



People and Pianos: A Pictorial History of Steinway & Sons (Amadeus)

Theodore E. Steinway

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People and Pianos: A Pictorial History of Steinway & Sons (Amadeus) Theodore E. Steinway (Amadeus). This is the story of how the Steinway piano came to be the instrument of choice for the world's greatest pianists. In 1953, Theodore Steinway wrote this narrative in longhand on yellow legal pads as a tribute to his father and to commemorate the first 100 years of Steinway & Sons. The book was a memento for employees and was never released to the public. This revised edition brings the history of this remarkable company to the present day through recollections of Henry E. Steinway, the last family member to remain involved with the company, and Peter Goodrich, vice president of concert and artist relations, who has been with the company for 30 years. In 1850, Henry Engelhard Steinway left Germany for New York City and established what was to become the standard of excellence in the piano world. Using photographs and anecdotes, this book chronicles the business from its beginnings through the Depression, when many piano manufacturers went out of business, through World War II, when the company was forbidden to make pianos, and through the advent of modern technology. Through it all the Steinway piano has prevailed as a symbol of quality. The Steinway artist roster is a living tribute to the company and its pianos. More than 1300 performers have publicly endorsed the Steinway because they believe in the quality of the instrument and will only play and perform on a Steinway.

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