



PERZINA

SCHWERIN SEIT 1871





Schwerin castle; home of the Dukes and Grand Dukes of Mecklenburg-Schwerin

Willkommen bei Gebrüder Perzina Hof-Pianoforte-Fabrikanten
Welcome to the House of Perzina pianos



We have an interesting story to tell. One that started over 140 years ago with two daring brothers in a land called the Grand Duchy of Mecklenburg-Schwerin in the north of Germany. However, what is even more interesting is our product! A hand-crafted piano; a magnificent instrument that carries the technical knowledge and vast experience of generations over the course of almost a century and a half.

In these pages we have tried to include information which we believe will help you learn more about us, our pianos and the piano (as an instrument) in general. We hope you will enjoy reading about it all and we look forward to welcoming you in one of our dealers' stores; whether in Europe, Asia, the Americas, Africa or Australia.

Meanwhile, keep making music. The world needs it.



Gebrüder Perzina Hof-Pianoforte-Fabrikanten

It all began on a Saturday morning. The calendar read July 1st, 1871 and for many of us this would be a day like no other.

It was just after 9 o'clock on this typical German summer morning when Julius and Albert Perzina, sons of Anton Perzina; a Saxon piano builder, together with a handful of skilled craftsmen proudly walked down to Fernsprecher No.189 in Schwerin, North Germany, and painted their name on the dilapidated gable of an old piano factory, thus laying the foundation for their own piano production business.

The ceremony was short and simple, yet highly emotional. Standing underneath the freshly painted "Gebrüder Perzina Hof-Pianoforte-Fabrikanten" sign (interpreted to "Perzina Brothers Piano Manufactory") Albert and Julius addressed their staff of twelve, and laid down the one single rule that was to govern their work: "To build a piano with an outstanding sound, beautiful design and the ability to offer pleasure for generations to come; all at an affordable price".

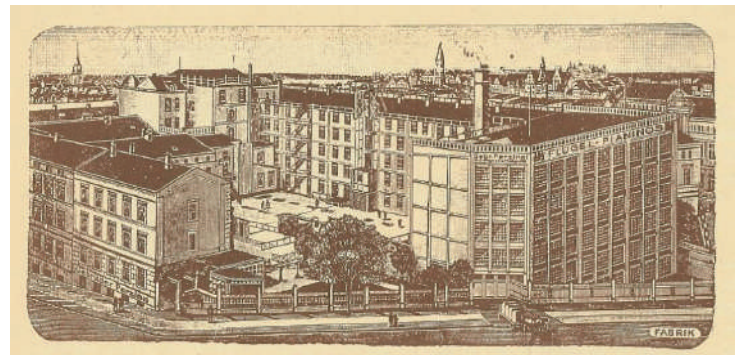
Moments later, this old large workshop would open its doors for the first time to the two motivated brothers and their twelve highly trained craftsmen. The small town of Schwerin, home to no more than 40,000 at that time, was soon about to receive international attention from the work of the Perzinas.

Schwerin

Schwerin was ruled by the House of Mecklenburg; a North German dynasty of West Slavic origin that ruled until the fall of the monarchies in Germany, in 1918. The Mecklenburg's era commenced with Niklot's inauguration in 1129 and they ruled for almost eight centuries. They were among the longest-ruling families of Europe, recently reigning even in the Netherlands.

Over the years, Mecklenburg-Schwerin engaged in war, fell under different administration, went through constitutional changes and suffered under occupation. It's not surprising that the motto on Schwerin's Coat of Arms reads "Per aspera ad astra" or "through hardships, to the stars"! With the Congress of Vienna in 1815, Frederick Francis I of Mecklenburg-Schwerin received the title of Grand Duke; therefore Schwerin became the Grand Duchy of Mecklenburg-Schwerin. In 1871, when Julius and Albert Perzina founded their company, Schwerin was ruled by Frederick Francis II, who succeeded his father Paul Frederick on 7 March 1842 at the age of 19.

