboard artist Patricia Prattis Jennings, also a Steinway artist. Mr. Kosmala hopes the Boston pianos will help students carry on Westinghouse's rich history.

"I think the Bostons will give students a better sense of sound," Mr. Kosmala believes. "They'll really be able to hear the resonance, fullness and richness of sounds." This is especially important for Pittsburgh's public-school system, which stresses live performances rather than recorded music for school events.

"The Boston grands will be played during stage performances as well as choral and instrumental rehearsals, while the Boston uprights will be used in general music classes and practice rooms," explains Mr. Kosmala.

He also expects Boston pianos and Trombino Piano Gallerie to play an important role in the future of music education for all 90 of Pittsburgh's public schools. As older schools are renovated and new schools open their doors, Trombino will help school officials assess piano needs and recommend replacement instruments.

Mr. Kosmala also has laid the groundwork for the school system's regional Creative And Performing Arts (CAPA) High School to become an All-Steinway school when its new facilities are completed next year.

Patty says Trombino will continue working with the school district through the store's annual *Music Education Benefit Concert* and other programs.

"Trombino really seeks to partner with the schools," Patty states, "and we're working really hard to make sure they get the right instruments to further its music-education programs."

A Boston piano accompanies a jazz rehearsal at Pittsburgh's Westinghouse High School.



Universities

Roosevelt University invests in Steinway name

CHICAGO – The Chicago College of Performing Arts at Roosevelt University is well on its way to becoming an All-Steinway school with the recent purchase of five Steinway and 26 Boston pianos.

"We had a history of purchasing one or two pianos at a time," explains James Gandre, dean of the Chicago College of Performing Arts. "But when we received a large bequest, we decided to completely replace the pianos from another manufacturer's loaner program and totally reshape the quality of our piano program."

Mr. Gandre – who recently transferred to the college from the prestigious Manhattan School of Music – contacted Brian Keady, director of sales at The Beautiful Sound, the exclusive dealer for Steinway and Steinway-designed Boston and Essex pianos in northern Illinois and northwest Indiana.

"Officials at the Chicago College of Performing

Arts wanted a long-term provision to own their own pianos and they wanted All-Steinway instruments on their campus," says Brian. "Their purchase of 31 Steinway and Boston pianos was a giant step towards becoming an All-Steinway school."

Fortunately, Brian already had completed an evaluation of the college's piano inventory several years earlier, using the Steinway Piano Inventory Analysis Program.

"The inventory analysis was really helpful to me as a new dean," says Mr. Gandre. "I was able to immediately look at the report and make an assessment of where we were."

In addition to selecting five Steinway grands, the college acquired eight Boston GP-178 grands for its piano-major practice rooms and 18 UP-118S uprights for the instrumental and vocal practice rooms.

"Boston pianos are warmer and fuller than other

pianos in the same price range," says Mr. Gandre. "And their relationship to Steinway is perfect because we really wanted to stay with the Steinway family of instruments."

Mr. Gandre adds that the reaction by students and faculty has been overwhelming. "We've had an extraordinary response to the new pianos, and the piano majors have come up to me and thanked me profusely."

According to Mr. Gandre, the college expects to purchase more Steinway and Boston pianos within the next several years in its effort to become an All-Steinway school.

"Becoming an All-Steinway school is an issue of quality," says Mr. Gandre. "This is a first-rate institution that needs first-rate instruments ... and Steinway certainly is the world's leading piano maker."



Students at the Chicago College of Performing Arts at Roosevelt University are lining up to play Steinway and Steinway-designed Boston pianos.

VSU moves closer to All-Steinway designation

PETERSBURG, VA. – Virginia State University is on the pathway to becoming an All-Steinway school, following the recent purchase of five Boston upright pianos.

Located across the Appomattox River from the city of Petersburg, Virginia State has a rich history of outstanding students, faculty ... and Steinway pianos. Founded in 1882, the university boasts Steinway pianos throughout its music department, University Hall and several other performance venues on campus.

So, when it came time to purchase new pianos for the music department's practice rooms, Dr. Mark Phillips – chair of the Department of Music, Art and Design – knew he wanted to purchase Steinway-designed Boston pianos.

"One day, we want to be an All-Steinway school to let everyone know how serious we are as a school of music," says Dr. Phillips. "And I think the Boston pianos will work out really well for our students."

The process began when Dr. Phillips contacted Rosa Mahne, regional director of institutional sales for Jordan Kitt's Music in Richmond, that area's exclusive dealer for Steinway and Steinway-designed Boston pianos. Rosa – who earned a music-education degree from East Carolina University in Greenville, N.C., and has more than 10 years of institutional-sales experience – met with Dr. Phillips at Jordan Kitt's annual Steinway Faculty Dinner shortly after he came to VSU.

"Jordan Kitt's has had a strong relationship with Virginia State University for many years," says Rosa. "So, when Mark was ready to acquire pianos for the music department's practice rooms, he was familiar with Boston pianos and knew exactly what he wanted." Dr. Phillips chose five Boston UP-118S upright pianos and says the response by the music department's 90 music majors has been overwhelming.

"I think our practice rooms are being used a lot more since we added the Boston pianos," says Dr. Phillips. "I think our students can really tell a difference in the sound."

VSU's music department offers majors in keyboard instruction, music

**"I think our students
can really tell a difference
in the sound."**

– Dr. Mark Phillips



Dr. David Shaffer-Gottschalk (left) and Dr. Mark Phillips listen as music student Candace Moore performs.

education and music performance. Under the direction of Dr. Phillips, the department has been putting a strong emphasis on increasing the number of music majors as well as increasing enrollment in the choir and marching band.

Dr. Phillips also hopes to purchase a Steinway B grand piano for the department's 125-seat recital hall as soon as funding is available.

Dr. Phillips says becoming an All-Steinway school will depend on future funding, but feels VSU is off to a great start.

"We're really excited about the Boston pianos and about one day becoming an All-Steinway school," says Dr. Phillips. "I think the Bostons will really withstand the test of time."

Amro's Boston breakfast had hymns and invaluable information on the menu.



Boston breakfast reaches out to music ministers

MEMPHIS, TENN. – When Amro Music and Church Organs of Memphis invited Steinway artists Stephen Nielson and Ovid Young to address local music ministers, they planned on a small group ... but ended up with a multitude.

"Nielson & Young were performing at Bellevue Baptist Church, here in Memphis," explains Amro's Rick Jefferies, "so, we planned a last-minute breakfast on a holiday weekend, hoping to have, maybe, 45 people attend."

But, in fact, more than 175 music ministers, pianists, organists, church musicians and music teachers arrived for the event – some even driving more than 100 miles to hear these world-renowned church musicians and duo-pianists lecture and perform.

"The focus of this free breakfast was twofold," says Rick. "We wanted to reinforce the idea of having quality instruments in the church, and we wanted Nielson & Young to provide hymn arrangements and tips to make local church services more meaningful."

As vice president of Amro Music – the exclusive dealer for Steinway and Steinway-designed Boston pianos in western Tennessee, western Kentucky, Arkansas, and northern Mississippi – Rick plays a crucial role in the dealership's relationship with local houses of worship. He reasoned

that having a Nielson & Young breakfast would deliver valuable information to the local religious community, while providing hands-on music instruction on a Steinway Model B and a Boston GP-178 grand.

"I think this was a great opportunity to educate church musicians about Boston pianos," observes Rick. "Because they are Steinway-designed and moderately priced, Boston pianos can play a vital role in religious services."

As a result of the breakfast, several Memphis-area churches recently purchased Steinway and Boston pianos. The Second Presbyterian Church purchased a Steinway Model B, while Leawood Baptist Church bought a Boston GP-218 grand.

"We still have people thanking us for the breakfast and wanting to know when we're going to do it again," says Rick. "This is one of the most positive and successful events we've ever done, and we plan to have Nielson & Young back again soon."

Nielson & Young have performed in more than 3,500 concerts around the world. Both pianists are on the artistic staff of the International Church Music Festival, and are widely published composers and recording artists.

If you are interested in similar programs in your area, contact your local Boston dealer for details.

An arson fire destroyed the Gobind Sadan USA Sikh temple in Palermo, N.Y.

Community Service



Boston piano trust helps more than 100 congregations

NEW YORK CITY – Sometimes, it is the thought that counts.

"I want to personally thank you on behalf of our congregation for your generosity in contributing to our building fund," writes *Boston Piano Religious Trust* grant recipient Barbara Blue of Sandstone Drive Church of Christ in Little Rock, Ark. "With God's help and people like you, we will have a new building soon."

Ms. Blue represents just one of more than 100 congregations that have been helped with \$500 unrestricted grants from the *Boston Piano Religious Trust* during the last six years. Distributed by Boston Piano Co. through its dealers worldwide, these grants help houses of worship that have fallen victim to hate crimes, acts of arson or vandalism.

During that time, the *Boston Piano Religious Trust* has provided moral support and ... in a small way ... financial help to victimized churches, synagogues, Buddhist temples and others. And, according to Bob Dove, executive vice president of Boston Piano Co., the success can be attributed to one source: "Our dealers," he emphasizes. "They have been very involved in this entire process, and their diligence continues to identify and reach out to affected congregations."

Most recently, the *Boston Piano Religious Trust* has sent grants to:

- Gobind Sadan USA in Palermo, N.Y., received a grant after three teenage arsonists set fire to the congregation's temple. The trio confessed to mistaking

the turbaned Sikhs for Muslims, and set the blaze in retaliation for the Sept. 11 terrorist attack on the World Trade Center. Damage was estimated at \$200,000, and Clark Music Center in Syracuse, N.Y., presented the grant.

- In Hanna City, Ill., vandals heavily damaged a stained-glass window created in the 1880s. The 30-member congregation of Christ Church Limestone used the grant money to help pay for the \$1,700 window repair. Horine's Pianos Plus was responsible for obtaining the grant.

"My congregation joins me in thanking the *Boston Piano Religious Trust* for its interest and caring," says the Rev. John R. Throop of Christ Church.

