

DAZZLING NEW RANGE OF SELF-PLAYING PIANOS SET TO TRANSFORM THE UK PIANO MARKET

Submitted by: Edelweiss Pianos

Friday, 24 May 2019

A Cambridge piano manufacturer is reinventing the piano for the Instagram generation with a hybrid version that merges traditional acoustic and the latest digital technology with colours to match.

World-renowned piano maker Edelweiss is set to reverse the ailing fortunes of the UK piano industry with its new five-strong 2019 collection, now available at Harrods, which comes in every colour of the rainbow – without the need for a piano player.

With sales of acoustic pianos dropping from 30,000 in the 1980s to around 4,000 today, the futuristic Edelweiss Piano is heralding a new era. An era where people are buying pianos even if they don't play.

In fact, it is the first piano Harrods has sold since its piano department famously closed in 2013.

With all the reliability and beauty of the traditional piano but all the flexibility and cost-effectiveness of a modern musical instrument, it's new customisable collection comes in 10 fashionable new hues, including Pantone colour of the year 'Living Coral'.

"If you want to buy a piano, you go to a piano shop; if you want to express yourself and furnish your home, you go to a furniture shop. But now you can get both in one unique piece in Harrods'," says Edelweiss's Creative Director, Mark Norman.

"Gone are the days of black and white pianos – our self-playing pianos are a show-stopping centerpiece, even if you don't play, and are instantly Instagrammable."

Indeed, the pianos' extraordinary features aren't just skin-deep.

The Edelweiss Piano offers a 4D experience of art and artistry. Unlike conventional uprights and grands, the pianos fuse music and magic in one individually customisable work of art thanks to a hidden iPod, which is pre-programmed with 1000 songs and an invisible bank of precision electronic solenoids.

Each Edelweiss Piano is meticulously tuned, regulated and polished by master craftsmen until the best possible dynamic response and finish is achieved.

The self-playing range includes upright pianos, baby grands, boudoir grands and the world's smallest grand piano 'The Sygnet G50'

Learn more about full range: <https://edelweisscollection.com/>

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About Edelweiss

- <https://www.edelweisspianos.com/>
- The Elmer is priced at £60,000.
- Edelweiss self-playing pianos are made by world-renowned
- Cambridge piano maker and restorer, 1066 Pianos. Set up in 1975 by a physicist who wanted to apply the meticulousness of science to restoring and building fine pianos, it has more than 10,000 square feet of workshops devoted to piano restoration.
- The full range of self-playing pianos includes uprights 'The Klavier U46' (118cm) and 'U52' (132cm); baby grand 'The Flügel G62' (157cm); boudoir grands 'The Flügel G66' (168cm) and 'G75' (190cm) and the world's smallest grand piano 'The Sygnet G50' at just 127cm.

For more information and images contact:

High res images: <http://bit.ly/EdelweissPiano>

Behind the scenes video: <http://bit.ly/EdelweissBehindScenes>

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