The House of Mecklenburg-Schwerin became extinct in the male line on 31 July 2001 with the death of Hereditary Grand Duke Frederick Francis of Mecklenburg-Schwerin, the eldest son and heir of the last reigning Grand Duke, Frederick Francis IV who inherited the throne when he was fifteen years old in 1897 and was forced to renounce it in 1918; with the fall of all German monarchies, after WWI.



Coat of Arms

A coat of arms is a unique heraldic design on an escutcheon (shield), surcoat or tabard. Schwerin's Coat of Arms depicts an ox on the left and a griffin on the right supporting a crowned escutcheon. The shield itself contains ordinaries (cross and billet) and charges (bull, bull's head, dragon and bare arm) and bears the motto "per aspera ad astra".

The ox is a symbol of valor and magnanimity whereas the griffin is the bravest of all creatures; ideal combination of swiftness, strength and intelligence. The cross represents honor and blessings, the billet is indicative of a person whose words and deeds are deemed trustworthy, the bare arm represents an industrious person and the crown is a symbol of victory, sovereignty and empire; a sign of success! Finally, the motto ("through hardships, to the stars") supports all of the above elements. A simple, yet important message which one can still find in today's insignia, literature, music, cinematography and more.



The Perzina brothers recognized in this Coat of Arms all of the qualities that they would like to engraft into their company: courage, generosity, strength, intelligence, honor, trust, industriousness, success! It really was a natural corollary for this exceptional and so meaningful design to become Perzina's identification; an emblem that adorns Perzina pianos since their introduction in 1871.

Perzina, the early years

Both, Julius and Albert were well trained piano builders. They were, after all, sons of a Saxon piano builder and as such, they wanted to continue the family tradition. However, their wish to become the best they could be, led them to work for different piano makers before even considering to work on their own. They received thorough training in all skills needed to build the perfect instrument and learned methods and techniques rooted in the rich traditions of centuries. During these apprentice years, they worked for many different piano makers; the best known of them being the factory of the famous Carl Bechstein.

In their late twenties, confident and competent with the training and knowledge they gained from their travels, Julius and Albert felt ready to implement what they'd learned into an instrument of their own. Together with their crew of 12, the Perzina brothers worked purely according to traditional methods, from the refined woodwork to the casting of the frames and in the first year of their operation 20 pianos were produced with the name "Gebr. Perzina" proudly appearing on the lid – all hand-crafted masterpieces!

The Perzina pianos were received with enthusiasm, and the compliments by pianists and musicians were succeeding one another. Exhibitions brought medals, diplomas and other paraphernalia, and contributed to the wider recognition of the brand which became synonymous with quality. In 1883, His Highness the Grand Duke of Mecklenburg-Schwerin, named Perzina "Piano Supplier to the Court" and more Royal warrants of appointment were soon to follow, including those of H.M. Queen Wilhelmina of the Netherlands, H.M. the King of Portugal and H.H. the Duke of Anhalt.

In 1897, Daniel Huss, Julius Perzina's son-in-law, took the reins of the company and helped it expand even further. What started a few years before with an annual production of twenty, developed into a major operation of almost one thousand pianos. Perzina pianos were already exported to Europe and beyond. Huss remained in charge of the "Gebrüder Perzina Hof-Pianoforte-Fabrikanten" until 1917 when on August 23rd of that year, the famed aviator Anthony Fokker (nicknamed "the Flying Dutchman") took over. He received from Huss a major operation in brand new premises and 400 employees!



Perzina, the troublesome period

After the end of “the Great War” (WWI) in 1918, Anthony Fokker leased the factory to manufacturer Otto Libeau. As of April 1920, Perzina began the production of furniture alongside its pianos and further changes were implemented in a period that later became known as Perzina’s “dark ages”.

In the 1930s, Schwerin piano builder Wilhelm Meyer joined forces with Otto Libeau to continue with the making of the pianos under the company’s new, shorter name: “Gebr. Perzina GmbH”. Libeau left the company in the mid-30s and Meyer led the company in the years that followed. The Perzina Haus; the wonderful Concert Hall in Wismarsche str. 153, was abandoned, and today this historical building accommodates Schwerin’s Library.