- Reifsnyder's Pianos & Organs contacted the Boston Piano Religious Trust on behalf of Trinity United Methodist Church in York, Pa., and St. Matthias Lutheran Church in Carlisle Springs, Pa. Both churches received \$500 grants to help repair damage from acts of arson.

- After being destroyed as a result of the terrorist attack on the World Trade Center, St. Nicholas Greek Orthodox Church in New York City was issued a grant to help the congregation rebuild. Steinway Hall-New York

secured the grant for this landmark sanctuary that was leveled during the collapse of the twin towers.

- In San Francisco, the 400-member congregation of St. Mark's Lutheran Church was given a grant to help repair damage from an act of vandalism that included the destruction of an irreplaceable, 60-year-old wooden pulpit and several candle holders. Damage was estimated at \$1,500.

- St. John's Assyrian Church in Chicago received a grant after it fell victim to an act of arson that federal investigators called a hate crime. Many church members are of Middle Eastern heritage, and the church was burned by an early-morning fire a few days after the World Trade Center attack.

Damage was estimated at \$200,000, and The Beautiful Sound in Chicago helped the congregation obtain the grant.

- Vandals toppled and destroyed religious statues and artwork at the Lien Hoa Temple in Olympia, Wash. More than \$2,000 in damage was inflicted on the 700-member congregation, and several statues are considered irreplaceable, having been brought from Vietnam by temple members.

For more information on the *Boston Piano Religious Trust*, call your local Boston Piano dealer or contact trust administrator John Heagney at (727) 942-2718.

Vandals shattered a historic stained glass window at Christ Church Limestone in Hanna City, Ill.



Hospitality

Country club gets in swing with Boston grand

MONTEREY, CALIF. – The Pasadera Country Club – one of the most prestigious country clubs on the Monterey peninsula – recently selected an elegant Boston grand piano for its 33,000-square-foot, California Mission-style clubhouse.

“We were looking for a sophisticated piano,” says country-club manager Geoff Astill, “and found everything we were looking for in the Boston.”

The piano is situated in the club’s living room, which is a casual place for members to sit and relax. The room is crowned by a 30-foot-high ceiling accented by reclaimed timber beams with a bleached, beeswax finish.

Highlighted by rich ceramic-tile flooring, the room is decorated with European furnishings and antiques, which required just the right piano to complement the decor. Maybe that’s why Mr. Astill turned to Dave Dumont in Santa Clara for direction.

Dave, you see, is with Sherman Clay, the area’s exclusive dealer for Steinway and Steinway-designed Boston pianos. And, several months before, Mr. Astill had attended a reception hosted by the Bay Area Steinway Society at a nearby country club, where Steinway’s striking Aspen art-case piano was featured during an opera tea.

“When Pasadera began looking for a piano, Mr. Astill instantly thought about the reputation and style of Steinway-designed pianos,” Dave recalls. “He also had a budget to consider, and that’s why I showed him our selection of Boston pianos.”

For Mr. Astill, it was love-within-budget at first sight.

“We wanted a classic-looking piano that sounded great, so when Dave introduced me to the

Steinway-designed Boston, I knew everyone at Pasadera would be thrilled by it,” Mr. Astill says.

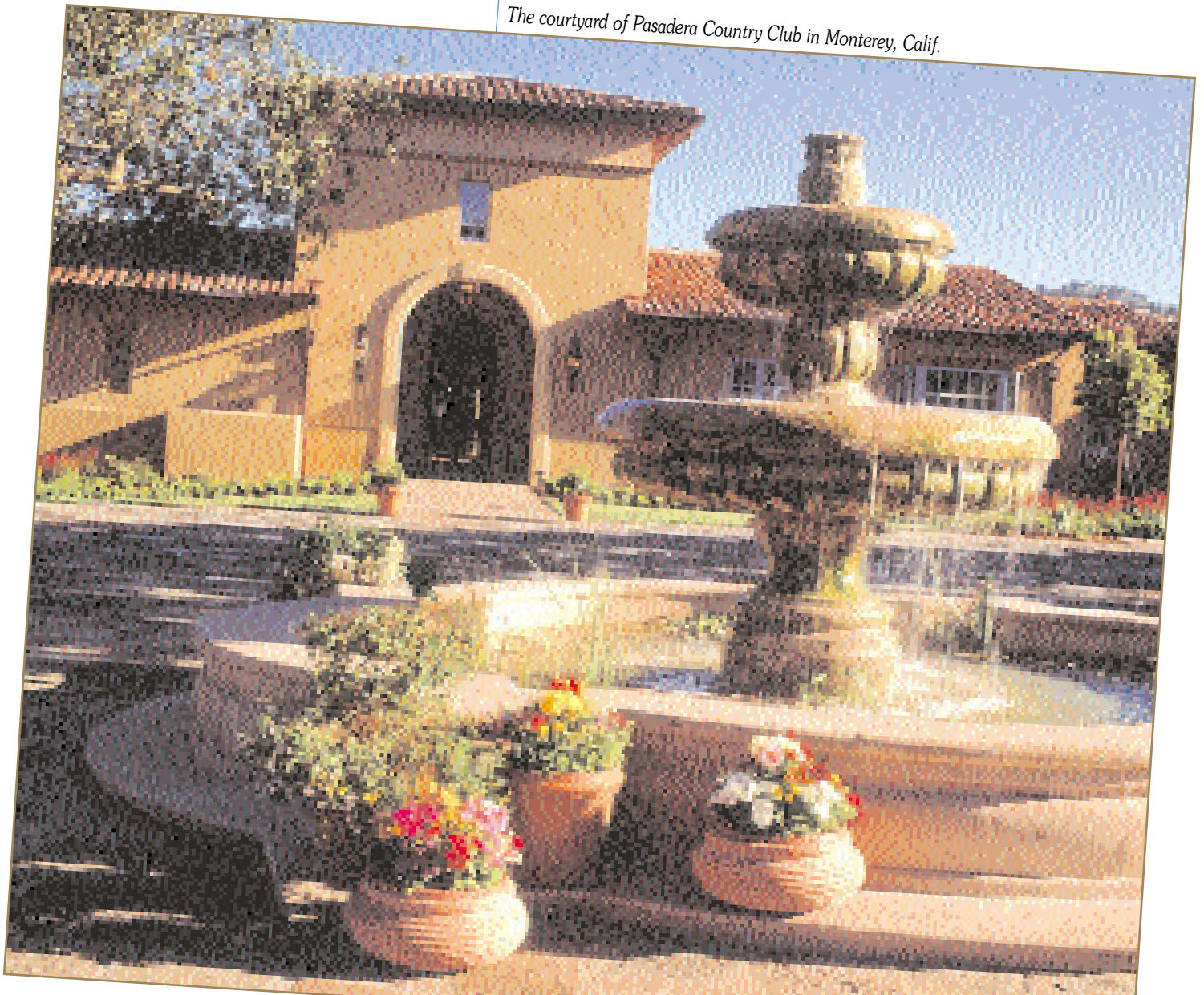
The Boston GP-178 grand piano with ebony finish serves as the country club’s centerpiece during special events, drawing compliments from club members, guests and visiting pianists alike.

“We have several pianists who perform on the Boston, and they all say it’s the best-sounding piano on the peninsula,” smiles Mr. Astill. “It brings a lot of joy to club members, as well as those of us who work here.”

Dave Dumont admits, “The Boston really looks like a jewel at the club, and it sounds wonderful with that cathedral-like ceiling.”

Mr. Astill couldn’t agree more. “It’s a great piano in a great room. We’re very pleased with it.”

The courtyard of Pasadera Country Club in Monterey, Calif.



Performing Arts

Kimmel Center selects Steinway and Boston pianos

PHILADELPHIA – Long before the much-anticipated Kimmel Center for the Performing Arts was completed, everyone associated with this world-class facility knew this would be an All-Steinway venue. Period.

The Kimmel Center – located on the Avenue of the Arts in center city – is the Philadelphia Orchestra's new home. It features the 2,500-seat Verizon Hall, the 650-seat Perelman Theater recital hall, and the 4,000-square-foot Merck Arts Education Center. Each designed by the world's leading experts in performing-arts acoustics.

And with such specialized designs, center officials felt that nothing less than Steinway-designed pianos would do.

According to John X. Fernandez, director of operations for the Kimmel Center, "Steinway and Steinway-designed Boston pianos are our pianos of choice. We always wanted to be an All-Steinway venue because Steinways are the best pianos in the world."

That's why Mr. Fernandez contacted Al and Gabrielle Rinaldi of Jacobs Music Co., the Philadelphia area's exclusive dealer for Steinway and Boston pianos, when it came time to select pianos for the center's stages and practice rooms.

"The Steinway grands will be played by the world's finest pianists in solo performance; chamber-music recitals; with the Philadelphia Orchestra and other visiting orchestras," explains Gabrielle. "And the Boston upright pianos are excellent instruments for artist rehearsal rooms, and the center's educational facilities."

The Kimmel Center and the Philadelphia Orchestra didn't take their piano selections lightly. Al and Gabrielle met with Philadelphia Orchestra music director and pianist Wolfgang Sawallisch as well as Steinway artists Emanuel Ax and Yefim Bronfman to select the Steinway grands. According to Gabrielle, selecting the pianos was extremely difficult for these world-renowned artists.

"The pianists found the selection process to be difficult because – as all of them attested – there were so many wonderful instruments, and it was difficult to rule any out," recalls Gabrielle.

The artists ultimately chose three Steinway grand pianos while the center purchased an additional Steinway grand and eight Boston uprights. According to Mr. Fernandez, some of the Boston pianos play an important role in music education in the Merck Arts Education Center.

