

Capitolo Secondo

Il pianoforte nell'Epoca vittoriana e romantica (1830 - 1890)

I pianoforti costruiti in questo periodo hanno una enorme valenza storica che è molto importante conoscere.

Dobbiamo sempre tenere ben presente che l'elaborazione di questi pianoforti portò a risultati tecnici definitivi, dai quali nacque il pianoforte moderno.

L'esperienza sui pianoforti antichi induce a valutare come strumenti distinti, pur della stessa famiglia: i pianoforti con telaio in legno, i pianoforti con telaio a barre metalliche e i pianoforti attuali con telaio in ghisa.

CHAPTER TWO - The piano in the Victorian and Romantic era (1830 - 1890).

► The pianos built in this period have an enormous historical importance which needs to be fully appreciated.

We must always keep well in mind that the development of these pianos led to definitive technical results, which led to the birth of the modern piano.

The experience of antique pianos leads one to evaluate each one as a distinct instrument, even though they belong to the same family: the pianos with wooden frames, the pianos with metal bars and the present-day pianos with cast-iron frames.

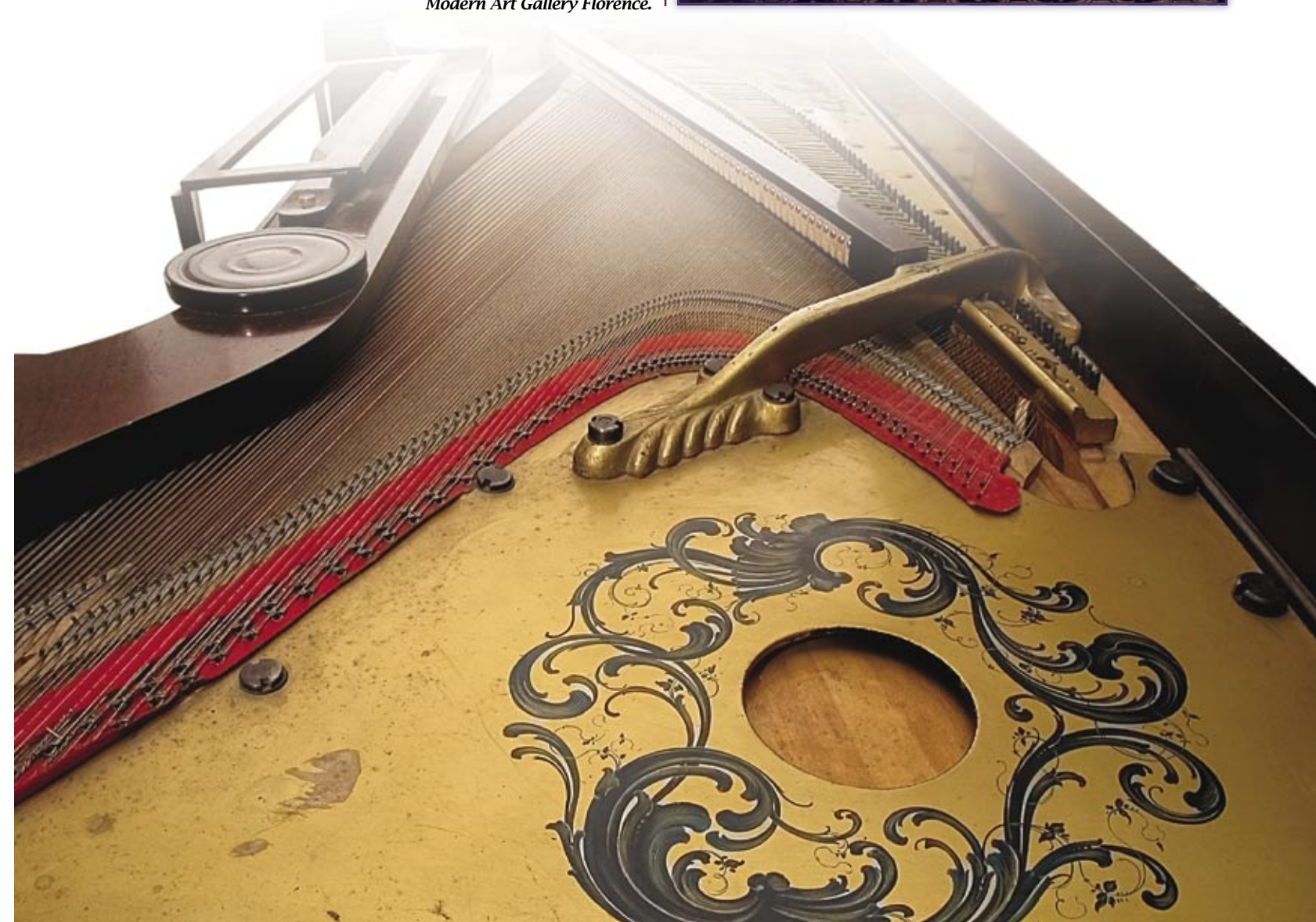


Pianoforte Julius Blüthner, Lipsia, Germania, matr. 1099, anno di costruzione 1854 (Collezione Pianosound, Rimini).
Piano Julius Blüthner, Leipzig, Germany serial number 1099, year of manufacture 1854 (Collection Pianosound Rimini).



