

## References

The loving work of the six generations of the Petrof family not only brings pleasure to accomplished musicians but also thrills the hearts of thousands more music lovers. Our acoustic pianos go some way to calming our hectic times. The appreciative comments and compliments of many world-famous artists show the public's recognition of the quality of the instruments. They have found their home, among other places, in the UNESCO Palace in Paris, La Scala Theatre in Milan, Hilton Hotels, the Sydney Opera House, at the residence of the Russian president in Valday, the Gaziantep University in Turkey and in many other institutions. Many famous musicians, theatre and film actors and other notable personalities have fallen in love with them.

Alperin Mikhail (NOR) | Ardašev Igor (CZ) | Arriale Lynne (USA) | Aznavour Charles (FRA) | Barber Chris (GBR) | Basie Count (USA) | Bernstein Leonard (USA) | Bécoud Gilbert (FRA) | Cardinale Claudia (FRA) | Carreras Jose (ESP) | Clark Petula (GBR) | Clayderman Richard (FRA) | Čechová Páleníčková Jitka (CZ) | Dei Noritaro (JPN) | Domingo Placido (ESP) | Donna Fishwick Piano Ensemble (CAN) | Drupí (ITA) | DUO PETROF (MEX) | Dvorský Peter (SVK) | Ellington Duke (USA) | Firkušný Rudolf (USA) | Fitzgerald Ella (USA) | Formaro Antonio (ARG) | Franěk Milan (CZ) | Fraňková Jitka Fowler (CZ) | Gemma Giuliano (ITA) | Gerstein Kirill (RUS) | Gott Karel (CZ) | Hampton Lionel (USA) | Haffner Caroline (USA) | Hancock Herbie (USA) | Hegerová Hana (CZ) | Helfgott David (AUS) | Hlavenková Beata (CZ) | Howell Christopher (GBR) | Chaplin Charlie (GBR) | Charles Ray (USA) | Chaudhuri Debashish (CZ) | Chaudhuri Jana (CZ) | Ibrahim Abdullhah (JAR) | Jarrett Keith (USA) | Jazz Fiesta DUO (CZ) | Jeřábek Tomáš (CZ) | Jürgens Udo (AUT) | Kahánek Ivo (CZ) | Kempff Wilhelm (GER) | Klánský Lukáš (CZ) | Košárek Karel (CZ) | Koller David (CZ) | Krajný Boris (CZ) | Kravetz Jean Jacques (FRA) | Lee Colleen (HKG) | Lewis John (USA) | Loren Sophia (ITA) | Jacques Loussier Trio (FRA) | Maffay Peter (GER) | Maisenberg Oleg (AUT) | Malásek Petr (CZ) | Mannino Franco (ITA) | Mašek Michal (CZ) | Mastroianni Marcello (ITA) | Mathieu Mireille (FRA) | McCartney Paul (GBR) | Michelangeli Arturo Benedetti (ITA) | Mine Bob (USA) | Modugno Domenico (ITA) | Moravec Ivan (CZ) | Morricone Ennio (ITA) | Nakamura Hiroko (JPN) | Novák Matyáš (CZ) | O5 & Radeček (CZ) | Pavarotti Luciano (ITA) | Pecková Dagmar (CZ) | Pekinel sisters (TUR) | Peterson Oscar (USA) | PETROF Piano Trio (CZ) | Perticaroli Sergio (ITA) | Richter Sviatoslav (RUS) | Rokl Rudolf (CZ) | Rota Nino (ITA) | Schiaffino Rosanna (ITA) | Schliecker Jens (GER) | Say Fazıl (TUR) | Simon Jan (CZ) | Skoda Paul Badura (AUT) | Steigerwald Milan (CZ) | Svoboda Milan (CZ) | Takashi Kako (JPN) | Trovajoli Armando (ITA) | Vassiliev Vladislav (RUS) | Ventura Anthony (ITA) | Víklický Emil (CZ) | Vojtišek Martin (CZ) | Vondráček Lukáš (CZ) | Vondráček Petr (CZ) | Waldron Mal (USA) | Webster Katie (USA) | Zatin Anatoly (UKR) | Zecchi Carlo (ITA)

