

THE ZB200, AN INNOVATIVE AND VISIONARY PIANO, IN LIMITED EDITION, BY ZANTA PIANOFORTI - DESIGN BY ENZO BERTI IS READY TO TREAD THE BOARDS

*After the Honorable Mention at the Compasso d'oro Award ADI 2018,
the baby grand piano with the performance of a grand piano
– born from the synergy between Silvano Zanta and the architect Enzo Berti –
is being officially presented to the general public concurrently with the 40 years celebration of Zanta Pianoforti*

The event

Zanta Pianoforti celebrates its 40 years with the official presentation of the piano **ZB200** to the general public, a piano that got the Honorable Mention at the Golden Compass Award (**the Italian Premio Compasso d'oro ADI 2018**), the most prestigious and ancient award as for design.

The **baby grand piano** with the performance of a grand piano – born from a challenge proposed by the Venetian **architect** and **designer Enzo Berti** and bravely faced by **Silvano Zanta**, that is to say the way to review an instrument that since that moment had never been reviewed, is presented before an honorable audience on **Friday 15th March**, at the **Palazzo Labia**, a baroque-style building in the *sestiere* (district) of Cannaregio in Venice.

With the participation of national and international journalists, political offices, architects, designers and musicians, the event for the presentation of the ZB200 – sponsored by the Municipality of Venice – is introduced by **Alberto Bassi**, Director of the Interior Design course at the University Iuav in Venezia, by **Anty Pansera**, a historian and applied and design art critic, and by the architect Berti.

“Before me, I see a small artisanal enterprise, Zanta Pianoforti, able to live in a concept of global market without renouncing itself. I also see a strong contribution given by the Italian design to this kind of enterprise by revising a product difficult to be redesigned, such as a musical instrument – explains Mr. Bassi – . I think therefore that it is very interesting to see a small reality focusing on its features and quality to bravely challenge a kind of product that has always been considered as “untouchable”, by putting together technical solutions with a right formal reproduction”.

The peculiarities of the ZB200

Named ZB200 - Z stands for Zanta, B for Berti, the no. 200 stands for indicating the traditional length of the instrument -, the artifact is a **new concept of piano**, because it does not include the side bend as every grand piano does and, for this reason, it was completely redesigned in order to look like a single body, with no interruptions between the keyboard and the lid, with the internal frame in cast iron, the strings position being rethought in the light of the new shapes and the sounding board being widened to get greater resonance. **In just two meters the piano has, therefore, a more amplified sound compared to the sound of the pianos on the market.**

The main structure of the innovative baby grand piano is taken from a single wooden “unit”. The soundboard is built with red spruce from the area of Val di Fiemme (Trento-Italy), the perfect timber for this production, aged, selected and processed with traditional and specific techniques.

The know-how and the art of working exclusively with high-quality products gave a real answer to the questions of Enzo Berti.

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Questioning certainties

“Why has the piano, since the moment it has been created, never changed? Why don't we call it into question? Starting from these challenges, Silvano Zanta and I redesigned a historical musical instrument – says the architect and designer Enzo Berti -. What we did is really unique and particular. For me it was a real bet, because music is an absolute and universal value.”

“Ability and technique, but also love and patience: and the wish to trigger “more” emotions. That's what a piano conveys, the ZB200 hiding a “maniacal” care of a project and construction”, comments Anty Pansera.

Handmade in the wonderful framework of Venice, the ZB200, proposes itself today as a **precious artisanal and design item**. A **limited production**, each piano has a number from 1 to 99, it is possible to customize the colors, also available in the variations chosen by the designer: cobalt blue, grey opaque quartz, black and white.

A first version of the piano ZB200, that is being improved, was presented in 2015 and awarded for the design concept with the Honorable Mention at the RED DOT AWARD 2015, another important prize of the world design, of German origin; in 2016 it got the Prize ADI, *Associazione per il Disegno Industriale*, the Association for the Italian Industrial Design, active since 1956 and closely related to the Compasso d'Oro. But what was presented at the Compasso d'Oro in 2018, (where it got the Honorable Mention), was the piano resulting from a further improvement compared to the previous ones, reviewed until the end of the year to be improved, in that insatiable and maniacal **search of the sound soul** by Silvano Zanta.

“And now, it is ready to set foot on public and private stages, and in March 2019 it is offering its image and its sounds in the Venetian ballroom at the Palace Labia, frescoed by Giambattista Tiepolo, under the frescoes cycle dedicated to the Stories of Antony and Cleopatra.” adds Mr. Pansera.

The dialogue between Pansera, Bassi and Berti anticipates the concert of **Marco Ponchiroli, an eclectic Venetian artist**, with a search path behind that brought him, during his career, to the contamination among different musical genres such as blues, pop, reggae and jazz.

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