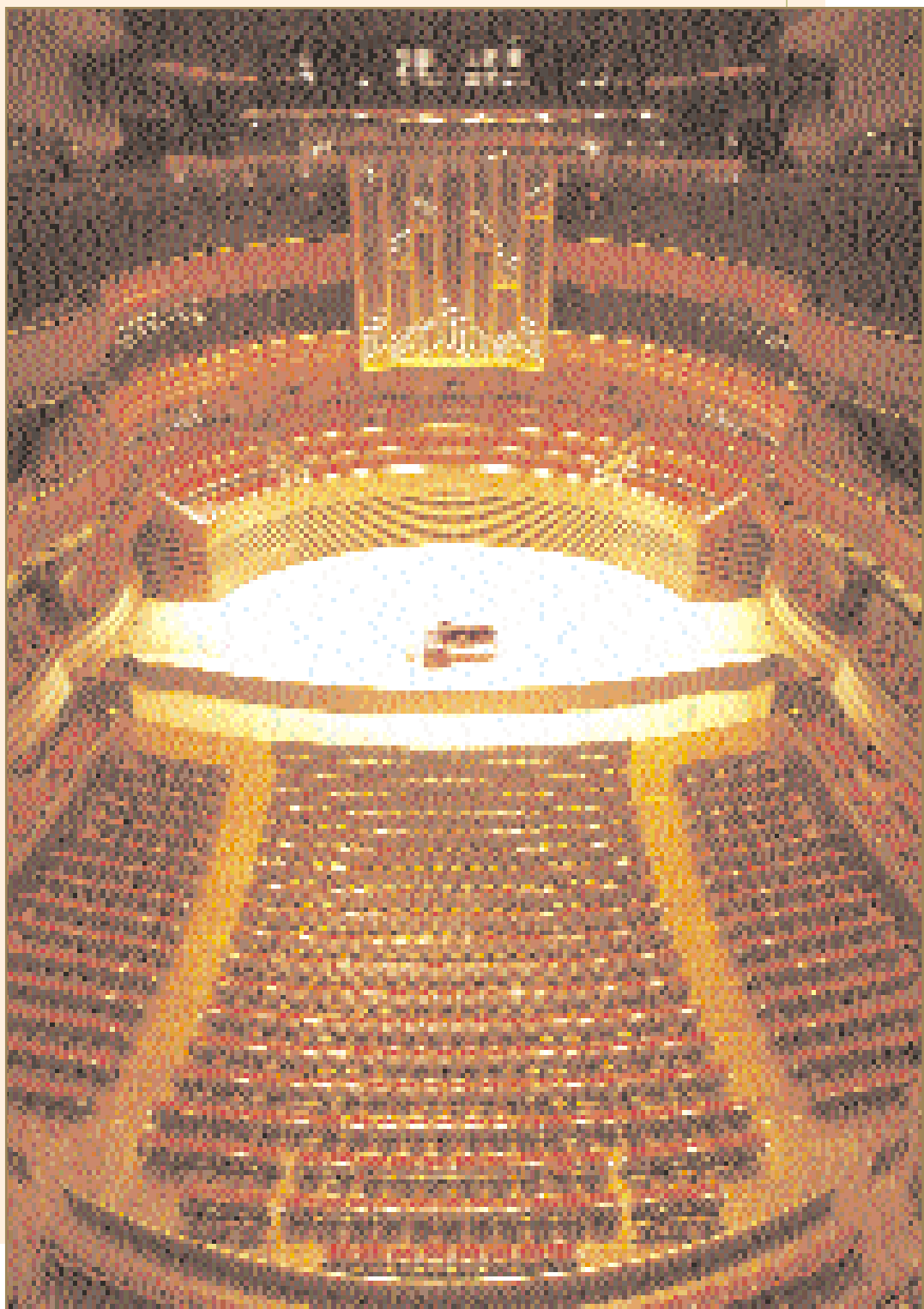
"Several Boston uprights are used in the education center's classrooms and performance spaces," explains Mr. Fernandez. "The education center offers lectures, demonstrations, performances and learning programs to music

lovers of all ages."

Mr. Fernandez says Steinway and Boston pianos help make the Kimmel Center the region's premier cultural center.

"Our goal is to be a community center ... offering diverse programming for Philadelphia's music patrons," says Mr. Fernandez. "We want to make the best of the arts – such as music, dance and drama – readily available to everyone."

A Steinway piano takes center stage at Philadelphia's Kimmel Center.



Boston celebrates a decade of worldwide success

NEW YORK CITY – Steinway & Sons and the Boston Piano Co. recently marked the 10th anniversary of the Steinway-designed Boston piano, which already stands among the most popular and highly praised moderately priced pianos in the world.

Since Boston's global introduction in 1992, nearly 40,000 Boston pianos have been sold in 35 countries around the world.

"Boston pianos have earned a reputation for quality and value in a very short period of time," says Bob Dove, executive vice president of Boston Piano Co. "A reputation this solid usually takes many, many decades to develop."

But musicians, teachers, students and music enthusiasts interested in acquiring a moderately priced piano, were taken immediately with Boston's link to the celebrated Steinway name and design.

The Boston's exclusive Steinway design incorporates a specially shaped and precisely tapered soundboard made of solid Sitka spruce; reduced string tension to ensure superior tone and longer piano life. Moreover, action parts are created from 100 percent wood ... not plastic, while all pedals and casters are solid brass.



In just 10 years, nearly 40,000 Boston pianos have been sold in 35 countries.

According to Bob Dove, the Boston piano's unique design, to be sure, has played a significant role in its international success. But so have the 175 exclusive Steinway-Boston dealerships around the world that have embraced this remarkable instrument.

