

As part of the Event



CremonaFiere, in collaboration with the
Cultural Association "Armadillo" APS,
organizes a

Masterclass of Lutherie for acoustic guitar

27th – 28th - 29th September, 2024

Teachers:
MICHAEL BASHKIN (US) - JASON KOSTAL (US)

Italian translation and assistance by Max Monterosso, Mirko Borghino

The places are limited

Application deadline: 15th September 2024

TERMS AND CONDITIONS

CREMONAFIERE

P.zza Zelioli Lanzini, 1 26100 Cremona
Tel.0372.598011 | info@cremonamondomusica.it

Participants:

Luthiers, guitar makers, (amateur and professional), guitar fans

Working methods:

Collective theoretical lectures

Venue

The Masterclass Hall 1 is at CremonaFiere's offices

Teachers & Programme

Master luthier MICHAEL BASHKIN

ARTIST, SCIENTIST, LUTHIER.

Michael Bashkin brings a unique vision and sensibility to the art of guitar-building – a philosophy that crystalized during his years teaching tropical forestry in Belize, Central America. Michael's approach is holistic, merging his experience as a visual artist, a musician and a lifelong student of wood.

Michael understands wood on a level that few of us do. He sees grain the way a photographer sees the nuances of texture in reflected light. He hears the resonance. He feels the personality captured in a sheet of Italian spruce. He hears the voice, bright and full of life, waiting to be expressed.

Michael is also a scientist whose graduate studies at Colorado State University and post-graduate research at Duke University taught him about the mechanics of wood. He knows where wood has come from and how it's evolving. He has studied the way trees are responding to climate change – and how the wood harvested from them can be sculpted and assembled to respond to energy in certain, very special ways. Having studied with such gifted luthiers as Ervin Somogyi and Harry Fleishman, he shares their abiding respect for both aesthetics and function – balanced elegantly.

THE BIRTH OF BASHKIN GUITARS IN COLORADO

After years of experimentation and exploration, Bashkin Guitars came to life in 1998 in Fort Collins, Colorado. Today, Fort Collins seems an especially appropriate home for this creative luthier. It's a college town, a music town, and the national center for craft brewing! It's also a national hub for farsighted research in energy and environmental innovation – and the gateway to the Rocky Mountains. This city pulses with vitality, balancing technology and creative inspiration. It is the perfect home for this world class guitar builder.

www.bashkinguitars.com

Program:

Friday 27th September, from 10am to 1pm:

Making and installing bindings and purflings

This class will cover making binding and purflings from your own lumber and veneers. I will cover wood selection and the process for making bindings and purflings in large batches and individual pieces. Additionally, I will give overview of the tools and methods used to cut and install bindings and purflings

Saturday 28th September, from 10am to 1pm:

Small shop efficiency and creativity

This class will cover approaches to increase small shop efficiency with the goal of increasing time for creativity. Work is broken down into categories and the methods used to work efficiently. I will discuss the use of jigs, templates, CNC verses handtools and when to use different approaches optimize workflow, creativity and work life balance

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Sunday 29th September, from 10am to 1pm:

Controlling the guitars voice

The voice of the guitar is a result of the materials, design and design execution. In this class I will present an overview of wood selection, design considerations and voicing procedures

Master luthier JASON KOSTAL

Jason Kostal is one of the most creative and respected luthiers of the latest generations of American luthiers.

He began his career as a luthier more than 30 years ago, later attending the Roberto-Venn School of Lutherie in Phoenix, Arizona. During his 5 months there, he continues to learn and grow as a builder and repair technician under the guidance of a top-notch staff and an exceptional group of students. After graduating from RV, he decides to remain as an assistant instructor in the acoustic guitar program, where he continues to learn and develop his skills with extensive training alongside other excellent teachers. During this time he opened his own shop and began building Kostal guitars. He remained on the Roberto-Venn staff for three and a half years, moving on to teaching acoustic guitar building, repair and business development.

In November 2008, he had the opportunity to attend courses taught by Ervin Somogyi and began a two and a half year internship, a 30 month journey that would forever change the way he understood the guitar. During his time with Ervin, he has the opportunity to build guitars under his tutelage and mentorship and learns to look at the guitar, understand what it is capable of, and create a guitar that expresses his own vision. Always with Ervin he learned the most current techniques for building, tuning and perfecting the instrument, elevating his art to new levels of artistic expression.

Once he finished his apprenticeship, he moved back to the Phoenix area, where he opened a store in Queen Creek, Arizona.

