

THE MUSIC TRADES

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INDUSTRY MARKETING

THE DOUBLE BORGATO...

A Truly Big Innovation In Piano Design

AN OFTEN HEARD LAMENT in the piano business is the lack of excitement generating new products. Both the modern grand piano, with its single piece rim and overstrung scale, and the basic upright piano were fully developed 1890. Since then the industry has served up a number of good and original product ideas. Unfortunately, the original ideas weren't very good, and the good ideas typically weren't very original.

Enter the hand crafted **D o u b l e B o r g a t o**, a unique instrument that consists of two 13' concert grand pianos, one operated by a traditional 88-note keyboard and the other operated by a 37-note organ pedal board. The instrument is crafted by 37-year-old Luigi Borgato in a workshop in Vicenza, Italy.

Borgato claims that his "Double Borgato" is the first significant devel-

opment in piano design in over 100 years, and few seem willing to argue with him. At the recent Perugia Classico 2000 music conference, a number of noted pianists, including Radu Lupu, Michele Campanella, and Antonio Ballista were intrigued by the instrument.

In addition to the Double Borgato, Borgato also produces a conventional concert grand and 6'5" piano. Annual production is approximately 3 units.



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Borgato is located in Vicenza, Italy. 0444-436367.