



10 years of Maton in Italy

We are proud and pleased to announce that in 2009, our Italian Distributor Messiah Music Italia Srl celebrates its 10th Anniversary.

MMI is owned and operated by Alan Samin (who lives not far from us in Melbourne) and Alberto Meucci (who lives in Livorno, Tuscany – where the head office of MMI is).

Alan, having been a Maton owner since 1961 when he bought his first Fyrbyrd, was a regular client in the late 90's of one of our dealers who was of Italian parentage and regularly talked about introducing Maton to his homeland.



Alan with his first Maton Fyrbyrd 1961 (with The Ramrods managed by Paul Keating!)

Following introductions and initial discussions with Maton in late 1998, Alan visited Italy in January 1999 to assess the market and investigate infrastructure and logistic possibilities. He returned very much encouraged and the first guitars were shipped to Italy in March 1999.

In the next 6 months Alan made numerous visits to establish Maton guitars in the market with the aid of his Australian (Italian-born) consultant and invaluable support and advice from the Austrade office in Milan.



Set up at Messiah's first trade show Rimini May 1999

By September 99, he was able to recruit Italian representatives to expand operations, and they commenced with the company in November 99. One of these was Alberto Meucci. By late 2000 the progress was enough to allow the decision to move the company base to Alberto's home town of Livorno, at the same time creating the formal Srl (Pty Ltd) structure which allowed much greater flexibility and potential for growth. Alberto was appointed full-time manager and later became a shareholder and partner, which he still is to this day.



Messiah's Italian Manager Alberto Meucci Biasin Expo June 2001

The combination of Alan's passion and admiration for Maton guitars – plus his geographical proximity to the Maton company HQ – have combined very effectively with Alberto's intimate knowledge of Italy and the Italian music market and his personal musicianship and guitar-playing skills.

Maton guitars are now firmly established in the Italian market as one of the elite brands, recognised for their unique personality and respected for their traditional hand-made craftsmanship. They stand proudly alongside the famous, much bigger USA world-recognised brands in this exacting and highly discerning market.

Italian Artist Acceptance

A key element in MMI's success has been our support of numerous major Italian artists at regional and national level – and their choice of Maton as their preferred instrument for concerts, tours and recordings. Many of the top 20 recording artists (or their guitarists) have played Maton exclusively for many years now.

Some of our well-known loyal friends include:

- **Dodo Battaglia** (I Pooh)
- **Ligabue** (Luciano himself, and **Federico Poggipollini**)
- **Sonhora** (Diego + Luca Fainello)
- **Carmen Consoli**
- **Paula Turci**
- **Ron**
- **Michele Zarrillo**
- **Mario Schiliro** (Zucchero)
- **Phil Palmer** (Renato Zero, George Michael)
- **Fiorella Manóia**
- **Rodolfo Maltese** (Il Banco)
- **Valeria Vaglio**

Plus various distinguished guitarists such as Maurizio Solieri, Ricky Portera, Rudy Rotta, Marco Manusso and Nicola Puglielli who have played with top names such as Laura Pausini, Eros Ramazzotti, Lucio Dalla and Vasco Rossi.

Italian Guitar Festivals

Another factor in MMI's success has been consistent support since the beginning of the two major annual Italian guitar festivals ... Soave (held around end April each year) and Sarzana (3rd weekend May each year).

This year MMI is proud to be supporting both festivals again.

The Soave Festival will take place this coming weekend 1-3 May.

For details see http://www.guitaranch.com/soave_it.htm

In March 1999, **Tommy Emmanuel** played for the first time in Italy at the Soave Festival. Over the next two years Alan and Alberto formed a strong friendship with Tommy, providing mutual support for each other as the Italian situation developed.

Although TE was not available for Soave this year, he has played there numerous occasions. His presence has been a major contribution to the success of the Festival over the years and to MMI/Maton's presence at it.

During one of the earliest tours together, Tommy was introduced to by Alan and Alberto to Dodi Battaglia of the legendary Italian group I POOH. Dodi was already playing a Maton Messiah at this stage! An instant friendship between Dod and Tommy developed which culminated in a month-long tour of all Italy in February 2001 for Tommy as support act to I POOH – an exposure to over 150,000 live fans. MMI was the major sponsor of Tommy for this tour.

