



PETROF®
PIANOS SINCE 1864

COMPANY NEWSLETTER

January 2018

Dear Colleagues,

I'd like to remind you what has happened here in the last six months. Allow me to thank you all for your splendid work and excellent results in 2017.

I look forward to our working together again this year!



Susan Petrof

WE HELP CHILDREN TO WORK WITH WOOD

We are always glad when we can contribute to yet more delightful projects. Last year we supported one by donating leftover materials from our production to some child architects, thereby becoming a proud partner of the Arkki educational programme. The idea, which originated in Finland, was brought to the Czech Republic by a team of architects in tandem with the Arkki School of Architecture for Children and Youth in 2017.

“Many children think they can’t draw, but fortunately it seems none of them think they can’t build”, said Pihla Meskasen, director of Arkki.

Photographs on loan from web pages www.arkki.cz



SUCCESSES IN CHINA

Our relations with China as friends and business partners have strengthened. During October we co-organised a grand tour by the Czech pianist Jitka Páleníčková Čechová

In October she played eleven concerts in Beijing, Dalian and other Chinese cities, where through the “Salón Bedřich Smetana” programme she made a fine showing for Czech culture and our pianos. All her performances received loud ovations, the concluding concert taking place in Hong Kong, and again it was proved to us that there is great interest on Asian markets for our culture and our artists.



Jitka Páleníčková Čechová is a member of the PETROF Art Family, and also of the Smetana Trio in company with Jiří Vodička and Jan Páleníček. One of their latest successes is receiving the BBC Music Magazine Award in March 2017 for their recording of Bohuslav Martinů.

After the end of the tour, PETROF's president and director Zuzana Ceralová Petrof set off for China with her team to take part in another annual music festival in Shanghai. The increasing number of exhibitors is a clear sign that musical instruments are still vitally important in the twenty-first century. The stand, which we shared with other instrument makers from the Czech Republic, has traditionally attracted great interest from both visitors and the media.

Thanks to collaboration with Czech artists and the activities of our dealers we are observing a growing demand for the pianos that we have produced in Hradec Králové since 1864.



23RD ANNUAL INTERNATIONAL LEOŠ JANÁČEK COMPETITION

From 14th to 21st September there took place the 23rd annual international Leoš Janáček competition, which has been held since 1994 by the Janáček Academy of Music and the Performing Arts in Brno.

The competition sets out to discover new talents and, as the title suggests, it is closely linked with the works of the world-famous composer Leoš Janáček. PETROF is a partner to this event.

INTERNATIONAL SUCCESSES OF CHILD MUSICIANS

HAVING FUN WORKING TOGETHER

EI Sistema is a project that began more than 40 years ago in Venezuela. The idea of an educational programme for all children without distinction was realised in the Czech Republic in 2015 thanks to Milada Cholujova, the founder of the Harmony Foundation. PETROF is a proud partner of this delightful project, and so we are especially overjoyed at the latest success of eight children from a children's orchestra, who together with children from all over Europe played at the famous Odeon amphitheatre in Athens as members of the Sistema Europe Youth Orchestra. Have a look at an excerpt from this splendid concert, such a great experience for these children, and something they and many others will long remember.

“Let us show children the beauty of music, and music will show them the beauty of life.” José Antonio Abreu, founder of the EI Sistema system of musical education.

THE BEST FROM THE WORLD OF MUSIC AND FILM

THE ANT. PETROF PIANO AT THE SOUNDTRACK FESTIVAL

Final weekend of October last year a lavish programme was presented in the centre of the central Bohemian spa town of Pardubice.

There was something there for everyone. The organisers created a colourful programme not just of individual concerts, but also things such as virtual reality, special effects, film costumes and children's competitions.

PETROF loaned this spectacular event an equally spectacular instrument, the ANT. PETROF 275 grand piano, the very first to be made. We are delighted to be able to take part in this international festival combining the best from the world of music and film.

www.soundtrackfestival.cz



THE NEW PETROF GALLERY BUSINESS AND CULTURAL CENTRE

Last autumn we opened the new business and cultural centre on the company premises. By the end of October we had completed one of the largest piano salons in Europe - 800 sq.m. in extent - for PETROF acoustic instruments. We also opened a music café with a unique self-playing piano and a multipurpose hall holding up to 500 people. We enjoy participating in the development of cultural events for the general public and the PETROF Gallery will help us to do even more. Its uses are limitless.

