

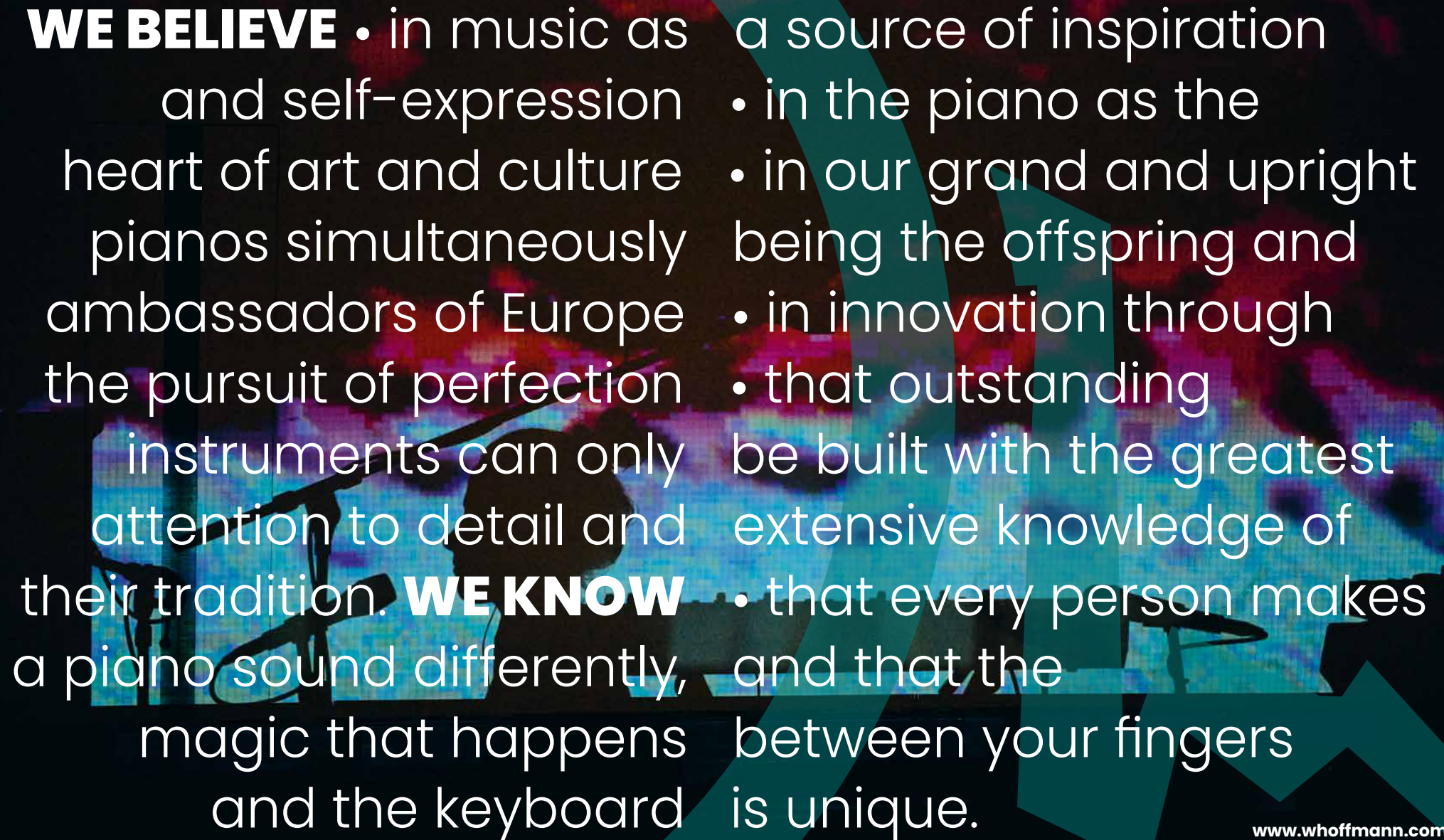


W. HÖFFMANN
by C. Bechstein

THE SOUND
OF EUROPE



THE SOUND OF EUROPE



WE BELIEVE • in music as
and self-expression
heart of art and culture
pianos simultaneously
ambassadors of Europe
the pursuit of perfection
instruments can only
attention to detail and
their tradition. **WE KNOW**
a piano sound differently,
magic that happens
and the keyboard

a source of inspiration
• in the piano as the
• in our grand and upright
being the offspring and
• in innovation through
• that outstanding
be built with the greatest
extensive knowledge of
• that every person makes
and that the
between your fingers
is unique.

THE ORIGIN

Wilhelmine Hoffmann

In 1893, a woman from Berlin pursued her vision. At a time when women were not even allowed to study and their right to vote was still decades away, Wilhelmine Hoffmann founded her own company: the piano factory W. Hoffmann. Because who knew that behind the “W” is a Wilhelmine?

