

SEIT  1851

FEURICH

Tradition & Innovation

*Innovation
made in
Austria*



FEURICH Model 123 – Vienna

www.feurich.com



*Special Edition
"Vienna-Modern"
copper finish*

*Discover
a completely new world
of upright piano design,
with unprecedented
touch response.*

PLAYING FEEL JUST LIKE ON A GRAND PIANO

Our FEURICH Model 123 – Vienna combines the tradition of Viennese piano building with the innovative spirit of today's global piano market. The new ©FEURICH High Speed KAMM Action provides a breathtaking responsiveness of touch, and impresses even the most demanding of pianists.

YOUR CUSTOM-MADE SOUND EXPERIENCE

Each instrument from our Viennese piano manufactory is unique and is voiced to suit your preferences for sound. For the casing, you can choose between black satin, white satin, and walnut satin. Many other colour variations are possible upon request.

INNOVATIVE DESIGN

The FEURICH Model 123 – Vienna is based on the formal style of traditional piano building, but offers several practical innovations, such as the sound window in the front panel, and an integrated LED light. Due to the self-supporting construction, the piano can be played without any casing at all. In addition, there are almost no limits to the individual design of the casing; from matt black to purple and real copper – almost anything is possible. With our special model "Vienna-Modern", we offer an alternative in a neat, straight-line design in the Bauhaus style.



*When
great visions combine
with craftsmanship,
new masterpieces
can come to life.*

RESEARCH & DEVELOPMENT

Developed by master piano builders, tested by scientists, and confirmed by professional pianists: the FEURICH Model 123 – Vienna is an upright piano with exceptional playing characteristics.

Scientific tests at the Department of Music Acoustics at the University of Music and Performing Arts in Vienna confirmed the effectiveness of the ©FEURICH High Speed KAMM Action. The study revealed that the patent led to measurably better repetition characteristics even when the key is not completely released. The result is that fast repetitions are easier to play, in all dynamic levels, than with conventional upright pianos. Several professional pianists also confirmed that they experienced a significantly better control and playing feel.

The scientific research project on repetition characteristics was supported by the Austrian Research Promotion Agency FFG, within the framework of an innovation check.

