

BY APPOINTMENT TO
HER MAJESTY QUEEN ELIZABETH II
PLANOFORTE MANUFACTURERS



STEINWAY & SONS

"BUILD THE best piano POSSIBLE...MAKE no compromise IN QUALITY"

HENRY E. STEINWAY



"If I am to play my best, there is no way but STEINWAY."

LANG LANG

STEINWAY ARTIST









#### CONTENTS

Welcome to the family of STEINWAY-designed piar	os 5	STEINWAY grands	14-15	STEINWAY SPIRIO   r	26-27
Welcome to STEINWAY HALL	6-7	STEINWAY upright	16-17	BOSTON grands and uprights	28-29
STEINWAY Hall of Fame / STEINWAY Family Room	n 8-9	The STEINWAY Crown Jewel Collection	18-19	ESSEX grands and uprights	30-31
STEINWAY expertise and patents	10-11	BLACK MASTERPIECE - Limited Edition	20-21	The STEINWAY promise	32-33
The unique STEINWAY sound	12-13	KRAVITZ GRAND - Limited Edition	22-23	The complete world of STEINWAY	34
		STEINWAY SPIRIO	24-25	Piano models, finishes and colours	35-37

THE FAMILY OF STEINWAY-DESIGNED PIANOS

COMPRISES THREE DISTINCT BRANDS: THE STEINWAY

& SONS GRAND AND UPRIGHT PIANOS AS THE

BENCHMARK FOR ULTIMATE QUALITY, THE BOSTON

SERIES AS THE DISCERNING MID-RANGE CHOICE, AND

ESSEX: THE PERFECT INTRODUCTION TO STEINWAY.

# welcome to the family of STEINWAY-DESIGNED PIANOS

Experience the world of STEINWAY and be inspired by the unique range of grand and upright pianos now available from STEINWAY. All members of the family of STEINWAY & SONS pianos feature the same unmistakable signature and STEINWAY & SONS expertise, backed by more than 160 years' experience of designing and building grand and upright pianos. There is an instrument to suit every requirement, every ability level and every budget.



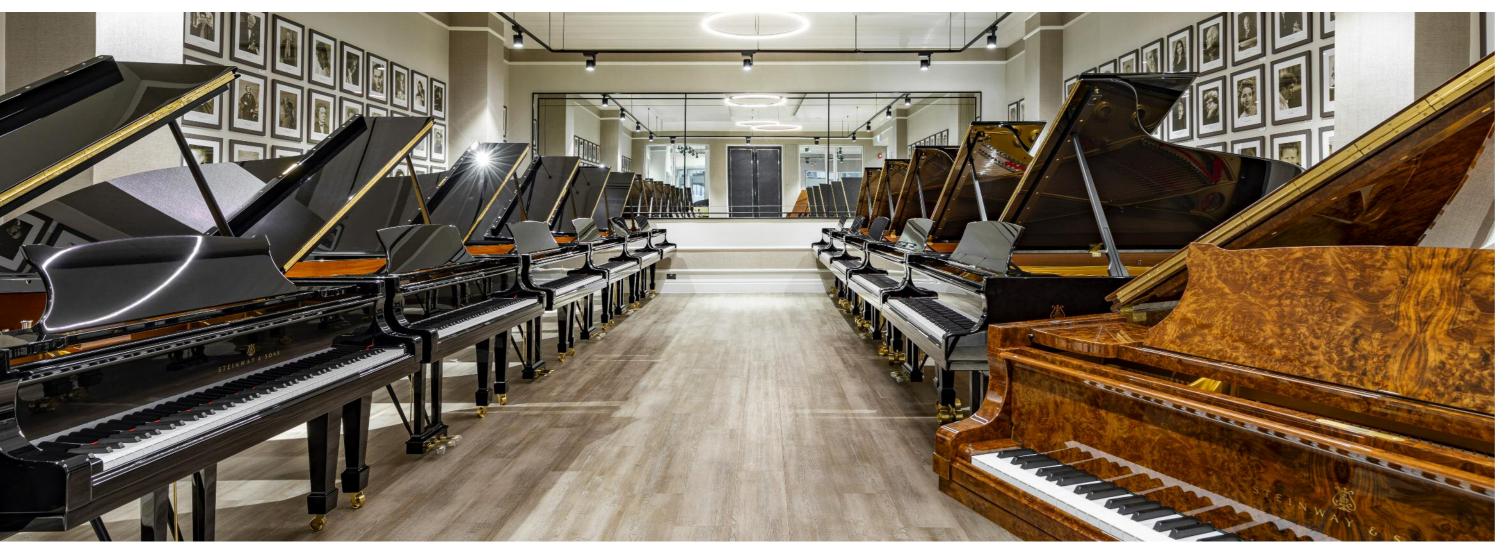
#### welcome to STEINWAY HALL

When you step into the relative peace and tranquillity of STEINWAY HALL near London's bustling Bond Street, it's hard not to be impressed by a building so steeped in history and tradition.

Although STEINWAY HALL has only been on this Marylebone Lane site since 1983, STEINWAY & SONS has had a presence in London since 1875 - the first STEINWAY HALL in Europe - and has long been a destination for world-renowned musicians and enthusiastic music students alike. Our showroom is at street level where you are welcome to browse our pianos and discover their individual personalities.