In the late 1950s, the company was taken over by the Berliner piano manufacturer Friedrich Geil, who moved the construction facilities to newer and larger premises in nearby Lenzen, some 70km away from the founding location in Schwerin.

Perzina, the golden years

Following the huge changes in the political and geographical scenery of Europe in the late 1980s, piano entrepreneur Ronald Gerdinus Bol from the Dutch capital city of Amsterdam, purchased in 1993 the complete ownership of the 122-year-old firm. For the first time after several decades, the future of “Gebr. Perzina” pianos seemed to be bright again.

Bol spared neither time nor money to help Perzina pianos receive international recognition; just like before. The models were redesigned, the production was upgraded and the international scene began noticing the changes from the very beginning. Piano professionals and enthusiasts, music schools, television and recording studios, performance stages and luxury hotels from around the world turned to “Gebr. Perzina” as the new pianos resembled all that Julius and Albert Perzina wanted for their pianos: “outstanding sound, beautiful design and the ability to offer pleasure for generations to come; all at an affordable price”!

Ronald G. Bol reorganized the firm with the principles and values of the Perzina brothers in mind, with one eye on the company’s long tradition and the other on innovation and technology, experiencing – once again – international success. The Perzina brothers were two. Even to this fact, Bol remained focused. He looked for his other-half and he found it in the face of Sun Qiang. Europe met with China and two great cultures, two proud people, two significant civilizations united in the name of “Gebrüder Perzina”.

The modern Perzina brothers, Bol and Sun, took up where Julius and Albert left off. The production process has been thoroughly modernized, the company has been completely restructured, and today the Perzina pianos are proudly made in Yantai, with a name already more than 140 years old and a story we’re proud to tell the world.



Perzina in the making



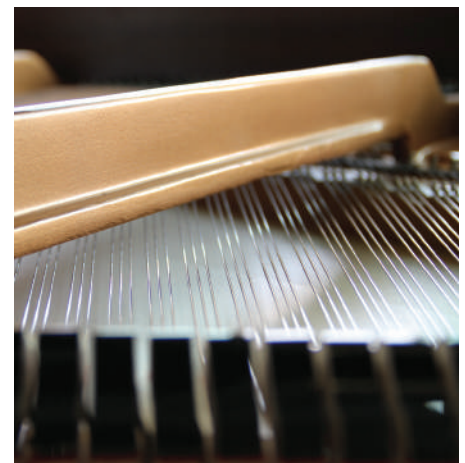
Almost 5000 upright and 1500 grand pianos are produced in our facilities every year, a number which by some “standards” (mainly of other piano manufacturers) might be considered as small. Yet, as Greek philosopher Aristotle noted over 300 years BC, “Οὐκ ἐν τῷ πολλῷ τὸ εὖ, ἀλλ’ ἐν τῷ εὖ τὸ πολὺ” which practically translates into “it’s not about the quantity, but the quality”!

The importance surely does not lie in the quantity of the products but lies in the quality of each of them. Each of our pianos is a meticulously hand-crafted instrument which needs an average of 1 year to complete, follows the exact same traditional German techniques as laid down by Julius and Albert Perzina and carries the vast technical knowledge of generations!

Today’s “Gebrüder Perzina Hof-Pianoforte-Fabrikanten” is a large piano manufactory with over 33,000m² of buildings that accommodate all stages of production; from framework to soundboards and from action building to cabinetry. It is situated in the city of Yantai, a robust economic center and Shandong province’s largest seaport. Yantai is a popular summer retreat with nice weather and extensive coastline, famous for its apples and the country’s biggest and oldest winery. With a population of over 6.5 million, Yantai is, since 2003, the host of Perzina pianos’ manufacturing plant, after Schwerin and Lenzen (Germany).

In this piano-friendly facility, 300 expert craftsmen work methodically to produce the hand-built instruments we deliver to the world. At the core of our company’s philosophy and values is a simple concept: follow the guidelines of Julius and Albert Perzina “to build a piano with an outstanding sound, beautiful design and the ability to offer pleasure for generations to come; all at an affordable price”!

In order to be successful in this quest, we pay meticulous attention to the materials we use; all of which are carefully selected (soundboard, keys, action parts, hammers, strings, timber, metals, lacquers) so they can deliver the warm European sound each of the Perzina pianos evokes, and the touch that all pianists love and expect from our instruments! Further to incorporating the best methods with the finest material, Perzina has worked closely - ever since its founding in 1871 - with many top-class German master technicians, elevating its pianos’ quality to the highest level possible. Innovative developments on many technical aspects have been made over the past 140 years and our current production is the ultimate example of this non-stop quest for perfection.



The Upright

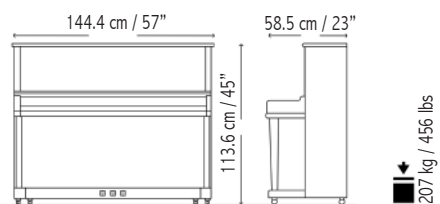
The first appearance of a stringed instrument (stick zither) was made during the Paleolithic period, and in fact this was nothing more than a hollow reed with a thread tied on the edges. The main feature of the piano family - the keyboard - made its appearance much later, namely around the 14th century. The first clavier instrument was the clavichord - an instrument with very thin, weak sound, thus limiting its use to smaller areas. A couple of centuries later the next instrument of this kind made its appearance (harpsichord) until 1709 when the first piano was constructed by Italian musical instrument maker Bartolomeo Cristofori (1635-1731) of Florence.

The 19th century was particularly important in the evolution of the piano. The instrument's range was increased, the time the hammer needed to return to its original position was reduced, the material covering the hammers was improved and the upright piano was invented!

American inventor John Isaac Hawkins (1772-1855) was the first to see the importance of using iron in pianoforte framing. Hawkins used an iron frame, invented and produced for the first time in history the "portable grand" as he then called the upright (or vertical) piano, which he patented in 1800. Thomas Jefferson bought one such piano, of 5½ octaves, for \$264.

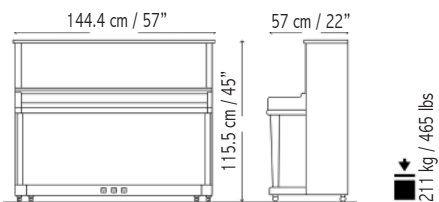


UP-112 KOMPACT



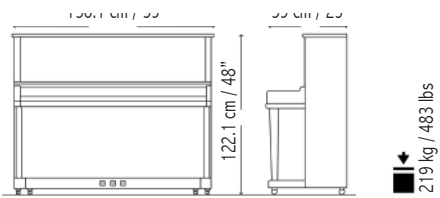
Prepare to be surprised. Very, very surprised! Because once you play the “112 Kompact”, you’ll be rubbing your eyes and reaching for a tape measure. Never before has a 114cm / 45” piano attained a bass tone so deep, a mid-range so full of body and a singing top-range like the “112 Kompact” has. For the customer who needs a smaller-profile instrument, but doesn’t want to compromise on sound quality, the search is over!

UP-115 MERIT



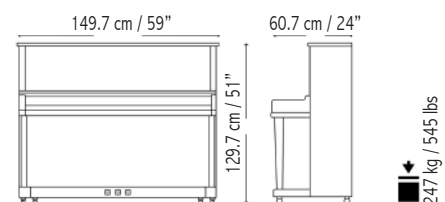
The "115 Merit" (115.5cm / 45") is specially designed for today's urban living environment. Larger than the Kompact, yet with a price that intersects with smaller pianos, this is one of the most affordable upright pianos on the market. It combines the compact size with the best material, and like all Perzina pianos, no compromise in quality. Clear sound without losing its warmth, perfectly controlled action and a chic contemporary design are the characteristics of the "115 Merit".