Her passion guaranteed the exceptional quality of her instruments. And the response was impressive. W. Hoffmann pianos quickly became internationally sought after for their beautiful sound. Today, they carry forward our founder’s inspiring legacy with her iconic name and the Berlin bear in the logo.

**A VISION
AND A LOT
OF PASSION**

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A close-up, low-angle shot of a woman with her hair in a bun, focused on playing a piano. The scene is lit with dramatic, low-key lighting, featuring strong blue and teal tones. A bright light source in the background creates a lens flare effect across the top of the frame. The piano's keys and the woman's hands are visible in the foreground.

THE SOUND OF EUROPE

Harmonic. Dissonant. Powerful. Delicate. Revolutionary. Heart melting. Our musical heritage, resulting from shared cultural inspirations and ideas, resounds across Europe today. And it doesn't matter whether it's something new or something that has never been heard before. Even an artistic departure from tradition has created a tradition. Today, more than ever, the Sound of Europe is diverse, liberal and unpredictable – in other words, individual.

W. Hoffmann pianos are made to be distinguishable to the ears, eyes and fingers, with personal expression and nuance at the heart of what we do.

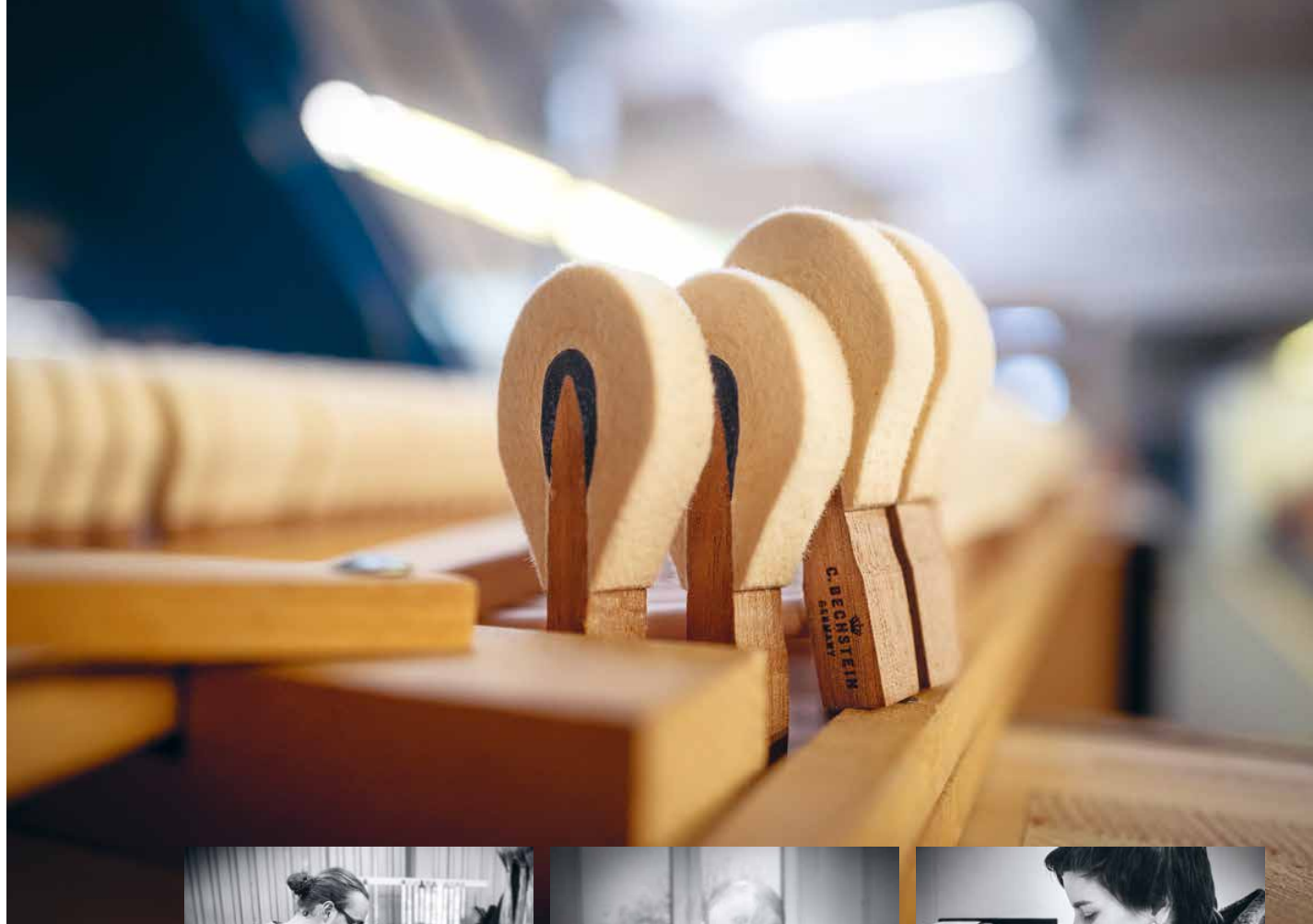


INSTRUMENTS OF INDIVIDUALITY

MADE IN EUROPE

Since the 19th century, W. Hoffmann has been famous for making pianos that sing, producing richly coloured sonorities. For such a sound there are neither shortcuts nor tricks. It requires the craftsmanship of outstanding manufacturers. That is why our instruments are made to the high standards of C. Bechstein in the traditional Czech piano-making town of Hradec Králové in Bohemia.