The restoration department, located in the basement of STEINWAY HALL is where a talented team of STEINWAY technicians *lovingly restore* STEINWAY pianos from across the decades and bring them back to their *former glory*.

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# Steinway HALL OF FAME

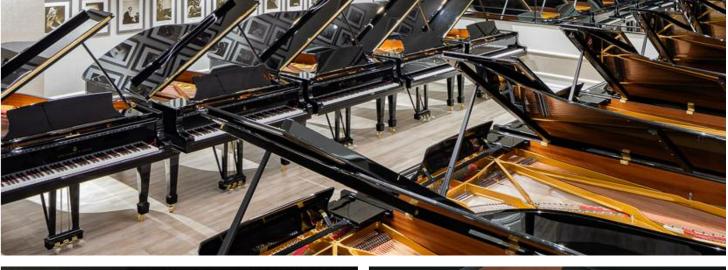
Further along is the STEINWAY HALL OF FAME where you can experience a part of STEINWAY & SONS' rich musical history. Gracing the walls from floor to ceiling are photographs of some of the world's most famous pianists, past and present, who have had the pleasure of playing a STEINWAY piano.

# Steinway FAMILY ROOM

A step away from the showroom is the STEINWAY FAMILY ROOM, where you'll discover every instrument in the STEINWAY FAMILY. From the traditional STEINWAY grands and uprights to the mid-price BOSTON and entry-level ESSEX: there's a STEINWAY piano here for everyone.

Try them all out and find an instrument that fits you perfectly.









the Steinway family sharing STEINWAY EXPERTISE AND PATENTS

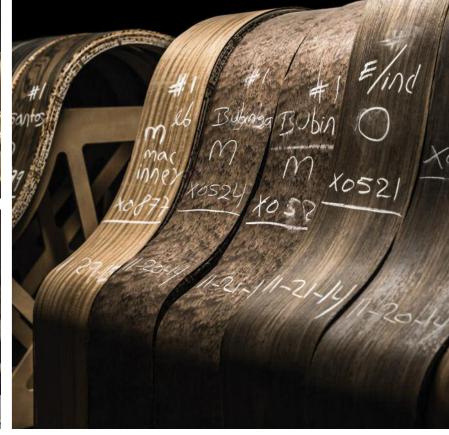
Both BOSTON and ESSEX instruments can proudly claim to be "designed by STEINWAY & SONS" - and have a pedigree to prove it. Painstaking research work by qualified STEINWAY technicians has made the BOSTON and ESSEX pianos what they are today: quality instruments featuring an array of STEINWAY patents and principles that make them best in class. Furthermore, every instrument enjoys the full backing of STEINWAY & SONS - what more could you ask for?

Explore three unbeatable brands and learn how you too can become a member of the STEINWAY FAMILY. We hope you enjoy discovering the STEINWAY world.









# the unique STEINWAY SOUND

STEINWAY & SONS - a name that embodies tradition, innovation and perfection in piano manufacturing.

What recreational or professional musician could fail to be thrilled at the thought of one day enjoying the inimitable STEINWAY sound? For many, purchasing a STEINWAY grand or upright piano is the fulfilment of a long-held dream.

Handcrafting each STEINWAY requires up to one full year. Including the time the wood is seasoned prior to use, over three years pass before a STEINWAY leaves the factory to inspire the new owner. The high level of traditional craftsmanship, plus the premium grade materials used, make purchasing a STEINWAY grand or upright piano an exclusive affair that can involve a long wait.

Since the launch of the family of STEINWAY-DESIGNED pianos, the STEINWAY-DESIGNED BOSTON and ESSEX instruments represent an attractive alternative for those who are not yet ready for a STEINWAY. From beginners to virtuosi, everyone can find the perfect instrument in the family of STEINWAY-DESIGNED pianos. Whether STEINWAY, BOSTON or ESSEX, they all feature superlative quality and benefit from being designed by STEINWAY & SONS.







# Steinway grands the benchmark for ULTIMATE QUALITY

The STEINWAY & SONS name has been synonymous with the finest pianos since 1853. A high level of traditional craftsmanship and painstaking attention to detail are attributes of every instrument handcrafted in New York and Hamburg.

These instruments represent an assuring presence on stages around the globe and are the overwhelming choice of international concert pianists, who often consider a STEINWAY essential to their performance. Musicians also trust the commitment to perfection, regarding a STEINWAY as a worthwhile investment for both themselves and future generations.