UP-122 KONSUMAT



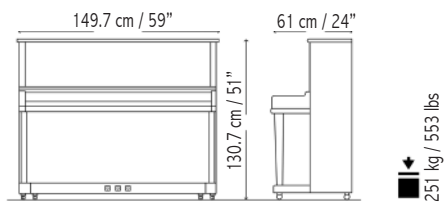
The first choice of musicians, the “122 Konsumat” is a near-perfect balance of price and performance. Featuring the longest bass string of any 122cm / 48” piano currently in production, the “122 Konsumat” is the answer to those seeking more than the standard fair. Its sound is rich and deep without any sacrifice in clarity or perfectly balanced sustain; a result of its multi-year aging process on all maple, hornbeam and Austrian white spruce components.

UP-129 KAPITOL



The "129 Kapitol" says it all - you're at the height of musical experience; at the center of your own tonal world. As you dive in to a bass deeper than ever imagined on an upright, and a class-leading sustain, it's easy to forget you're not in front of a grand. A silky touch, a mature, complex tone and a strikingly simple design make this 130cm / 51" upright, a true work of art.

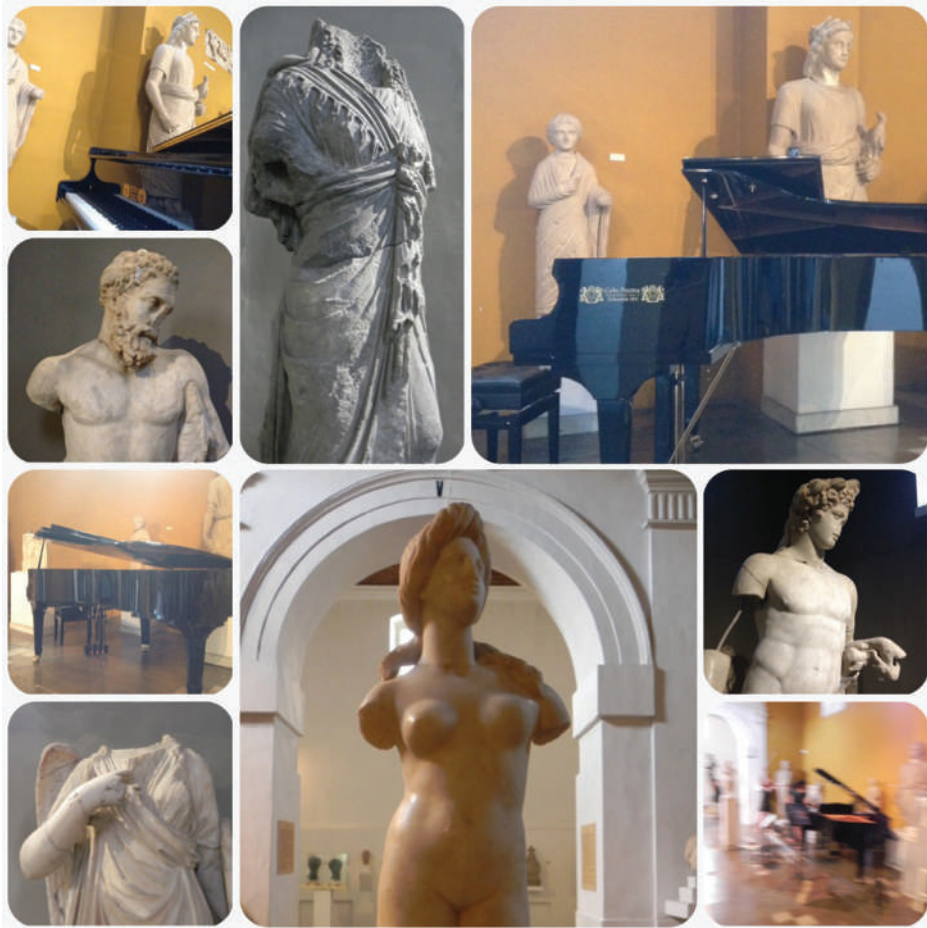
UP-130 KONZERT



The "130 Konzert" is unique amongst the Perzina line - a piano of an extraordinary size (131cm / 51"). The result is a bass which is very much in line with the "129 Kapitoll" but with sustain and color which moves well beyond the capability of the 129. Truly an ideal choice for those seeking a grand but without the space to accommodate it. The "130 Konzert" will provide endless hours of tonal exploration and discovery like no other upright can.

Perzina inside...





...and out!



The Grand

Since the beginning of time, music has been an integral part of human life. The first piano was built in 1709 by Italian musical instrument maker Bartolomeo Cristofori (1635-1731) of Florence. Starting in 1690, Cristofori experimented with replacing the harpsichord's pincers with hammers. The fact that the first sample appeared almost 20 years later can only mean that the idea went through several steps of processing and developing. Cristofori created an instrument with a clearly improved mechanism; the most important element of which was the use of hammers for the production of the sound, thus allowing the musician to color the piece since he could now determine just how loud or soft the sound would be by the force applied on the key! Cristofori named his invention "Gravicembalo col Piano e Forte" which simply means: harpsichord with soft and loud! Due to its new features, Cristofori's invention was immediately called Pianoforte, until the first part of the word prevailed over the other and became known simply as... piano!

The modern piano's unlimited sound potential, its power and yet its sensitivity, its large range of over seven octaves which no other instrument can match, classify it as the most important of all musical instruments built by man; making the grand piano the "crème de la crème"!

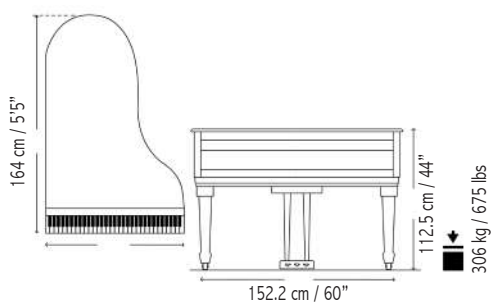


GP-152 PRYSM



The "152 Prysm" is one of the most surprising "baby" grand pianos that exist on the market today. It has a distinctly deeper and stronger bass than can normally be expected out of a piano of this size, and beautiful sustaining middle and treble section - far more than a 156cm / 5'1". It achieves this remarkable feat through its square tail and highly efficient placement of the bass bridge. For those who are seeking a small footprint but a big sound, Perzina's "152 Prysm" is the end of the quest.

GP-160 SYLVR



Sitting right on the border of a “baby” grand and “studio” grand label, the “160 Sylvr” deftly does both: fits a smaller room without overpowering the space, but also provides a full sound easily mistaken for a much larger grand. Taking advantage of Perzina’s signature tail design, the piano has dramatically larger strings and soundboard area than other pianos in its price range and size (164cm / 5’5”) and delivers a sound that is clear, complex, and very responsive.

GP-175 GRANIT



The "175 Granit" is a masterful instrument that will satisfy the vast majority of discerning artists for most applications, making it the most economical full-diversity piano in the Perzina lineup. Whether it's a recording session, a recital or just a casual melody after work, the "175 Granit" is as solid an instrument as can be found in its price category. A silky response from its action, a strong clear treble tone, and a long-sustaining bass and middle section characterize this magnificent 178cm / 5'10" grand piano.

GP-187 ROYAL



The "187 Royal" is the ultimate addition to your home, studio or institution. It's an exquisite performer, bringing an American-style bass response and distinctly Western-European clarity to bear. An exacting level of finish, both in aesthetics and musical quality, makes this 187cm / 6'2" instrument a dominant and substantial contender in the 21st century piano world. It simply must be a consideration for any piano purchase in this category.



Perzina Artists

Think of an artist. Now, who did you bring to mind? Well... in our mind, an artist is a person engaged in one or more of any of a broad spectrum of activities related to creating art, practicing the arts, and/or demonstrating an art! In other words, if you play the piano you are an artist! Plain and simple!

Some artists are young; others are new and upcoming, some are renowned, perhaps expensive, few even unconventional (whatever this means)! But to us, if you touch the keyboard and play a note, you're definitely an artist.

We build our pianos in such a manner that whoever you are, whatever it is you do, no matter how young or how demanding, you receive the quality of touch, sound and endurance an artist deserves. Our artists' list is enormous. It contains thousands of names from all walks of life from around the world: children, composers, farmers, pianists, truck drivers, choir masters, business men, university professors, you! Our artists ARE you! We salute you, we thank you and we commit ourselves to you!



