



JOY  
YOU CAN FEEL

Essex PIANO  
DESIGNED BY STEINWAY & SONS®

SET FREE YOUR GENIUS  
ESSEX DESIGNED BY STEINWAY & SONS



## CAPTURED BY CURIOSITY

When a child sits down at a piano all other concerns fall away, allowing the pleasure of making music to take over. Intrigued by the instrument, challenged by the task, and absorbed by the rhythm, a child will play favorite pieces over and over. At any age, the joys of learning to play are the same: feeling pride in performing even the smallest feats of coordination, experiencing the emotion of the music, and discovering individual personality. These rewards never fade. They only continue to grow through a lifetime enriched by music.

Having a piano enables a family to mature in music together, from the first tentative scales to the confidence that comes with time and practice. Selecting the instrument that will become a cherished partner on that journey is one of the most exciting and important decisions one can make. It must be aesthetically satisfying and structurally sound; it must deliver a pleasing tone quality and, most importantly, it must feel good to the musician. Let Steinway & Sons help you discover the piano that answers each of those desires at an extremely reasonable price: the Essex.

Steinway & Sons has spent more than a century and a half mastering the art of piano building. Since its founding in Manhattan by Henry Engelhard Steinway in 1853, the company has committed itself to creating the best piano possible. Many of its exclusive patents developed in the early years of operation, were groundbreaking innovations that set the standards of modern piano design. With a reputation this prestigious, it isn't surprising that Steinway & Sons pianos are often found on stage in the great concert halls of the world – but that is only part of what Steinway & Sons would like to achieve. Acting on the belief that a good piano belongs in every household for the enjoyment of every family, Steinway & Sons has created the Essex line: a new branch of instruments featuring many of the developments that make a Steinway-Designed piano something special – something that will bring years of pleasure to your home.



## ENTRY INTO A WORLD-CLASS FAMILY OF PIANOS

It is not necessary to be a concert pianist to experience the full enjoyment of playing the piano. Whatever age, whatever level of skill and training, everyone approaches the instrument with the same expectation of pleasure and leaves it with the same sense of satisfaction and fulfillment. The Essex line offers affordable entry into this special world – a chance to get to know and appreciate the joy of music with The Family of Steinway-Designed Pianos.

Anyone who purchases an Essex automatically becomes part of The Family of Steinway-Designed Pianos – a relationship characterized by respect, honesty, and fairness. Our authorized dealers have

pledged to serve Steinway & Sons customers with dedicated attention and our skilled technicians provide every Essex piano with the same exceptional service received by Steinway & Sons pianos. Because of the quality and heritage of our company, which is reflected in our pianos, choosing an instrument by Steinway & Sons tends to be a decision that sticks for life – and we do all that we can to make that experience a positive one.



## AN EXPRESSION OF STYLE CHOOSING THE PERFECT PIANO

As well as being a beloved musical instrument, a piano for the home is a piece of furniture that must fit harmoniously into every life-style and décor. Its construction should not only take into account the technical requirements for creating quality sound, but also meet a certain aesthetic standard. The purity of the wood, the smoothness of the finish, the richness of the color, the style and shape of the instrument as a whole – all of this contributes to an impression of visual beauty that should equal the beauty of the music the instrument produces.

Essex pianos are available in a selection of traditional styles including some more classical, some more romantic, some featuring elegant embellishments, and some more pure. The wide array of museum-quality finishes available – from light walnuts, to soft cherries, to warm mahoganies, to deep ebonies – mean that there is an Essex for any home.

MUSIC IS AN INDIVIDUAL STATEMENT –  
**SO IS A PIANO**

## THE UPRIGHT PIANO BRINGING JOY TO LIVING SPACES

When there is a pianist in the household, everyone's lives are enriched. As the sound of the piano fills the home, whether with scales, sonatas, or happy doodling, a special atmosphere is created that envelops and enlivens those listening. Steinway & Sons believes that the pleasures of playing and listening are sacred – and should be enjoyed to the fullest no matter how much space is available for the instrument. That is why we have invested so much of our skill and ingenuity in designing the Essex upright – taking a practical form that fits comfortably into everyday life and giving it a voice to melt hearts.