For more information go to www.petrofgallery.cz



FIRST CONCERT IN THE PETROF GALLERY

On Thursday 16th November the grand opening took place of the PETROF Gallery cultural and business centre.

The inaugural concert in the new spaces was given by Matyáš Novák and DUO PETROF, pianists from the PETROF Art Family free association of artists.

The high point of the performance was a rendition on one piano of the Romance for six hands (Rachmaninov) and the Grand Galop Chromatique (Liszt), in a one-piano arrangement for for six hands by Wolf Gunter Leidel. The evening's events also included the launch of two new CDs by the above-mentioned artists and a reception organised by PROFI EVENTS s.r.o. The event was attended by over 300 invited guests.



OVER 4000 VISIT THE PETROF GALLERY

On Friday 1st December an open day took place at the PETROF Gallery business and cultural centre. Between 1 p.m. and 8 p.m. roughly 4,000 people came to view the new spaces. The visitors to the PETROF Gallery saw one of the largest and most up-to-date piano salons in central Europe, the music café with its self-playing piano and the spacious multipurpose hall with its fine acoustics.

There was a rich programme for everyone to enjoy.

- the introduction of the Antonín Petrof concert programme given by Ivo Kahánek
- Renditions on the grands and uprights on display
- Brass Orchestra of the East Bohemian Energy Agency in Hradec Králové
- Concerts by the PETROF Gang
- Children's corner
- Stories about the company's history and introduction to the PETROF Museum
- demonstration of a period flaskinet



NEW PETROF PIANOS AT THE LVOV CONSERVATORY IN UKRAINE

The Lvov National Musical Academy is one of the chief educational institutions in Lvov for teaching music, singing and acting. It was founded in 1853 as the first conservatory in Halych. Today it is regarded as one of the oldest musical colleges in central and western Europe. The founding of the academy is linked with the names of some world-famous musicians - Chopin's teacher, Jozef Elsner, and the son of that giant of classical music Wolfgang Amadeus Mozart, Franz Xaver Wolfgang Mozart.

It was therefore a pleasure for our company to be given the opportunity at the end of 2017 of delivering, through our partner in Ukraine IN-JAZZ from Kiev, 5 Storm 194 pianos. We wish the conservatory many gifted students and look forward to further collaboration.



PETROF PIANO INTERNATIONAL COMPETITION

Our business partners in Macau wished to show support for PETROF with something special. In tandem with the excellent pianist Ernest So they organised the PETROF Piano International Competition.

Roughly 400 pianists from around the globe took part, mainly from Macau, Hong Kong, China, and Malaysia. The jury included Jiřka Fowler Fraňková, a member of the PETROF Art Family. The pianists were divided into 24 categories. The winners in the selected categories won a holiday in the Czech Republic and the chance of giving a public performance. Many thanks to Fuji Asia company for organization such a high competition.



HRADEC APPLAUDS WORLD-FAMOUS MUSICIANS

Visitors to the PETROF Gallery cultural centre on the 30,1,2018 had a unique opportunity to listen to the Pavel Haas Quartet, a world-class musical ensemble.

Also appearing with them was the eminent Czech pianist Ivo Kahánek.

“This evening our guests gave a musical performance of the highest order. We are proud to have had such stars in Hradec. They have won a host of world competitions including the Prague Spring, and they only rarely perform in the Czech Republic.

The 2018 Antonín Petrof concert series could not have got off to a better start.” commented Zuzana Ceralová Petrofová, President of PETROF.



THANK YOU FO YOUR ATTENTION

PETROF is currently the largest producer of acoustic grand and upright pianos in Europe. It trades in 5 continents and exports to over 65 countries the world over. Since 1864, when Antonín Petrof built his first piano, we have produced under the PETROF name roughly 630,000 instruments and many others within the PETROF Brand Family. Our pianos are popular among musicians above all for their unusually soft, gentle, rounded and romantic tone. Over the decades of their production much has changed, but precise work by hand, careful selection of materials and the unchanging romantic sound endure. Countless famous performers and well-known personalities have fallen in love with PETROF instruments, and the representatives oif the fifth generation proudly continue in their honourable trade and family tradition.