"Our dealers have made all the difference in getting the word out about Boston pianos for the past 10 years," Bob emphasizes. "They have done an excellent job of reaching people and organizations who may have felt that a Steinway-designed piano was out of their reach."

That, of course, was one of the main goals behind the Boston's creation.

"There has been a very positive reaction to the connection between Boston pianos and Steinway & Sons," explains Bob. "In fact, many people view the purchase of a Boston as a stepping stone toward owning a Steinway."

Bostons have become extremely popular with schools, universities, houses of worship, concert halls and a number of prestigious music festivals such as the Aspen Music Festival and School; the Tanglewood Music Festival in Massachusetts (see story on page

8); the Berkshire Choral Festival (see story on page 9); the Brevard Music Festival in North Carolina; and the Bowdoin Music Festival in Maine.

"Boston pianos appeal to so many different people and organizations for so many different purposes and functions," adds Bob. "That is a testament to the range, quality and value of these pianos."

Many colleges and secondary schools have turned to Boston for its durability and affordability, while music festivals use Boston grands in their summer schools for aspiring young pianists.

Religious congregations have found Boston pianos provide perfect accompaniment for choirs and prayer services, while private owners turn to Boston's Steinway design and classic finishes as a centerpiece of home entertainment.

"It has been a great 10 years for this wonderful piano," says Bob. "Clearly, the Boston piano has made its mark on the musical world and is here to stay."

Want to celebrate Boston's 10th anniversary with a private, in-home concert? Contact your local Boston piano dealer for details.



DESIGNED BY STEINWAY & SONS®

10th ANNIVERSARY
CELEBRATION

Tanglewood Music Festival turns to Steinway, Boston

Music

LENOX, MASS. – It was inevitable that two of the most venerable names in the world of music – Steinway & Sons and the Boston Symphony Orchestra's Tanglewood Music Festival – would join forces ... someday.

Well, this year, when Tanglewood decided to become an All-Steinway festival by acquiring more than 80 Steinway and Steinway-designed Boston pianos, what had been a possibility became a wonderful reality, at last.

As the most recent summer music festival and academy to use Steinway and Boston pianos, exclusively, The Tanglewood Music Festival and Tanglewood Music Center have joined other prestigious All-Steinway festivals and schools including the Aspen Music Festival and School in Aspen, Colo.; and the Brevard Music Festival in North Carolina.

"Tanglewood has a rich history of artistic excellence," says Frank Mazurco, executive vice president of Steinway & Sons. "And we're very pleased they've chosen to become an All-Steinway venue."

According to Ellen Highstein, director of the Tanglewood Music Center, it was a logical decision to initiate a relationship with Steinway.

"Tanglewood is *the* prestige festival," explains Ms. Highstein, "so, Steinway was the appropriate choice because they produce the world's best pianos."

Located in the Berkshire Hills of western Massachusetts, Tanglewood has been the summer home of the orchestra for more than 60 years. The festival draws nearly 400,000 visitors for orchestral and chamber-music concerts; instrumental and vocal recitals; and student performances. Tanglewood also is the site of the annual Festival of Contemporary Music and the Labor Day weekend Jazz Festival.

Moreover, the Tanglewood Music Center provides emerging professional musicians with a chance to study under Boston Symphony Orchestra instrumentalists and conductors as well as other world-renowned artists. This year, the center's activities include three special programs: The Juilliard String Quartet Seminar, The Bach Cantata Project and The Festival of Contemporary Music.



More than 20 percent of American symphony-orchestra members and 30 percent of first-chair players are alumni of the Tanglewood Music Center. Ms. Highstein adds that several of the music center's distinguished faculty members also have personal reasons for welcoming the presence of Steinway and Boston instruments.

"All members of the center's piano faculty are on the Steinway-artist roster," says Ms. Highstein. "And they are elated with the Steinway alliance."

The Steinway and Boston pianos were played regularly – with about 20 Steinway grands used in the festival's various concert venues, and an estimated 60 Boston grands and uprights used in practice areas and the center's classrooms.

Ms. Highstein says festival organizers are looking forward to hearing artists practice and perform on the Steinway instruments.

"We're all very excited about the acquisition of Steinway and Boston pianos," says Ms. Highstein. "The new pianos are going to make a real artistic difference and we couldn't be more pleased."

Steinway and Boston pianos were played at this year's Tanglewood Music Festival.

Festivals

Berkshire Festival wants only Steinway designs

SHEFFIELD, MASS. – Organizers of the celebrated Berkshire Choral Festival wanted to increase the artistic quality of this year's events. And what better way to accomplish that than by using Steinway and Steinway-designed Boston pianos ... exclusively?

"The Berkshire Choral Festival is the leading choral-music festival in the country," says Frank Mazurco, Steinway & Sons' executive vice president. "So when festival organizers approached us about selecting only Steinway and Boston pianos, we saw it as a unique opportunity to form our first partnership with a choral-music festival."

Nestled in the Berkshire Hills of western Massachusetts, the Berkshire Choral Festival draws choruses from around the country for one-week singing vacations each summer. More than 225 choristers rehearse each morning and evening, and attend a variety of music classes. Other musical activities ... including voice lessons and ensemble work ... also are available to participants.