#### COLOUR FINISHES AVAILABLE

SEE PAGE 33 FOR ALL STEINWAY MODEL SIZES AND FINISHES



EBONISED HIGH GLOSS

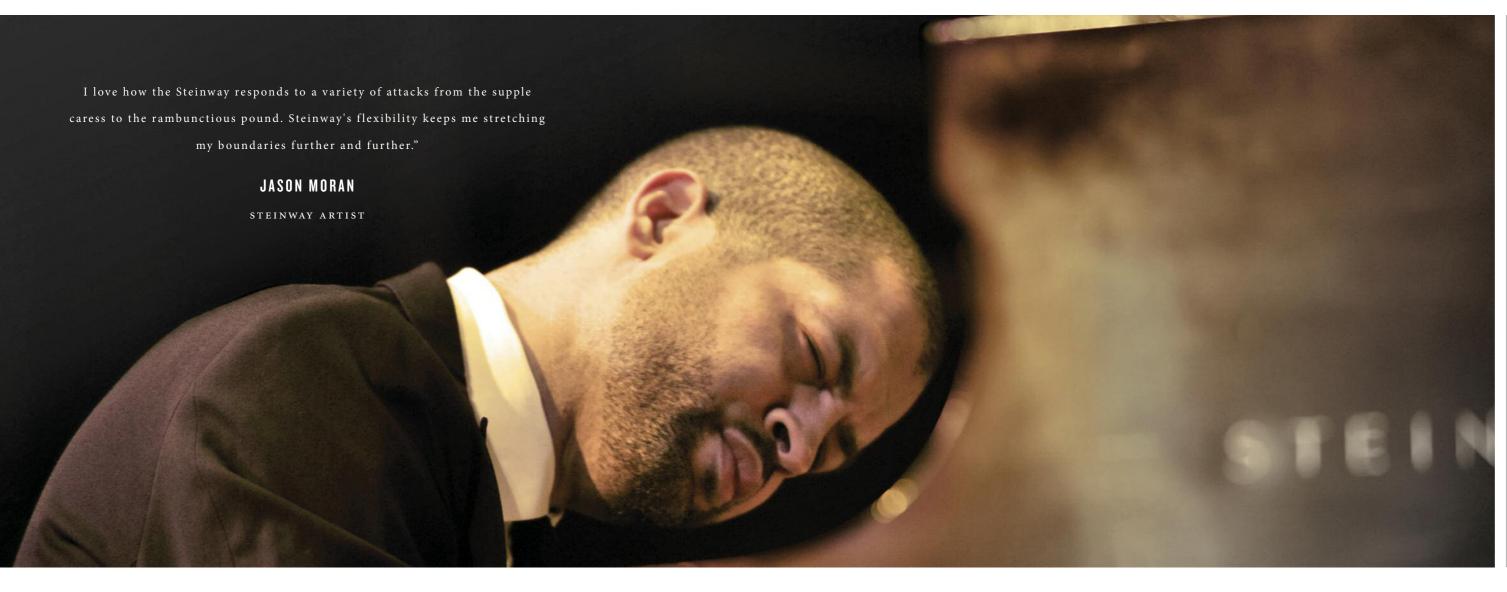


MAHOGANY HIGH GLOSS



WALNUT HIGH GLOSS

SEE PAGES 18-19 FOR THE CROWN JEWEL COLLECTION







# Steinway upright - MODEL K outstanding, thanks to STEINWAY PATENTS

The STEINWAY Model K upright features the same characteristic tonal quality as the STEINWAY grands. This instrument is produced in accordance with the STEINWAY system using precision techniques and the same quality of design, materials, and extensive handcraftsmanship.

The Model K boasts exceptional touch, courtesy of numerous STEINWAY patents – almost half of the 128 patents acquired by STEINWAY to date relate to the upright piano. This ensures that STEINWAY Model K represents an attractive alternative where space constraints rule out a grand.

# COLOUR FINISHES AVAILABLE

SEE PAGE 33 FOR ALL STEINWAY MODEL SIZES AND FINISHES



EBONISED HIGH GLOSS



MAHOGANY HIGH GLOSS



WALNUT HIGH GLOSS

SEE PAGES 18-19 FOR THE CROWN JEWEL COLLECTION





# the Steinway Crown Jewel Collection CREATING ETERNAL VALUES

The Steinway Crown Jewels are exclusive, individually manufactured grand and upright pianos featuring particularly fine veneers and beautiful diamonds embedded in the keyboard lid. Choose between six exceptional veneers. Their breathtaking colour is born from being made from the most exquisite natural woods the world has to offer.

#### COLOUR FINISHES AVAILABLE





ROSEWOOD





APPLE TREE



BUBINGA





SEE PAGE 35 FOR ALL STEINWAY MODEL SIZES

THESE ARE MORE THAN MUSICAL INSTRUMENTS, THEY ARE WORKS OF ART.