Each year Jason builds a small number of custom instruments and today takes pride in creating guitars that will last a lifetime and play incredible music for generations to come. Kostal Guitars is an active boutique that allows each instrument to be meticulously designed and built on an individual basis. The process is truly collaborative, from wood selection to delivery of the finished guitar, working closely with each customer to learn what they want in an acoustic guitar and thus handcraft the instrument of their dreams.

Thanks to his experience, combined with the knowledge and teachings of the great masters, today Jason Kostal is one of the most esteemed luthiers in business.

www.kostalguitars.com

Program:

Friday 27th September, from 2pm to 5pm:

Handmade vs Technology

People often view guitars as falling into one of two categories, hand crafted or technology crafted. I view the modern guitar as a symbiotic relationship between the two, using hand skills, experience and an understanding of the guitar coupled with modern tools, design capabilities, and technology to design and create a world class instrument. This class will cover the strengths and shortcomings of both and how a combination of equipment and mindset can improve efficiency and capability to create the best possible instrument

Saturday 28th September, from 2pm to 5pm:

Marketing, Branding and creating a successful business

This presentation will focus on the aspects of creating a brand and finding new ways to market and present yourself, as well as how to interact with the client, the use of dealers to represent you, and direct sales. We will focus on good business practices, shows, social media, and other pricing your work for an international market

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Sunday 29th September, from 2pm to 5pm:

The last little bit

Building an instrument as a novice or an advanced practitioner is essentially the same in terms of procedures. The biggest difference between an entry level guitar and world class instrument is usually the attention to detail that goes into the final 3-5% of the process. We will talk about areas where focus and attention are needed to create the best instrument possible, and tips tricks, and tools to get you there. This discussion will focus on my own process as well as ideas and methods I have seen others use to create the best guitar that you are capable of and feel confident showcasing it on a global market

Admission

The Masterclass must be paid for and has a limited enrolment number

Admission to the Masterclass will take place, presenting simultaneously the **Application Form** with the payment for the participation fee by **the 15th of September 2024**.

Sending the application without the concomitant payment will not be considered valid.

Participation Fee

Price per person: **€. 250.00** (VAT included)

- The registration fee must be paid in full.
- The registration fee is not refundable in case of withdrawal or missed MasterClass.
- The registration fee includes free pass to Cremona Musica-Acoustic Guitar Village ticket.

Application Procedure

The Application Form must be sent **by the 15th of September 2024**. In alternative, it must be sent by:

- fax +39 0372 598222
- mail: ilaria.seghizzi@cremonafiery.it and info@armadilloclub.org

together with a copy of the participation fee payment, by electronic bank transfer in favour of CremonaFiere spa (purpose of payment: *Lutherie masterclass 2024*) on the following bank account:

BANCA POPOLARE DI SONDRIO branch of Cremona Via Dante IBAN IT49S0569611400000003630X76 BIC POSOIT22

Information

For any information regarding the contents of the masterclass, please contact:

Cultural Association "Armadillo" APS

Alessio Ambrosi

Email: info@armadilloclub.org

Tel: + 39 (0)187 626993

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Application Form

Masterclass of Lutherie for acoustic guitar
27th - 28th - 29th September, 2024

Teachers:
MICHAEL BASHKIN (US) – JASON KOSTAL (US)

(Fill in Capital Letters)

The undersigned:

SURNAME: _____

FIRST NAME: _____

ADDRESS _____

POSTAL CODE _____ TOWN _____

PROVINCE _____ Landline/mobile: _____

E-MAIL _____

I'm a ☐ natural person ☐ freelancer

Personal Identification number _____

(e.g. National Insurance Number, Identifikationsnummer, numéro de sécurité sociale, Número de Identificación Fiscal, etc...)

Tax/v.a.t. (Value Added Tax) number _____

(only for companies or freelancers)

DATE OF BIRTH _____ IN _____

Asks for admission to the Masterclass of Lutherie for acoustic guitar 2024 at CremonaFiere and claims to have read and accepted the Masterclass Rules

➔ Date _____ Signature _____

Privacy

Personal data indicated in this registration form, collected for organizational purposes, will be treated in full compliance with the provisions of the Legislative Decree, 196/2003 and subsequent amendments or modifications. Any form of distribution/transfer of these data to third parties is excluded. You can request, at any time, the modification or removal, and exercise your rights towards the data controller, by sending an email to info@cremonafiere.it or a fax to n. 0372 598222. The regulation is available at <http://www.cremonafiere.it/trattamento-dati/>. I acknowledge the terms and conditions and expressly consent the handling of my personal data. I acknowledge the terms and conditions, and consent the handling of my personal data.

➔ Date _____ Signature _____

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