According to Ethan Henderson, managing director of the Berkshire Choral Festival, the decision to select Steinway and Boston pianos exclusively was an easy one.

"Previously, we had a relationship with another piano manufacturer, but there's no better piano than a Steinway-designed instrument," explains Mr. Henderson. "When we decided to increase several artistic aspects of the festival, we thought it was time to acquire the best."

As an All-Steinway festival, the Berkshire Choral Festival joins an exclusive list of prestigious music

festivals. These include the Aspen Music Festival and School in Aspen, Colo.; the Eastern Music Festival in Greensboro, N.C.; the Tanglewood Music Festival in Lenox, Mass.; the Brevard Music Festival in North Carolina; and the Bowdoin Music Festival in Maine. This summer, musicians at the latter four festivals practiced and performed on more than 400 Steinway and Boston pianos during nearly 500 performances and rehearsals.

"People have come to expect great artistic quality from the Berkshire Choral Festival," says Mr. Henderson. "By going All-Steinway, we're letting choristers and musicians know that we're partnering with the world's greatest piano maker."

This summer's 21st annual Berkshire Choral Festival featured two Steinway Model B grands and six Boston UP118E upright pianos. Mr. Henderson adds that the pianos were used virtually 24 hours a day – for performances, recitals, master classes and rehearsals – for five weeks.

And each week culminated in a Saturday-evening concert conducted by a renowned guest conductor and accompanied by the Springfield Symphony Orchestra. Past concerts have received wide praise by music critics and consistently drew more than 1,000 concertgoers. This summer's concerts featured musical selections by Mozart, Brahms, Verdi, Handel, Orff and Haydn.

"This is an exciting addition to our choral festival," says Mr. Henderson, "and we're really eager to establish a long-term relationship with Steinway."

Boston pianos
or role in this
ood Music

choristers from around the
country are singing the
praises of Boston pianos.





Boston piano an answer to Baptist church's prayers

PRINCE GEORGE, VA. – Faith Baptist Church opened the doors to its new sanctuary following years of hard work ... and a prayer or two for a new Boston piano.

The church, which had outgrown an older sanctuary in nearby Hopewell, Va., embarked on a building program more than seven years ago. As a result, the 220-member congregation saved more than a million dollars to purchase an 11-acre site in Prince George and build a new sanctuary on it.

When the sanctuary was completed, it was a dream come true. However, church members soon realized that as the project came to an end, their piano budget had shrunk to just \$5,000. And that posed a real problem for the Rev. George Dembeck, the church's pastor of more than 15 years.

You see, Rev. Dembeck was given the difficult task of purchasing a grand piano to complement the beautiful sanctuary ... as well as traditional Baptist hymns ... while remaining within that very tight budget.

That's when the good reverend turned to Rosa Mahne, regional director of institutional sales with Jordan Kitt's Music in Richmond, Va.

"I went out to the church and measured the area," recalls Rosa. "Then I provided several choices of pianos that would fit their budget while giving them the sound they wanted."

Rev. Dembeck enlisted the help of church pianist Cindy Bradley to

select the piano. But after playing several smaller, lower-priced grand pianos, Bradley fell in love with the sound of the 6-foot-4-inch Boston GP-193 grand piano.

"We really thought we would have to settle for something less," recalls Rev. Dembeck. "We just didn't have a lot of money left over after we built the new sanctuary."

When faced with purchasing a lower-quality piano, two church members stepped forward to supply the additional money needed to acquire the Boston grand piano.

"We were very fortunate that the Lord worked it all out," says Rev. Dembeck. Then with a smile, he added, "The Lord even helped supply the payment in cash."

And, Rosa made sure the piano was delivered in time for the church's first worship service on Mother's Day.

"George and Cindy really wanted the best for the new sanctuary," says Rosa. "And thanks to a couple of generous church members, they were able to get it."

Rev. Dembeck says the congregation's response to the grand piano has been wonderful.