*"The fine and rich tone of the PETROF grand piano suited my voice like a velvet cushion. I send my warmest greetings to this instrument."*  
Emma Destinová, opera singer

*"It was a joy to play a PETROF instrument whose sound and action suit the player so very well."*

Rudolf Firkušný, concert virtuoso

*"I have had an opportunity to play almost all the European and American brand grand pianos and I have to state without any prejudice that I place PETROF grand pianos at the top."*

Jiří Eliaš, music composer

*"I have not had the pleasure of playing an instrument like yours that was so perfect in every way."*

Zdeněk Nejedlý, university professor

*"The ANT. PETROF grand piano is excellent. From the very first touch the piano was admirable, as well as its sound."*

Richard Clayderman, pianist

*"The ANT. PETROF grand piano touched us as well as our audience with its amazing warming sound, but also with its unusual strenght and the tonal range."*

Vlada Vassilievna and Anatoly Zatin, Duo PETROF pianists

*"Thank you for the PETROF piano. It is the greatest gift I've ever had in my life."*

Hana Gerzaníková, pianist

*"I was personally most impressed with the romantic tone of the PETROF pianos. They have truly succeeded in maintaining their long historical heritage in these pianos. Their reputation, sound, quality and hand-made excellence are renowned in my part of the world and I wholeheartedly recommend them to everyone, both pianists as well as audiences."*

Jana Chaudhuri, pianist

*"It is a pleasure to play this instrument. It is a masterpiece, thought through to the last detail."*

Karel Košárek, pianist

*"I found all your pianos fantastic. I feel caught up in the sound, especially in the case of the extraordinary ANT. PETROF piano. I am really impressed, not only by the pianos, but also by great people of the company."*

Antonio Formaro, pianist

*"I very much like the ANT. PETROF range, and I am proud that we come from the same city."*

Matyáš Novák, pianist

*"I am truly happy that a good heart, love for music and beauty, good intentions and honest work can create a miracle and your company and the new ANT. PETROF are the living proofs."*

Erna Jedlička Gogova, pianist

*"I deeply admire the perseverance, diligence and creativity in continuing the family tradition."*

Markus Alexander Antonietti, ambassador

*"Thank you to the Petrof family, for you have preserved a real treasure! Congratulations!"*

Maria Elina Mayorga, conductor



www.petrof.com



PETROF  
PIANOS SINCE 1864

## COMPANY PROFILE

*"Our aim is to create beautiful and reliable pianos that will bring joy to every musician who sits down to play them."*



Zuzana Ceralová Petrofová  
President of PETROF Group



The PETROF company is currently the biggest European producer of acoustic pianos. It is a truly Czech family company that has been operating in Hradec Králové since 1864. The company is headed by Mgr. Zuzana Ceralová Petrofová, a representative of the fifth generation of the Petrof family. She is a very successful manager, with a high reputation beyond her industry. In 2012 she received the title "Entrepreneur of the Year" and in 2015 she won the prestigious "Manager of the Year" award. She is regularly placed in the ranking of the most influential women in the Czech Republic published by Forbes magazine. Zuzana Ceralová Petrofová also won 2<sup>nd</sup> place in the prestigious TOP WOMEN OF THE CZECH REPUBLIC 2019 poll in the TOP ENTREPRENEUR category.

A lot has happened since 1864 when Antonín Petrof built his first piano. The main values on which the company has built its reputation, however, remain the same. To this day people appreciate the careful manufacturing of the instruments, which stand out for their rounded romantic tone, excellent surface finish, and timeless construction. The PETROF company is considered the main innovator in this industry, primarily thanks to the work of the experts in the Technology centre, in collaboration with the Research and Development department. In 2007 the company received the European Excellence certificate (EEX) which guarantees the European origin of the materials used and the premium quality of the products. The PETROF company distributes its upright and grand pianos to 65 countries in 5 continents.