A destra:
Silvestro Lega "Canto dello Stornello"
1867, Firenze, Galleria d'Arte Moderna.

On the right:
"Song bird", 1867, Silvestro Lega,
Modern Art Gallery Florence.



Capitolo Quarto

Divino Steinway & Sons

La storia della ditta Steinway & Sons⁽¹⁾ è nota e straordinaria: il sig. Steinweg⁽²⁾ dalla natia Germania emigrò negli Stati Uniti diventando l'artefice del miglior pianoforte costruito in ogni epoca. Steinway aveva ben chiaro che per avere successo non era sufficiente solo costruire buoni pianoforti, ma era indispensabile anche promuoverli commercialmente e in questo Steinway e i suoi figli furono maestri. Suo figlio William Steinway, vera anima commerciale della ditta, sviluppò una catena di punti vendita e concessionari in America e organizzò una rete di rappresentanti in tutto il mondo.

CHAPTER FOUR - The Divine Steinway & Sons

➤ The history of Mr. Steinway (1) is well-known as well as being extraordinary one: Mr. Steinweg (2) emigrated to the United States from his native Germany to become the builder of the best piano of all times. Steinway knew well that in order to be successful it was not enough just to build good pianos, but it was also essential to promote them commercially and in this sense Steinway and his sons were true masters. His son, William Steinway, the life and soul of the commercial side of the company, developed a chain of sales outlets and licensees across the United States and organised a network of representatives all over the world.

 THE ROAD OF INTERNATIONAL TRADE STEINWAY & SONS STEINWAY HALL, 100 WEST 87TH STREET, NEW YORK 18 AT USA			 BY APPOINTMENT TO HER MAJESTY THE QUEEN STEINWAY & SONS PIANO MAKERS STEINWAY HALL 1 & 2 ST. GEORGE STREET · MANOVER SQUARE LONDON W1R 9DG Established in New York City 1853			TELEPHONE 01-629 6841 (7 LINES) TELEGRAMS & CABLES STEINWAYS LONDON W.1.
			October, 1973.			
			U.K. RETAIL NET CASH PRICE LIST			
			GRAND PIANOFORTES			
Model	Wood	Price				
O (5'10")	Ebonised satin finish	3273				
	Ebonised high polish	3386				
	Mahogany high polish	3572				
	Walnut satin closed pores	3642				
A (6'2")	Ebonised satin finish	3544				
	Ebonised high polish	3656				
	Mahogany high polish	3942				
	Walnut satin closed pores	3978				
B (6'11")	Ebonised satin finish	3995				
	Ebonised high polish	4107				
	Mahogany high polish	4448				
	Walnut satin closed pores	4486				
C (7'5")	Ebonised satin finish	4693				
	Ebonised high polish	4834				
D (8'10")	Ebonised satin finish	6234				
	Ebonised high polish	6408				
			UPRIGHT PIANOFORTES, CONTEMPORARY DESIGN			
Z (3'9")	Walnut satin closed pores	1491 + 149 = 1640	VAT			
V (4'0½")	Walnut satin closed pores	1651 + 165 = 1816				
			The casework of these instruments is veneered			
			All prices ex Steinway Hall			
			Plus V.A.T.			
			Subject to revision without notice			
			Over a Century of Service to Music			

Listino Steinway per l'Inghilterra, ottobre 1972.

Price list Steinway & Sons for the English market dated October 1972.

⁽¹⁾ Il marchio Steinway & Sons in Italia è rappresentato dalla ditta Strinasacchi di Verona.

The brand Steinway & Sons in Italy is represented by the company Strinasacchi of Verona.

⁽²⁾ Steinweg in seguito americanizzò il cognome in Steinway.

Steinweg later Americanised the spelling of his surname into Steinway.



Pianoforte a tavolo Steinway & Sons matr. 37002 New York 1878 tastiera in avorio a 88 note - 3° pedale tonale. Pianoforte di proprietà della Pianosound di Rimini.

Square piano Steinway & Sons serial number 37002 New York 1878 88-note ivory keyboard - 3rd sostenuto pedal. Piano owned by Pianosound Rimini.