MAHOGANY

AND FINISHES















# BLACK MASTERPIECE 20th anniversary limited edition model

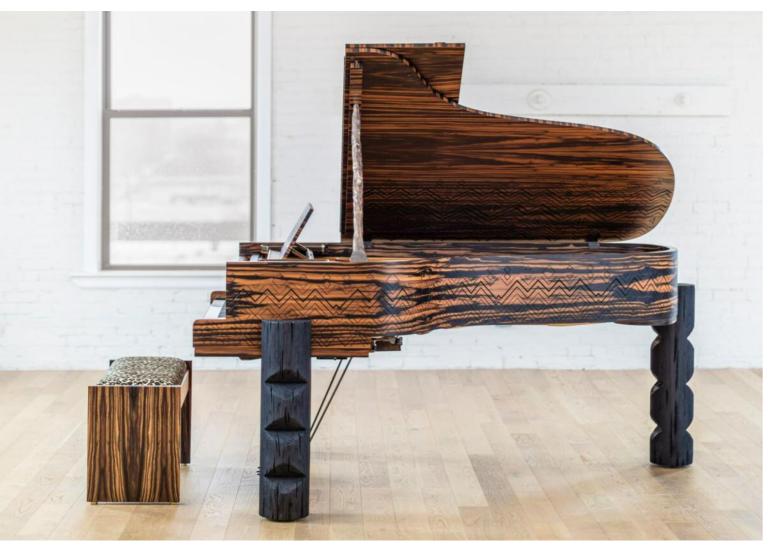
To mark the 20th anniversary of the Steinway Crown Jewels series, we are presenting the BLACK MASTERPIECE - an edition limited to 20 instruments worldwide, each with a captivating black look that will appeal to those who admire clean design.

The concept behind this series of grand pianos is unique. Each of the 20 grand pianos is one of a kind, because each features its own individual veneer. The veneers of the BLACK MASTERPIECE edition are stained black, they give the grand pianos an inimitable new look. This is complemented by the inner rim, soundboard and bridge in black, and the cast-iron plate and all the metal fittings in anthracite.

SEE PAGE 35 FOR STEINWAY MODEL SIZES AVAILABLE

#### TRADITIONAL CRAFTSMANSHIP MEETS STATE-OF-THE-ART TECHNOLOGY

These pianos are Model B 211cm grands and are equipped with SPIRIO | r, the latest technology that Steinway has to offer. The innovative self-playing system provides top-quality piano entertainment, with the added option of being able to record, play back and edit your own pieces. Another special feature of this exquisite instrument is the cable integrated into the music shelf, which can be used to charge the iPad delivered with the piano or to connect a USB stick. This fixture is the first of its kind from Steinway & Sons.















# KRAVITZ GRAND limited edition model A COLLABORATION WITH WORLD-RENOWNED MUSICIAN AND MODERN-DAY RENAISSANCE MAN LENNY KRAVITZ

Having long admired Steinway & Sons, Lenny Kravitz teamed up with Steinway to design the Kravitz Grand Limited Edition of 10 Model B 211cm Steinways. For this personal passion project, Lenny and his Kravitz Design team dissected every aspect of the Steinway's construction, looking at the case, action and even the screws to create a completely new look unlike anything Steinway has ever produced.

SEE PAGE 35 FOR STEINWAY MODEL SIZES AVAILABLE

Photo credit Lenny Kravitz: Mark Seliger "I see design and music as being the same thing: you start with inspiration and at the end you have a piece of art."

#### LENNY KRAVITZ

The KRAVITZ Grand comes equipped as a revolutionary SPIRIO | r, the world's finest high resolution player piano capable of live performance capture and high resolution recording and playback, giving life to your Steinway with performances from the world's greatest pianists in a constantly updated and growing library.

A revolutionary blend of artistry, craftsmanship, and technology, SPIRIO | r provides new tools of expression and new ways to access, share, and experience performance.











# the new Steinway & Sons Spirio is the world's finest HIGH RESOLUTION PLAYER PIANO

A masterpiece of artistry and engineering in your home, SPIRIO enables you to enjoy performances by great pianists — played with such nuance, power and passion that it is utterly indistinguishable from a live performance.

#### INTIMATE EXPRESSION

SPIRIO faithfully recreates every intention of the artist with astonishing accuracy, providing the purest connection between performer and audience.

SEE PAGE 35 FOR STEINWAY MODEL SIZES AVAILABLE

#### CRAFT & SCIENCE

As with all STEINWAY pianos, every SPIRIO is subject to STEINWAY's unyielding standards to be an exemplary instrument; each one built to perfection for perfectionists, and by artisans for artists. To this, STEINWAY has added a new layer of technological artistry resulting in the most innovative and dynamic instrument we've ever offered.

#### CONCIERGE SERVICE

The purchase of a STEINWAY SPIRIO is accompanied by an extensive complimentary service plan. Four scheduled annual service appointments are included to maintain the meticulous quality befitting a STEINWAY & SONS piano.

