

STEINWAY LYNGDORF

Steinway Lyngdorf Launch Event in Moscow June 17, 2009



Moscow Concert Hall – location of Steinway Lyngdorf launch concert

To celebrate the official launch of Steinway Lyngdorf in Russia, Misha Kucherenko, president of Steinway Lyngdorf's Russian Reseller, StereoPravda, and Peter Lyngdorf, founder of Steinway Lyngdorf, hosted a by-invitation-only piano concert. The private concert was attended by the region's VIPs, celebrities, and music connoisseurs representing social, business and design cognoscenti as well as key Russian media. This fashionable event took place at the Moscow Classical Concert Hall under the direction of the marketing/event company, IQ, and Professor Natalia of Moscow Conservatory of Music. This truly unique piano concert featured leading Russian Steinway pianists Zlata Chochieva and Andrey Korobeinikov along with several up-and-coming award-winning pianists, such as Vadim Kholodenko and Yury Favorin. The response was overwhelming and the performance drew over 500 distinguished guests from Moscow's elite, surpassing initial expectation by more than 400 attendees.

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On the stage: 5 Steinway & Sons Model D Grand Pianos and a Model D Music System.



The concert hall was packed with 525 distinguished guests from Moscow's elite.

The stage was set with five Steinway & Sons Model D Grand Pianos and a single Model D Music System. Opening the concert were individual performances by six different pianists each thrilling the audience with world-class sound.



Performances by leading Russian Steinway pianists Zlata Chochieva, Andrey Korobeinikov along with several upcoming award-winning pianists like Vadim Kholodenko and Yury Favorin.

Expectations for anything following the opening performances were sky-high and to captivate the audience with something other than a live performance was challenging at best. Undeterred, StereoPravda recorded a 15 minute set with two pianists which included silent pauses in the recording. The idea was to have the same two pianists

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playing live onstage and alternate between the live performance and the recorded performance played back through the Model D Music System. At times, the two pianists would also play in unison with the Model D recording and during the rehearsal even Professor Natalia of the Moscow Conservatory of Music could not tell the difference between the live concert and the recording coming from the Music System. The culmination to this fantastic musical experience came when the full house, all 525 attendees, watched as the two pianists stood up and walked off the stage while the music was still playing! At that moment, everyone understood exactly what had just happened and the Model D Music System received a standing ovation from the entire audience.



The Grand Final of the piano concert with 10 pianists playing at the same time.

For the finale, ten pianists took the stage to play Ravels Bolero on the five Model D pianos. This performance once again delighted the audience and the ten pianists performed the Bolero arrangement a second time at the request of the guests.

However, the audience still wanted more and as an encore, Peter Lyngdorf and Misha Kucherenko, President of StereoPravda, introduced three additional pieces of music played back on the Model D Music System – each time drawing an overwhelming response from the applauding audience.



Peter Lyngdorf & Misha Kucherenko (StereoPravda) on stage introducing Steinway Lyngdorf and the Model D Music System.

S T E I N W A Y L Y N G D O R F

When the concert finally concluded, guests moved to the foyer for a reception with music provided by the Model C Music System. A more compact version of the Model D Music System, the Model C showcased the same ability for flawless sound reproduction and impressed all the guests.



The Model C Music System in the foyer. Peter Lyngdorf was not quite satisfied with the first placement of the Boundary Woofers so he came up with the solution shown in the picture – of course, it performed exceptionally well!

It was an hour later than scheduled but when this truly magical night of music in Moscow concluded, it was clear that the launch was an enormous success.

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Steinway Lyngdorf Moscow Event Program:

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| Arrival 19.00 - 20.00 | Welcome reception as guests arrive for the concert. |
| Concert begins 20.00- 20.05 | Introduction: 5 minutes video introduction showing Great Steinway performers |
| 20.05 - 20.15 | Performance by Alexey Volodin |
| 20.15 - 20.23 | Performance by Rem Urasin |
| 20.23 - 20.31 | Performance by Zlata Chochieva |
| 20.31 - 20.39 | Performance by Andrei Korobeinikov |
| 20.39 - 20.46 | Performance by Vadim Holodenko & Andrey Gugin |
| 20.46 - 20.58 | Performance by Irina Silivanova & Maxim Purujinsky |
| 20.58 – 21.25 | Peter Lyngdorf is introduced by Misha Kucherenko. Peter Lyngdorf gives short introduction to Steinway Lyngdorf and the relationship with Steinway & Sons. Introduction is followed by the Model D Music System performance. |
| 21.25 - 21.30 | Bolero Ravel performed by ten pianists |
| After Party 21:30 -> | Concert concludes followed by presentation of the Model C Music System during reception in the foyer. |

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More pictures from the Launch Event in Moscow:

