

FOR IMMEDIATE RELEASE

Piano Marathon: 12-hours of non-stop piano-playing
World's leading piano maker launches new community outreach programme with a
piano marathon for charity

Singapore, October 16 - The world's leading piano maker, Steinway & Sons, will score a first in Asia this December with the launch of a new community outreach programme that will see a 12-hour music marathon for charity.

Called Piano Marathon 2017 @ ION Orchard, the event is scheduled to be held on 16 December at Singapore's iconic shopping mall ION Orchard Level 1 Atrium. It aims to reach out to over 500 participants from all ages and all walks of life to provide 12 hours of continuous piano music. Nett proceeds from funds raised for the event will be donated to The Business Times Budding Artists Fund (BT BAF) that provides arts training to children and youths from financially disadvantaged families.

This will be the first time that Steinway & Sons has initiated in a community engagement programme to fund raise for a charity on such a scale in Asia.

Elaborates Ms Celine Goh, general manager, Steinway Gallery Singapore, on this initiative: "For more than a century, Steinway & Sons has provided some of the best instruments for the world's leading pianists, top concert venues and prestigious educational institutions for students. It has been a brand associated with quality, artistry and exclusivity.

"In this 21st century where inclusivity has become a consciousness embraced by society, Steinway & Sons in Singapore now seeks to further expand its place and role in society at large through public engagement projects. In 2015, we had participated at the Sing50 concert with assisting in providing 50 pianos and the Red Steinway Grand for the concert. Now, in our efforts to further promote arts education, we have engaged in this piano marathon to raise funds for The Business Times Budding Artists Fund which since 2005 has reached out to more than 15,000 children and youths from financially disadvantaged families through providing them with arts training and arts-related activities. We feel that it is important to perpetuate a love for music and the arts in general and what better way than to create an event where the public can come forth to make music and at the same time raise funds for the needy."

Piano Marathon 2017 @ ION Orchard will serve as an open platform for all to come forward to play the piano while at the same time participate in fund raising through their music making for a charity. The event features four pianos from Steinway & Sons and Steinway Family of Pianos and aims to achieve a Singapore Book of Records for Longest Piano Performance.

Says Tan Tee Tong, Director of The RICE Company Limited which manages BT BAF and which was the executive producer for the Sing50 concert in 2015: "We are honoured to once again work with Steinway Gallery Singapore for this cause. Over the years, we have seen children and youths emerge from the training which BT BAF provides to further engage and pursue the arts. This support from Steinway Gallery Singapore is certainly a testament that an internationally recognised brand is supportive of our cause and of the children and youths whom we believe in."

Details of Piano Marathon 2017 @ ION Orchard

Date: 16 Dec 2017

Time: 10am – 10pm

Venue: ION Orchard, Level 1 Atrium

Piano Marathon is now open for registration from 31st October to 30th November. If you love to play the piano and want to make a difference to the needy through your playing, you can register at www.steinway-gallery.com.sg/event/piano-marathon-2017 or Tel No. 6838 0525.

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About Steinway Gallery Singapore

Much more than a state-of-the-art retail and performance space, the new STEINWAY GALLERY at ION Orchard - the "centre of gravity" in the retail scene, houses a selection of grand and upright pianos from Steinway & Sons including its latest innovation – the Steinway **SPIRIO**, a high-resolution re-performance piano, to exquisite pianos from the Steinway Crown Jewel Collection. Completing the Steinway Family of Pianos are the Boston and Essex, pianos that are designed by Steinway & Sons.

The Gallery's façade is designed similarly to the piano's finish and curvature, with a beautiful Steinway Grand piano displayed elegantly at the store front where shoppers can feel free to tinkle on. We can host up to 80 pax with a full-size performance stage, the store will be frequently used as a recital hall that allows musicians and

audiences to connect. The rehearsal studio for artists and students, which houses two Steinway Grands, is another embodiment of Steinway's commitment to celebrating arts & culture.

About ION Orchard

ION Orchard has become the "centre of gravity" in the retail scene, with spectacular frontage and cutting edge designs and concepts. It brings together the world's best loved brands for their flagship, concept and lifestyle stores within one development, with over eight levels of intelligently designed shopping space – four levels above ground and four levels below – totalling 66,000 square metres of retail space at the prime site of Singapore's commercial and shopping artery.

About Steinway & Sons

Steinway & Sons was founded in 1853 by Henry E. Steinway, Henry and his sons then developed the modern piano, striving for excellence. In 1857, three years after Henry Steinway set out to “build the best piano possible”, the very first Steinway & Sons patent was granted. Since then Steinway has been granted 125 additional patents, positioning their pianos synonymous with quality that surpasses the expectations of even the most demanding pianist.

To date, the Steinway piano has been identified as the finest piano ever built and is the choice of ninety-eight percent of concertizing artists, none of whom are paid to endorse the instrument. Passed down from master to apprentice, generation after generation, the craftsmanship of a Steinway ensures extraordinary attention to detail and unparalleled standards. Every piano consists of over 12, 000 parts and is painstakingly hand-made, taking well-over a year to complete. Decades of experience goes into their making, by artisans who are devoted to their craft, striving for and achieving continuous innovation and improvement. Steinway has always been the choice of great pianists including renowned pianists like Sergei Rachmaninov and Billy Joel. For more information please visit www.steinway.com.

About BT BAF

The Business Times Budding Artists Fund, which was launched in 2004 and adopted by The Business Times in 2005 and originated from a conviction that no child with a strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. The fund provides young people from ages 6 to 19 from financially disadvantaged families an opportunity to pursue arts training and nurture their artistic talents.

Organiser

STEINWAY GALLERY
SINGAPORE

Co-organised with

 **harvesting
the arts**
The RICE Company Limited

In Support Of


The Business Times
**Budding
Artists
Fund**

Supported By

ION
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 **global
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