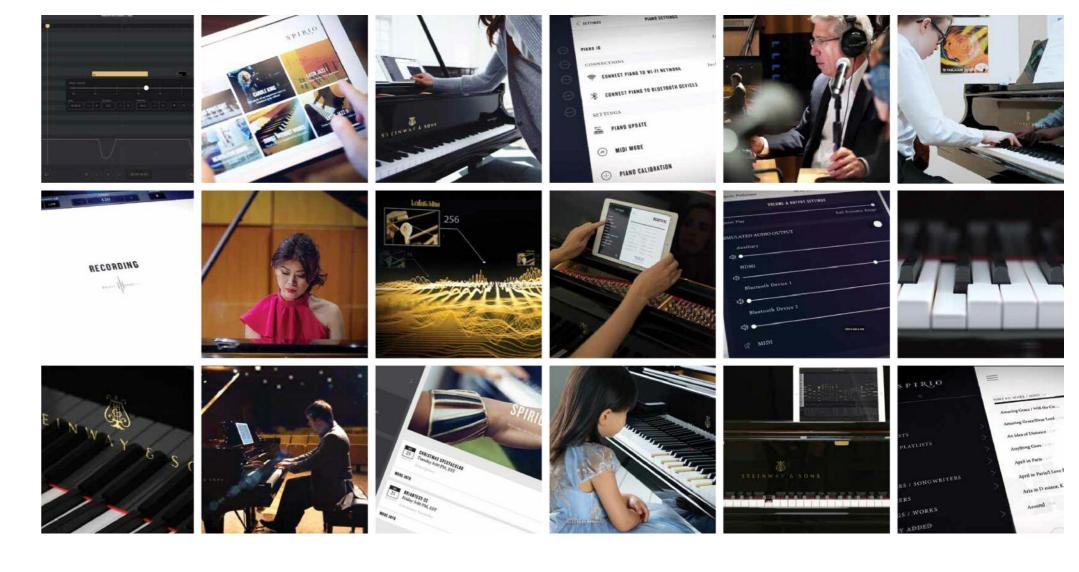




PLAY | LISTEN | record | EDIT

The STEINWAY SPIRIO | r is the world's finest high resolution player piano capable of live performance capture and playback.

A revolutionary blend of artistry, craftsmanship, and technology, SPIRIO | r provides powerful new tools of expression and new ways to access, share and experience performance - enriching connection and intimacy.



# play

First and foremost, SPIRIO | r can be played like any other STEINWAY.

The artisans at steinway & sons seamlessly install SPIRIO | r technology at the time of manufacture, ensuring no alteration in the musical performance nor compromise in the instrument's beauty.

#### listen

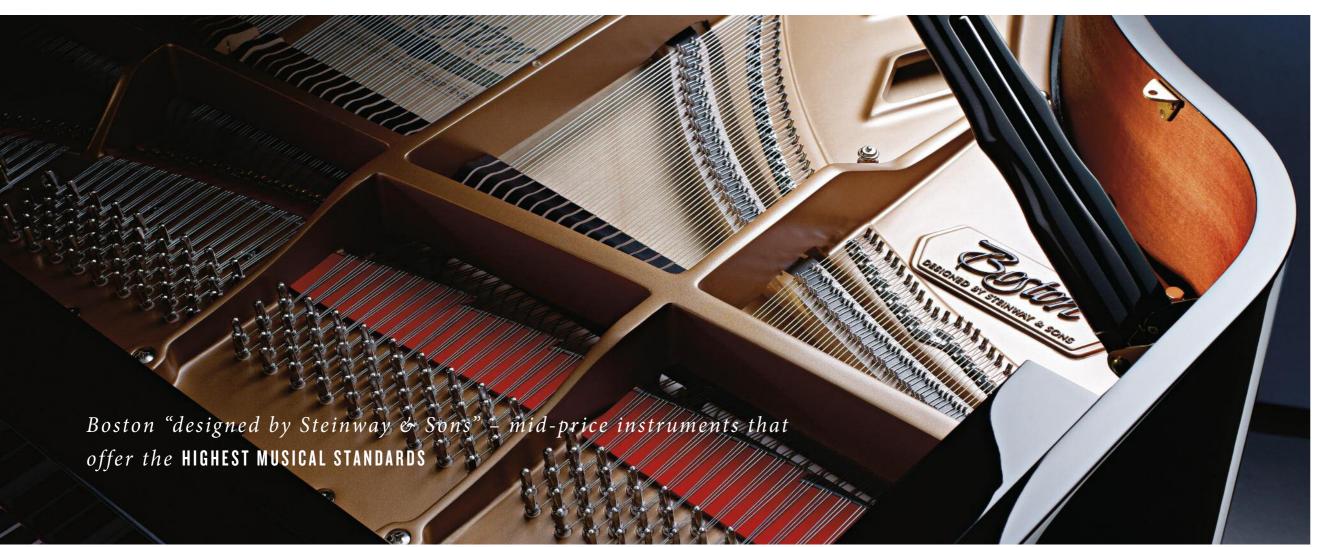
Thousands of current and historic performances from STEINWAY ARTISTS, as well as SPIRIO SYNC videos, are available at state-of-the-art high resolution - with all iPad-based high resolution editing the touch of a button on the included iPad. Every month the library expands, automatically updated from the Cloud.

#### record

SPIRIO | r permits users to record and listen to performances in stunning the nuance, power and passion on display. capabilities to SPIRIO files, allowing users Simple and intuitive controls offer the ability to save and share user-created recordings in multiple file formats.