Rudolf Firkušný



Sviatoslav Richter



Arturo Benedetti Michelangeli



Ray Charles



Hiroko Nakamura



David Helfgott



Richard Clayderman



DUO PETROF



Antonio Formaro



Kirill Gerstein



Matyáš Novák

## PETROF Brand Family

One of the important goals of the company is to offer a wide range of choices to our customers, so that everybody can select the right instrument for himself. Apart from the PETROF and ANT. PETROF brands, the company also owns other brands, each representing its own philosophy. The common element of these brands is the rich history and timeless methods of construction created by the experts of the Development and Technology centre in Hradec Králové. The PETROF company has gradually included these traditional brands, which were produced in the former Czechoslovakia, into its portfolio. These beautiful acoustic grand and upright pianos and their tones inspire every pianist that sits down to play them.



**1839**  
Birth of the company founder, Antonín Petrof

**1874**  
New factory; production of harmoniums

**1895**  
Export of instruments; service centre and warehouse in Vienna

**1915**  
After deaths of Antonín Petrof and his wife Marie the company passes to the youngest son Vladimír

**1934**  
Grand Prix gold medal in Brussels

**1954**  
Founding of Development Department

**1991**  
4<sup>th</sup> PETROF generation managing the firm under Jan Petrof

**2003**  
Patenting of Magnetically Accelerated Action (MAA)

**2005**  
Certificate of European Excellence (EEX)

**2013**  
Opening of the PETROF Museum

**2015**  
Zuzana Ceralová Petrofová is named MANAGER OF THE YEAR

**2017**  
Opening of the new cultural and business centre PETROF Gallery

**2019**  
Company celebrates 155<sup>th</sup> anniversary

**1864**  
Construction of first PETROF grand piano; founding of company

**1883**  
Start of upright piano production

**1899**  
Antonín Petrof appointed court piano maker for Austria-Hungary

**1928**  
3<sup>rd</sup> PETROF generation managing the company; together with STEINWAY, PETROF opens office in London

**1948**  
Nationalisation of company

**1958**  
EXPO Brusel gold medal (PETROF Mondial)

**2001**  
5<sup>th</sup> generation managing the firm; factory returns to hands of Petrof family

**2004**  
Zuzana Ceralová Petrofová becomes company president; company celebrates 140<sup>th</sup> anniversary

**2008**  
New generation of grand pianos

**2014**  
Launch of new premium brand ANT. PETROF; company celebrates 150<sup>th</sup> anniversary

**2016**  
PETROF Art Family project (PAF)



Antonín Petrof



PETROF company in Hradec Králové



2<sup>nd</sup> generation Jan, Antonín, Vladimír



3<sup>rd</sup> generation Dimitrij, Eduard, Eugen



Medals of PETROF company



4<sup>th</sup> generation Ing. Jan Petrof



European Excellence Certificate



New generation of grand pianos



5<sup>th</sup> generation Mgr. Zuzana Ceralová Petrofová



PETROF Gallery

## PETROF Museum

The museum portrays the story of the famous traditional Czech family and offers an exhibition of unique keyboard instruments, jewels of the pianomaker's craft, from the oldest to the current range. It was opened in 2013 in the grounds of the PETROF factory in Hradec Králové. Ivana Petrofová, the sister of PETROF's president, and a representative of the 5<sup>th</sup> generation, was made its director. [www.muzeumpetrof.cz](http://www.muzeumpetrof.cz)

## PETROF Art Family

In 2016 a free association of world-famous artists who support the work of PETROF and admire the beauty and quality of their instruments was founded. Many successful concerts and tours throughout the world and spanning multiple musical genres are being organised as a part of this project.

## PETROF Gallery

The PETROF company does not focus solely on the production and sale of musical instruments. It also seeks to develop culture, and support musical education. With this goal in mind, we have opened the PETROF Gallery business and cultural centre in November 2017. As well as its modern showroom, visitors can enjoy a stylish musical café and an extensive multifunctional hall. By offering a diverse range of activities, the project aims to attract the widest audience, support our cultural heritage, and highlight the Petrof family values. [www.petrofgallery.com](http://www.petrofgallery.com)