By exchanging ideas, know-how and inspiration across borders, we continue to perfect our instruments. All W. Hoffmann grand and upright pianos receive hammerheads from C. Bechstein's model-specific in-house production. For us, Made in Europe does not just stand for a place, but for a sense of connection that facilitates our unique work.

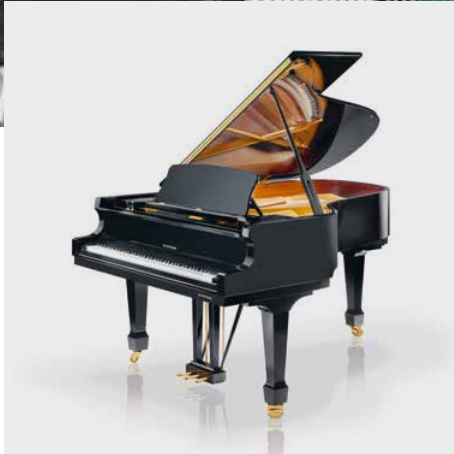




Your piano is shaped by you. As it becomes a part of you, your soul starts to sing. W. Hoffmann grand and upright pianos are made to draw the listener's attention to your artistic expression, combining their wooden action with your authentic touch. The sensitive soundboard responds subtly to the softest playing, yet encourages you to explore the full dynamic range right up to a strong fortissimo. A unique sound for every musician.

CREATED FOR ARTISTIC EXPRESSION





THE FULL RANGE

PROFESSIONAL

Do you play at professional level and want an instrument that does justice to your dedication and high standards? In this case, you will appreciate our Professional Series. The beautifully crafted soundboxes enable a colorful, even and lyrical sound quality and an exceptional dynamic range. For smooth, professional playing with the optimum weight ratios, every grand and upright piano is regulated and fine-tuned by technicians. As a result, your instrument responds to the slightest touch, as finely and sensitively as if it were reading your thoughts.

Discover our grand and upright pianos:



THE FULL RANGE

TRADITION

Do you love the sound of instruments from traditional European piano manufacturing? Then discover a variety of instruments for yourself in our immensely appealing Tradition Series. Traditionally crafted grand and upright pianos are characterised by a pure yet defined sound, enjoying a great richness of tone and dynamic contrast. As if they were built just for you.



Discover our grand and upright pianos:





THE FULL RANGE

VISION

How can you make your musical dreams come true? Our Vision Series reveals unique possibilities. These grand and upright pianos provide a rich, versatile listening experience. Like a soundtrack, they enrich soundscapes, compositions and tracks with warm and vocal tones. Whether in the studio, on stage, in the practice room or at home, you can be sure that the Vision Series will not let you down if you require a versatile instrument — all thanks to its reliable, stable action and climate-resistant soundboards.

Discover our grand and upright pianos:



CONGENIAL TO THE DIGITAL AGE



Upright pianos and grand pianos are analogue instruments through and through. Their development preceded that of computers by centuries. So what? We believe in the unifying power of creativity! The authentic, inimitable sound of a grand piano with the possibilities of an electronic instrument – from digital audio processing to notation in real time, from playing over headphones to sharing via an app. We've made it happen so that you can shape the future of sound across all media.



C. BECHSTEIN DIGITAL

Imagine if you could simply use additional digital functions on your acoustic upright or grand piano – without affecting your instrument. Perhaps you would like to connect your upright piano or grand piano with your smartphone, tablet or PC and create something new with your favourite plug-ins, loops and samples? Our C. Bechstein Connect allows you to do exactly that with its non-contact optical sensor technology for MIDI signal transmission.

Would it be important to you to be able to play your instrument inaudibly with headphones? Our C. Bechstein VARIO duet – an extension of the C. Bechstein Connect – allows you to mute your instrument easily, allowing you to compose, interpret and improvise without restraint at any time of day or night.

The upright and grand pianos of our Professional and Tradition Series come with the C. Bechstein Connect and its advantages. And if you wish, you can digitally expand your instrument even further with the C. Bechstein VARIO duet. You can find out more about all digital options at www.bechstein-digital.com.

“

You could easily play the piano just with a pencil, to make any sound that the instrument allows you to do. But why then does the instrument sound differently under the fingers of each pianist? What is the magic that happens between the key and the string, the finger and our mind?”

HANIARANI



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Photos: Pascal Bünning and Morgan Franke





W. HOFFMANN