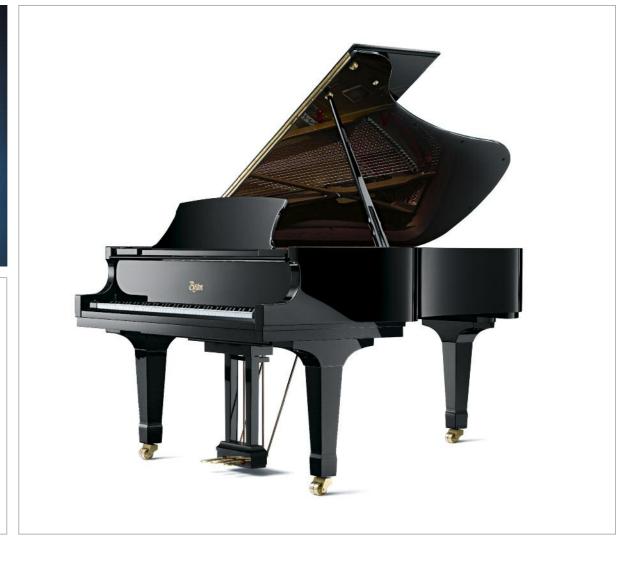
#### edit

Native to the SPIRIO app, the SPIRIO EDITOR provides the world's only advanced to edit every nuance of their SPIRIO recordings.











refined sound for DISCERNING CUSTOMERS

The launch of the BOSTON series in 1992 ushered in a new era for the company - bringing the ability to offer top-quality instruments in the mid-price segment that feature numerous patents, classic STEINWAY characteristics, and incorporate all our vast expertise and experience. Applying a rigorous approach and exacting technological standards, we developed grand and upright pianos that offer discerning pianists superb playing performance at an affordable price. BOSTON has since gained a firm foothold in the global market for mid-price instruments, giving many players the perfect introduction to the world of STEINWAY.

The STEINWAY-DESIGNED BOSTON series is the product of superior design work by the STEINWAY research and development team, carefully selected manufacturing partners, and, of course, stringent quality control by STEINWAY technicians. The range includes five grand pianos and three upright models, which are available in a selection of finishes, from traditional ebonised polish through to white and mahogany.

#### COLOUR FINISHES AVAILABLE





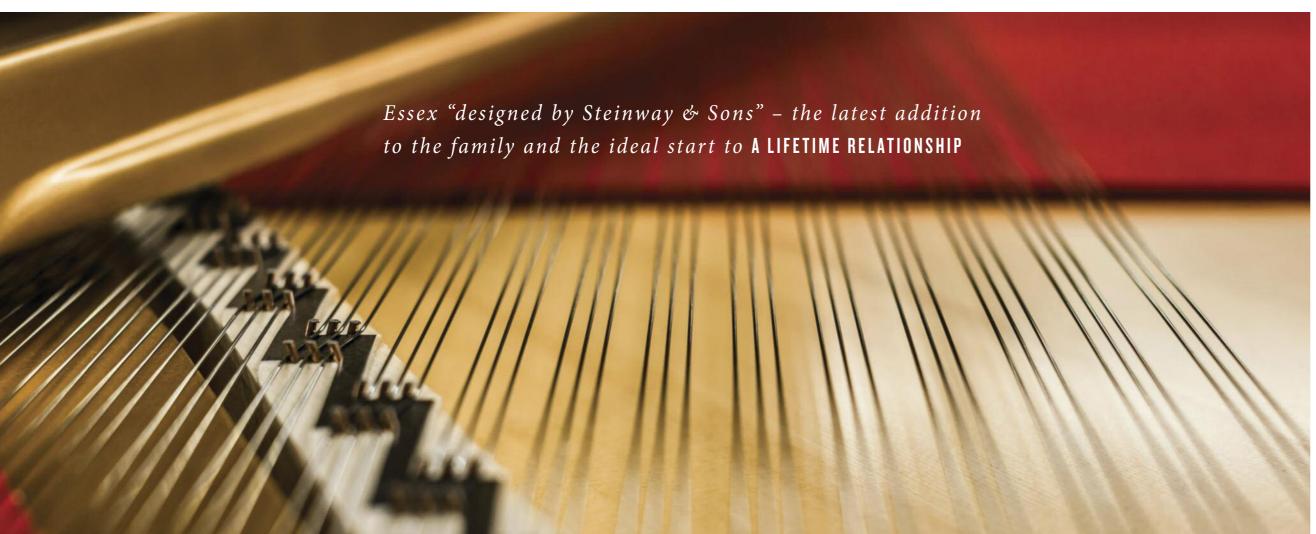






SEE PAGE 36 FOR ALL MODEL SIZES AND FINISHES

POLISH











musical enjoyment for EVERYONE

The introduction of the ESSEX instruments "DESIGNED BY STEINWAY & SONS" in 2006 completed the STEINWAY family. The use of carefully chosen materials and state-of-the-art production processes saw the creation of grands and uprights featuring a high level of musical performance at an attractive price. In meeting this challenge, the specialists at STEINWAY developed outstanding instruments that incorporate all the latest design specifications and a variety of STEINWAY-PATENTED features. No ESSEX instrument leaves the factory without being inspected by a technician appointed by STEINWAY, thereby ensuring that the instrument gives you satisfaction.

The range of ESSEX pianos offers something for everyone, with two grand pianos and four uprights available in a wide choice of finishes and veneers, from traditional Ebonised polish and elegant Sapele Mahogany to stunning Kewazinga Bubinga polish. There are also exquisite styles to choose from, such as Empire Studio, French Provincial, and French Studio. ESSEX grands and uprights are the ideal pianos for all ability levels.

#### COLOUR FINISHES AVAILABLE





MAHOGANY







WALNUT

BUBINGA

SEE PAGE 37 FOR ALL MODEL SIZES AND FINISHES

# STEINWAY PRO

STEINWAY & SONS

STEINWAY & SONS

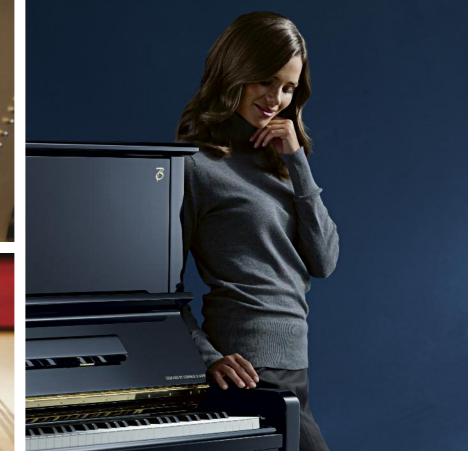
STEINWAY AY & SONS

STEINWAY & STEINWAY & STEINWAY & SONS

STEINWAY & STEINW







the Steinway promise, a guaranteed investment, and THAT'S A PROMISE

For many amateur and professional musicians, owning a STEINWAY is the *fulfilment* of a special dream. Sometimes, however, they do not have the financial means to achieve this right away. STEINWAY-DESIGNED BOSTON and ESSEX instruments represent the *perfect introduction* to STEINWAY. Because they incorporate STEINWAY design features and patents, they are the best instruments in their price categories in terms of quality.

Every "DESIGNED BY STEINWAY & SONS" instrument enjoys the full backing of the company, which is also why the STEINWAY PROMISE came into being. You can become the *proud owner* of a STEINWAY more quickly than you may have expected. If you trade in your "DESIGNED BY STEINWAY & SONS" BOSTON OR ESSEX instrument for a new STEINWAY grand piano within a period of up to ten years, you will receive a trade-in credit equal to your *original purchase price*. This turns your venture into music into a secure investment. The key feature is that this promise is backed by the STEINWAY name.

CHOOSE A "DESIGNED BY STEINWAY & SONS" BOSTON OR
ESSEX PIANO TODAY AND GRADUATE TO A STEINWAY AT A
LATER DATE. COURTESY OF THE STEINWAY PROMISE, IT'S
NOW SIMPLER THAN EVER!



# the complete world of Steinway tailored for EVERY REQUIREMENT

THE "DESIGNED BY STEINWAY & SONS" PROGRAMME IS YOUR PASSPORT TO THE WORLD OF STEINWAY. WE LOOK FORWARD TO WELCOMING YOU AS A NEW MEMBER OF THE STEINWAY FAMILY IN THE NEAR FUTURE.

Acquiring a piano - "DESIGNED BY STEINWAY & SONS" has never been more appealing. Three unbeatable brands to suit every requirement, ability and budget are available now from STEINWAY HALL, London. Select the right instrument for you at your leisure and discover the outstanding quality of all members of the STEINWAY FAMILY, starting with STEINWAY & SONS as the benchmark for ultimate quality, through to the BOSTON series for mid-price instruments offering the highest musical standards, and finally ESSEX, the perfect introduction to STEINWAY. By purchasing one of these instruments, you become a member of the STEINWAY FAMILY. As such, you can expect a relationship founded on trust and respect where you are treated honestly, fairly and can enjoy excellent service.



