

Top Conservatory Directors Visit Yamaha



Yamaha Music Europe invited the directors of some very important music academies to travel to Japan to learn more about Yamaha—and especially Yamaha pianos.

The brand image of Yamaha pianos is soaring thanks to the ever increasing number of international competition winners playing Yamaha. The CFIII has become the instrument of choice for many of the world's top soloists, and these important educators were eager to learn more about how Yamaha has achieved such success.



One of the highlights for these musicians, was to be able to play on the actual piano used by Sviatoslav Richter towards the end of his career. This was truly a "Kando" experience for them.



The Music School directors came from the top musical institutions in Gdańsk, Poznań, and Bydgoszcz in Poland, Riga in Latvia, Brussels and Antwerp in Belgium, and Maastricht Holland. And most of them are concert pianists so they were able to evaluate the Yamaha pianos themselves.

At first they visited some schools in Tokyo to study Japanese musical education followed by an exciting concert performance from Cyprien Katsaris on a Yamaha CFIII grand piano.

After moving to Shizuoka Prefecture the teachers spent a day in Hamamatsu viewing our grand piano factory and the special shop where high grade pianos are built. They then had a chance to try some new prototype grand pianos and discuss the design direction directly with Yamaha's Piano design team.

The next day's sessions were held in Kakegawa and Iwata where they learned about Yamaha uprights and metal frames.

For your own factory visit: <http://www.yamaha.co.jp/english/product/piano/kakegawa/index.html>