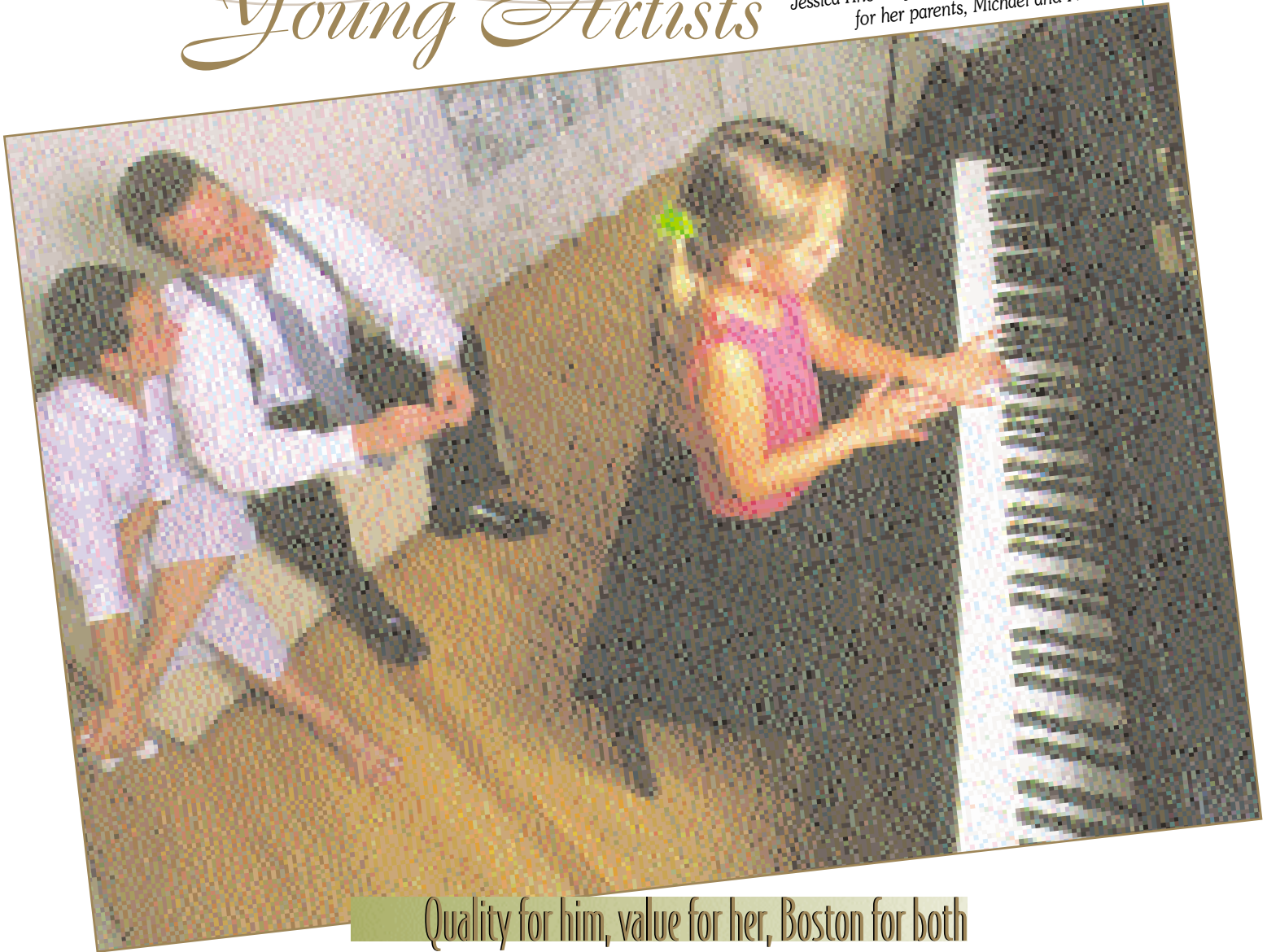
"Everyone is so happy with the new sanctuary and how the Lord provided for the piano," he says enthusiastically. "The Boston has a beautiful sound, and it's really proven to be the best instrument for our traditional worship service."



Church pianist Cindy Bradley accompanies the Faith Baptist Church choir on the church's new Boston grand during a recent rehearsal.

Young Artists

Jessica Rhodes performs an impromptu recital for her parents, Michael and Natasha.



Quality for him, value for her, Boston for both

CHICAGO – When Michael and Natasha Rhodes decided it was time to purchase a piano for their home, it became apparent, very quickly that they weren't exactly on the same wavelength.

"Michael and Natasha were heading in completely opposite directions when they came to the showroom," recalls Steve Marcus, director of sales at The Beautiful Sound, the exclusive Steinway & Sons dealership in the Chicago area. "He wanted the best. She wanted affordable. They both wanted quality."

Natasha recalls, "Since I had learned to play the piano as a little girl, I thought it was time for our 7-year-old daughter, Jessica, to learn as well."

Michael agreed, so he and Natasha began their search for just the right piano.

"At the start, I only knew a little about pianos," admits Michael, vice president at a major investment house. "But I did a lot of research and isolated our search to four pianos. At the top of my list were

Steinway and Boston."

However, while The Rhodeses looked at several piano brands and listened intently to presentations by numerous dealers, it was Steve Marcus' presentation of the Boston GP-178 grand that attracted their attention.

"Steve was very helpful, knowledgeable and straightforward," says Michael. "I also felt that if things didn't go as planned, The Beautiful Sound would take care of it."

Natasha, a homemaker, points out that "Michael was set on a Steinway, while I was thinking of something more moderately priced. The Boston is a great piano and turned out to be one we could both agree on."

The couple purchased a Boston grand – equipped with a PianoDisc – and turned their home's guest room into a music room.

"The piano has a very clean and bright sound,"

says Natasha. "I love to open all the doors and listen to the sound carry throughout our home." That's particularly important during the Rhodeses frequent dinner parties when the piano and its PianoDisc are the center of attention.

"Whenever we have friends over, the piano always plays in the background," says Michael. "The sound is terrific."

And while the Boston grand represented a major investment for the couple, Michael says there was "no buyer's remorse at all. At first, it may have seemed like a luxury, but now I don't know how we lived without it."

Natasha adds that "the Boston is a piano we may have for the rest of our lives. It's the piano my daughter will play, and it's the piano my granddaughter will play. Everyone loves it."