#### piano models and FINISHES

#### STEINWAY GRANDS

#### MODEL S-155

W 146CM H 100CM L 155CM



#### AVAILABLE IN THE FOLLOWING FINISHES

EBONISED HIGH GLOSS

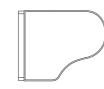
MAHOGANY HIGH GLOSS

WALNUT HIGH GLOSS

EBONISED SATIN

#### MODEL M-170

W 147CM H 100CM L 170CM



#### AVAILABLE IN THE FOLLOWING FINISHES EBONISED SATIN

EBONISED HIGH GLOSS

MAHOGANY HIGH GLOSS

WALNUT HIGH GLOSS

#### MODEL 0-180

W 146.5CM H 100CM L 180CM



#### AVAILABLE IN THE FOLLOWING FINISHES

EBONISED HIGH GLOSS

MAHOGANY HIGH GLOSS

WALNUT HIGH GLOSS

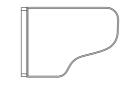
EBONISED SATIN

#### SPIRLO

EBONISED HIGH GLOSS

#### MODEL A-188

W 147CM H 100CM L 188CM



#### AVAILABLE IN THE FOLLOWING FINISHES

EBONISED SATIN

EBONISED HIGH GLOSS

MAHOGANY HIGH GLOSS

WALNUT HIGH GLOSS

#### MODEL B-211

W 148CM H 100CM L 211CM



#### AVAILABLE IN THE FOLLOWING FINISHES

EBONISED SATIN EBONISED HIGH GLOSS

MAHOGANY HIGH GLOSS

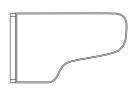
WALNUT HIGH GLOSS

#### SPIRIO SPIRIO r

EBONISED HIGH GLOSS

#### MODEL C-227

W 155CM H 100CM L 227CM



#### AVAILABLE IN THE FOLLOWING FINISHES EBONISED SATIN

EBONISED HIGH GLOSS

#### MODEL D-274

W 156CM H 100CM L 274CM



#### AVAILABLE IN THE FOLLOWING FINISHES

EBONISED SATIN

EBONISED HIGH GLOSS

SPIRIO r

EBONISED HIGH GLOSS

#### CROWN JEWEL COLLECTION

AVAILABLE IN THE FOLLOWING FINISHES

EAST INDIAN ROSEWOOD

INDIAN APPLE TREE

KEWAZINGA BUBINGA

MACASSAR EBONY

POMMELE MAHOGANY

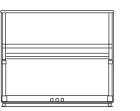
The exclusive Steinway Crown Jewel Collection of grand and upright pianos includes all sizes in the standard Steinway & Sons range.

All Crown Jewel Collection pianos are high gloss finishes. Satin finishes are also available.

#### STEINWAY UPRIGHT

#### MODEL K-132

W 152.5CM H 132CM D 68CM



#### AVAILABLE IN THE FOLLOWING FINISHES EBONISED SATIN

EBONISED HIGH GLOSS

MAHOGANY HIGH GLOSS

WALNUT HIGH GLOSS

AMBER WOOD



# piano models and FINISHES

#### **BOSTON GRANDS**

#### MODEL GP-156

W 151CM H 102CM L 156CM



AVAILABLE IN THE FOLLOWING FINISH EBONISED POLISH

#### MODEL GP-163

W 151CM H 102CM L 163CM



AVAILABLE IN THE FOLLOWING FINISHES EBONISED POLISH

MAHOGANY SATIN

MAHOGANY HIGH GLOSS

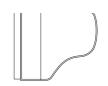
WALNUT SATIN

WALNUT POLISH

SNOW WHITE POLISH

#### MODEL GP-178

W 151CM H 102CM L 178CM



AVAILABLE IN THE FOLLOWING FINISHES EBONISED POLISH

MAHOGANY SATIN

MAHOGANY HIGH GLOSS

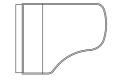
WALNUT SATIN

WALNUT POLISH

SNOW WHITE POLISH

#### MODEL GP-193

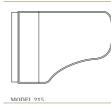
W 154CM H 102CM L 193CM



AVAILABLE IN THE FOLLOWING FINISH EBONISED POLISH

#### MODEL GP-215

W 155CM H 102CM L 215CM

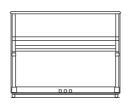


AVAILABLE IN THE FOLLOWING FINISH

EBONISED POLISH

#### MODEL UP-118

W 151CM H 118CM D 60CM



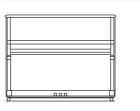
AVAILABLE IN THE FOLLOWING FINISHES EBONISED POLISH

WALNUT SATIN

WALNUT POLISH MAHOGANY POLISH

#### MODEL UP-126

W 151CM H 126CM D 62CM



AVAILABLE IN THE FOLLOWING FINISHES EBONISED POLISH

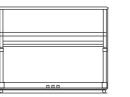
MAHOGANY POLISH

#### **BOSTON UPRIGHTS**



#### MODEL UP-132

W 154CM H 132CM D 67CM



AVAILABLE IN THE FOLLOWING FINISH EBONISED POLISH

#### ESSEX GRANDS

#### MODEL EGP-155

W 151CM H 100CM L 155CM



AVAILABLE IN THE FOLLOWING FINISHES EBONISED POLISH

WALNUT POLISH

SAPELE MAHOGANY POLISH

#### MODEL EGP-173

W 151CM H 100CM L 173CM



AVAILABLE IN THE FOLLOWING FINISHES EBONISED POLISH

WALNUT POLISH

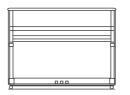
SAPELE MAHOGANY POLISH KEWAZINGA BUBINGA

#### ESSEX UPRIGHTS

piano models and FINISHES

#### MODEL EUP-108

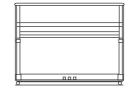
W 147CM H 108CM D 54CM



AVAILABLE IN THE FOLLOWING FINISH EBONISED POLISH

#### MODEL EUP-III

W 148CM H 111CM D 58CM

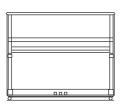


AVAILABLE IN THE FOLLOWING FINISHES EBONISED POLISH

SAPELE MAHOGANY POLISH WALNUT POLISH

#### MODEL EUP-116

W 149CM-154CM н 116см-118см D 64CM-67CM

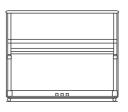


AVAILABLE IN THE FOLLOWING FINISHES EBONISED POLISH

SAPELE MAHOGANY POLISH WALNUT POLISH

#### MODEL EUP-123

W 151CM-152CM Н 123СМ D 67СМ



AVAILABLE IN THE FOLLOWING FINISHES EBONISED POLISH

SAPELE MAHOGANY POLISH



Steinway, Boston, Essex - DESIGNED TO BE ENJOYED



FOR MORE INFORMATION:

TEL: 020 7487 3391 VISIT: WWW.STEINWAY.CO.UK

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