

## The Evolution of a String

*Working together with you to develop & perfect our strings*

At Larsen Strings we actively involve musicians in the development and the final formulation of our strings.

The creative process in identifying the materials and the combination of materials gives us the direction of travel but it is the journey with musicians that takes us to the end product.



Braimah Kanneh-Mason, Dr Thomas Zwiig, Konya Kanneh-Mason, Justin Wagstaff, Florian Leonhard, Sheku Kanneh-Mason, Ole Wichmann.

Our thanks to Florian Leonhard Fine Violins for the use of the stunning location

## The String Workshop

That journey begins at least twelve months before the destination is finally reached. We visit students and meet up with seasoned professionals across Europe during the trialling period testing combinations and permutations of prototypes.

Typically, our team will arrive with folders full of string envelopes, each string unique and classed by materials and designed and desired characteristics.



## The Perfect Blend

Then each string in turn is tested as part of a base set. From the observations of the individual musician combined with the response from the individual instrument played we progress to the 'ideal' set.

The sound and feel that the musician identifies as the ideal combination for his or her style and for their instrument. We then make a record of the findings and add this to other feedback already compiled so that we can identify a start point for the next field test.



## Violin Il Cannone A: The Choice...

During the development phase of Il Cannone violin with musicians we soon identified two trends in terms of player response. One group of violinists preferred the directness and focus of a set using one prototype A whilst the other group chose a warmer and broader feel of an alternative A variant.

These observations, over time, indicated a fifty-fifty split in preference.



After the launch of the Il Cannone Medium and Soloist sets we continued with further trials at string workshops and the same results were confirmed when the existing A was switched with the warmer and broader alternative.

The difference is quite distinct with a noticeable effect upon the overall sound of the Il Cannone E, D & G but still seemed very much a personal preference.

## Braimah Kanneh-Mason

A few months ago we were in London meeting up with the Kanneh-Mason family. Braimah Kanneh-Mason is an accomplished violinist and once again the Il Cannone experiment commenced.

Each combination and variation of strings was tested and eventually Braimah's ideal sound was found: Il Cannone with the warmer and broader A.

We decided to offer the choice to all violinists for Il Cannone Medium and Soloist Editions...

## Warm & Broad or Direct & Focused?

### Which do you prefer?

We are giving musicians the opportunity to experiment with the A option and we will be including a complimentary 'Warm and Broad' variant A for the next three months with an open invitation to comment and identify a preference.

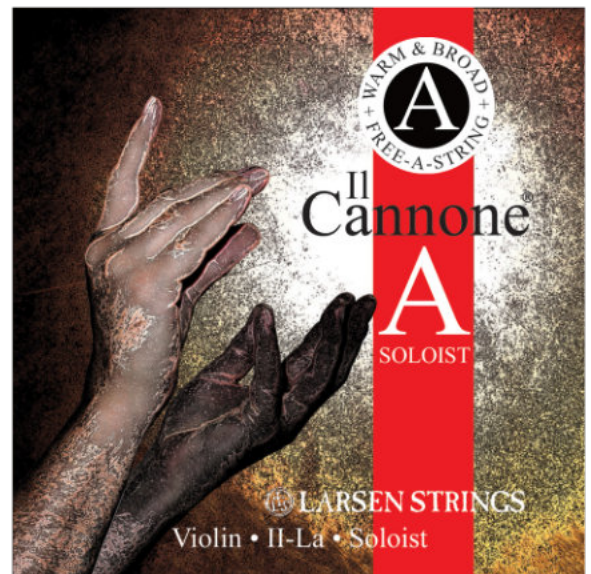
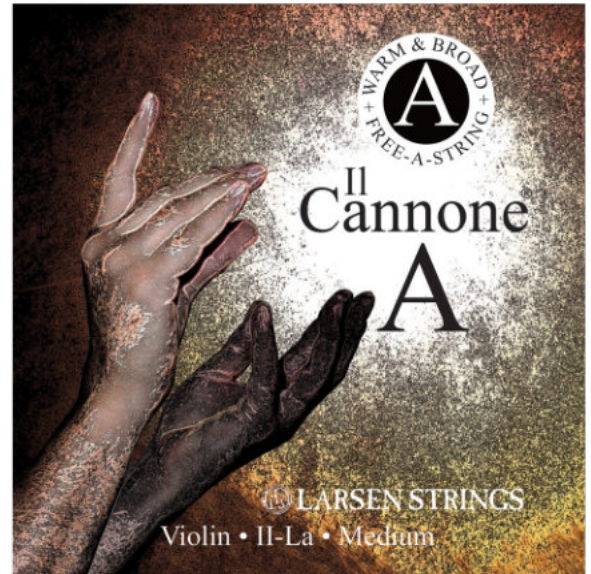
The packaging will be clearly marked as including a free string and the set cartons will contain the insert leaflet as below.

Il Cannone medium set + 'Warm & Broad' Free A

Il Cannone soloist set + 'Warm & Broad' Free A

The promotion will be supported by our website and social media channels including on YouTube an all new video featuring Braimah Kanneh-Mason.

Our monthly advertising space in The Strad will also promote this initiative.




## Free to Choose

*Please find a complimentary Il Cannone A included with this set.*

Why not experiment with your blend? Try the option of the **warm and broad** A enclosed and compare with the more **direct and focused** sound of the classic edition.

### Which do you prefer?

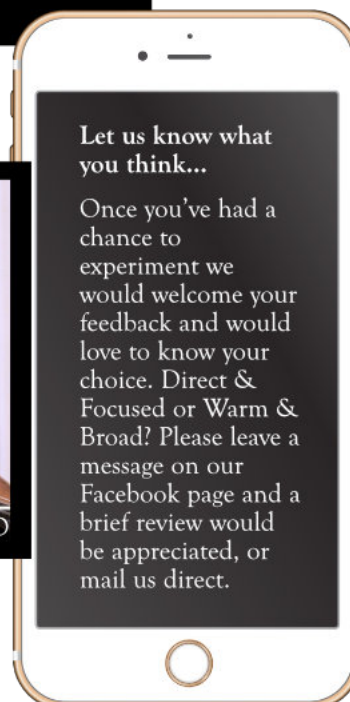
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This is the most far reaching field test that we have ever undertaken and it will not only encourage a much wider range of musicians to be part of the strings workshop process but will also to provide us with a model for the future.

The opportunity to mix and match and to suggest other combinations to fellow musicians. To find the perfect blend.