Further visits by TE for MMI during 2000 and 2001 totalled more than 8 weeks on the road together...The result of this collaboration was mutual success. MMI is extremely proud of TE for his achievements and grateful for his support!



Tommy & Jeff at Conegliano May 2001

Sarzana Acoustic Guitar Festival 2009

For the Sarzana Acoustic Guitar Festival from 22-24th May, MMI will have a special presence this year. As usual, a full range of the most successful models in Italy – and some new ones – will be available for inspection and testing by serious enquirers.

This year's event will also mark the official launching of the **MATON CUSTOM SHOP** in Italy, and a special stand will be devoted exclusively to a comprehensive selection showing the unique personalities and exquisite workmanship of these guitars, hand-created by long-time Maton craftsman Andy Allen under the guidance of Senior Luthier Patrick Evans.

The "Dodi Custom"

The friendship with **Dodi Battaglia** also led to a collaboration with him to produce the special, thinline EAJ85 model now known as the "Dodi". The original guitar - made totally from Australian woods - was presented to Dodi in May 2000, and he is still playing it today.



Linda with Dodi Battaglia and Alan at Rimini Trade Show May 2000

Maton has decided to honour Dodi's long-time support by dedicating one of the unique Custom Shop masterpieces to him and the original design. This guitar will be one of the Custom Shop models on display at the Sarzana Festival.



The Dodi Custom being built in the Maton Custom Shop.



Patrick Evans & Andy Allen in the Maton Custom Shop

Patrick Evans will be in personal attendance on the stand to inform interested clients about the special qualities of this and the other custom instruments, which also make strong use of unique Australian woods.

Australian Artists Performing at Sarzana

MichaelFix

<http://www.michaelfix.com>

<http://www.youtube.com/mfixyz>

<http://www.myspace.com/michaelfix>

and Hussy Hicks

www.hussyhicks.com

will both be appearing in the Friday night concert and again on Sunday afternoon . See <http://www.armadilloclub.org/>

For Michael it will be his 4th tour of Italy. Since MMI and MF began collaborating on his first international tour in 2004, Michael has gone on to become a respected and recognised artist in Germany as well as Italy, and more recently Japan, Thailand and France.

Julia Parker and Leesa Gentz (together performing as the "Hussy Hicks") received a great reception at Sarzana last year and were immediately invited back for 2009.

All 3 artists will be in frequent attendance on the MMI-Maton stands throughout the Festival

Maton Promotion Pre-Sarzana

A number of additional promotional events have been organised for the week prior to Sarzana in collaboration with selected authorised dealers ("rivenditori") where Patrick, Michael, Julia and Leesa will all participate in presentations performances, workshops and music school demonstrations.

There are now two major events confirmed for our Pre-Sarzana tour:

A Custom Shop Exposition at Musical Box on the 17-19th May in conjunction with a workshop and clinic on Monday 18th featuring Michael Fix and the Hussy Hicks...

Musical Box has been a highly valued partner and dealer of MMI and Maton guitars since the beginning in 1999. In gratitude and recognition of Musical Box's support, MMI and Maton are sponsoring a FREE WORKSHOP AND CONCERT by Michael Fix and the Hussy Hicks on the evening of Monday 18th.



18 MAGGIO 2009



MICHAEL FIX
CLINIC ORE 16:00
CONCERTO ORE 22:00
INGRESSO GRATUITO



HUSSY HICKS
CLINIC ORE 16:00
CONCERTO ORE 22:00
INGRESSO GRATUITO

SPONSORED BY

Maton Expo at Musical Box Verona 17-19 May 2009

See the Musical Box links below for more details...

www.musicalbox.com
www.myspace.com/soundexpo
www.myspace.com/eurobassday

From Sunday 17th, an EXCLUSIVE PREVIEW OF MATON CUSTOM SHOP MODELS (shown for the first time in Italy), will be on display in the Musical Box guitar section, with the senior luthier of Maton, Mr Patrick Evans, present to inform interested players about the construction and specifications of Maton's guitars and answer any questions.

WOODSTOCK MUSICAL INSTRUMENTS Santarcangelo di Romagna , RIMINI

On the evening of Wednesday 20th Michael Fix and the Hussy Hicks will also be presenting a workshop and concert at this valued client of MMI

Please contact Woodstock for details: www.woodstockmusicalinstruments.com

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