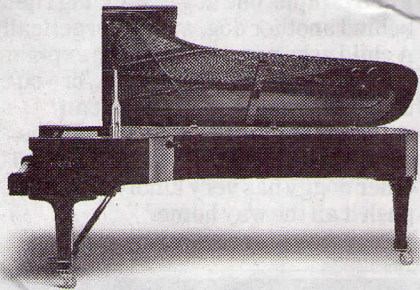


"It's a gorgeous piano, but above all, I was fascinated by its tone," said Alec Weil, managing director of Pianoforti Co.

That tone led him to leave Steinway & Sons, Japan, where he had worked for more than 10 years, and to launch his company in October 2008 in Tokyo's Tamachi district as the exclusive distributor of Fazioli pianos in Japan. "Life is short," Weil said with a smile, explaining his decision.

The Fazioli Co. in Sacile, northeast of Venice, Italy, has produced high-quality grand and concert-grand pianos since 1981.

With their clear sound, Fazioli pianos have attracted pianists and music lovers, and placed the Fazioli name among the ranks of the top brands Bösendorfer (since 1828), Bechstein (since 1853) and Steinway & Sons (since 1853) which were all founded more than 150 years ago.



*The concert-grand F308* FAZIOLI PIANOFORTI SRL

"They were excellent models at that time. Little has changed for a century. But we will never be better than them by merely imitating them," said Weil.

Led by founder Paolo Fazioli, who was born in 1944 in Rome, and studied engineering and piano, the Fazioli Co. has never imitated but has rather sought an original sound from the outset, using traditional methods combined with the latest technologies.

For example, the soundboard in Fazioli pianos is made of red spruce wood from the Fiemme Valley in the Italian Alps, where the legendary 16th-century craftsman Antonio Stradivari obtained wood for his violins.

Assembling such precious materials, Fazioli produces only around 100 pianos a year, handcrafted at the company's Sacile factory. Each instrument takes three years to complete. And Paolo Fazioli plays each instrument before allowing it to leave the factory.

Fazioli pianos are often called the "Ferrari of pianos" and are priced from ¥9 million to more than ¥20 million. "But I don't think that's expensive for what you get," said Weil.

It is not easy to promote musical instruments in the current economic climate, but six concert halls in Japan, including the newly reopened Sengawa Avenue Hall in Tokyo, have Fazioli pianos.

In the showroom guest book, leading pianists, including Hiroko Nakamura, Stanislav Bunin and



*Alec Weil, managing director of Pianoforti Co.*

Angela Hewitt, have left their impressions of Fazioli's striking notes.

Also, Fazioli was selected as one of the official pianos at the International Frederic Chopin Piano Competition in 2010.

Weil played some pieces on the F308, the largest model in the lineup. A prizewinning amateur pianist, his performance spoke eloquently of his love and passion for the piano, which he shares with Paolo Fazioli.

"Of course, prior to starting up, I went to Italy to meet Paolo. And I decided that I really wanted to work with him and for Fazioli pianos."