D-Line / Designer's Line

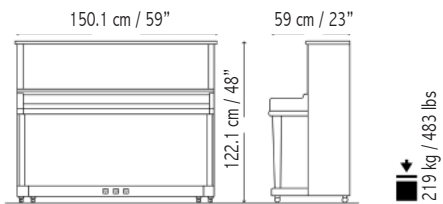
Perzina pianos are built in much the same way as they were back in 1871; completely hand crafted, with the utmost attention to even the finest of details and with the best material available. The Perzina team of expert piano craftsmen deliver instruments which are both, a pleasure to play on and a pleasure to look at!

The company's acclaimed D-Line (Designer's Line) has been introduced for those who seek the extraordinary! Being a manufacturer of hand-crafted masterpieces, Perzina is able to offer a variety of other finishes, many different wood veneers and a number of unique cabinet designs or fashions. The "D-Line" delivers the pinnacle of craftsmanship; incorporating aged, exotic woods with unique designs and a perfectly crafted piano!

Are you looking for a piano in one of the rarest and most highly prized woods in the world or one that exemplifies modern European design with clean, sharp lines, elegant but subtle curves and a highly refined balance of form and function? For those looking for a touch of distinction in their home, the D-Line delivers that and more!

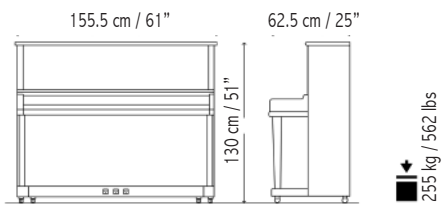
Contact your local Perzina dealer or visit our website for more information as the D-Line is far from being a static, traditional series of pianos.

DL-122 BALMORAL



African Waterfall Bubinga is one of the rarest and most highly prized woods in the world. Also known as African Rosewood, this wood is used by only a few of the world's top piano makers to construct their highest-level cabinetry. Perzina's extensive experience and reputation for this very specific type of veneering has made it a favorite of both; collectors as well as other piano companies, and its limited availability has only added to its global mystique.

DL-127 EUROPA



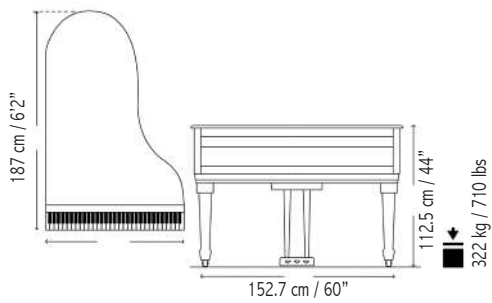
The “Europa”, from Perzina’s acclaimed D-Line, exemplifies modern European design: clean, sharp lines, elegant but subtle curves, and a highly refined balance of form and function. This lovely instrument, in addition to its striking cabinetry, also receives additional hand workmanship through additional regulation, voicing, upgraded hammers and bass strings. For those looking for a touch of distinction in their home, the Perzina “DL-127 Europa” is an ideal solution.

DL-152 QUEEN ANNE



Curved lines along with restrained ornament are the characteristics of this beautiful piano decorated in a style that developed during, and after, the reign of Anne, Queen of Great Britain (1702-1714). The design is smaller, lighter and more comfortable than other "royal" examples and Perzina, in full line with the style, places emphasis on the form rather than the ornament. The cabriole legs, described as the most recognizable element of this style, are beautifully matched with the pedal lyre and discreetly supported by the music desk. Portrayed here in a lovely mahogany finish, this piano is a joy to play and admire!

DL-175 EMPIRE BUBINGA



The pinnacle of craftsmanship, incorporating two of the world's most beautiful things into one: aged, exotic woods and a perfectly crafted grand piano. The Perzina "DL-187 Empire Bubinga" is perhaps the finest example of Waterfall Bubinga veneering in both the musical and furniture worlds, and the attention to detail is evident at every turn. This is truly an instrument to be cherished for generations.



PERZINA

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PERZINA
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Dealer Stamp

Blank white rectangular area for a dealer stamp.