The Essex line has been created specifically to answer the needs of customers who want a piano embodying all the expertise of Steinway & Sons, but designed for domestic life. Steinway & Sons is

committed to upholding its reputation for integrity, providing essential technical assistance in the manufacture of Essex pianos, and taking personal responsibility for ensuring quality customers can trust. Every Essex piano is inspected by expert Steinway & Sons technicians before it ever leaves the factory. Thanks to the modern, strictly supervised, large-scale production techniques used to manufacture Essex pianos, Steinway & Sons is able to offer a whole new level of performance and value – so everyone can experience the joy of making music at home.



## THE GRAND PIANO GIVE IN TO THE SUBLIME

Playing a grand piano for the first time is an experience never to be forgotten. As the first note is struck, the full resonance of the horizontal soundboard seems to expand the surrounding space with richness and clarity. This is because sound quality and volume are directly related to the size of the soundboard and the length of the strings. Larger instruments, quite simply put, have a much stronger voice and are able to fill a larger space. Stretching over five feet in length and featuring an exclusive wide-tail design that increases the area of the soundboard even further, Essex grand pianos fulfill the desire for impressive sound at a price that makes the decision easy.

Containing the DNA of Steinway, the Essex grand piano lets you bring home the awe-inspiring experience of the concert hall in an instrument bearing the quality assurance and world-class reputation of Steinway & Sons. All the vital organs of the piano – the all-wood action, the tapered soundboard made of premium solid spruce, the bridges, the pinblock, the strings, the rim, etc. – have been specially engineered by Steinway & Sons to achieve optimal performance. The result is an instrument that deserves a place of pride in any home.







## DESIGNED WITH YOU IN MIND

In choosing your Essex piano, you can enjoy perfect confidence in the quality of the product, both inside and out – leaving you free to concentrate on finding the right look to complement your home. With a broad range of elegant, contemporary designs and fine finishes,

the Essex line offers both upright and grand pianos to meet every taste. Imagine the beauty of a fine instrument in your home and let yourself be inspired.

### MAHOGANY – FOR A FINE, LUSTROUS LOOK



### WALNUT – RICH PATINA CREATES CHARACTER



### BROWN CHERRY – EXPRESSIVE AND WARM



### CHERRY – BEAUTIFUL COLOR, SMOOTH GRAIN



THE SECRET OF SUPERIOR SOUND  
IS IN THE DETAILS OF THE INSTRUMENT



## A PIANO WITH A HEART OF A STEINWAY

### ACTION

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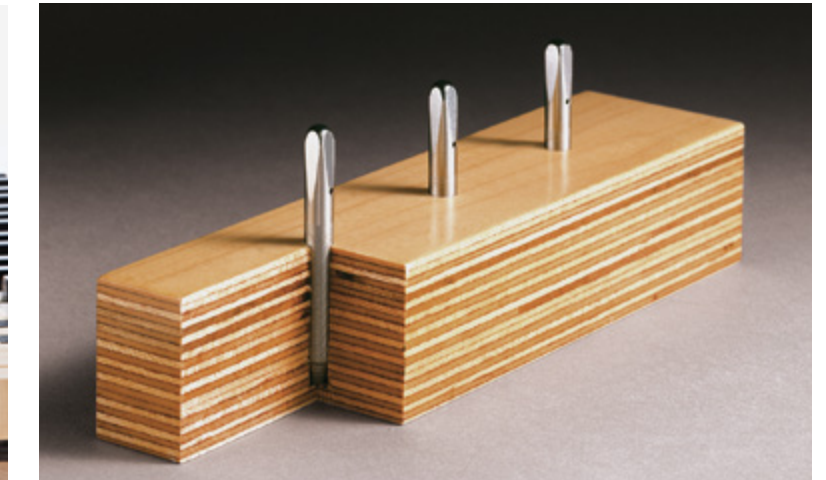
Based on the exclusive designs of Steinway & Sons, the Essex action is made of wood (not plastic) and is characterized by a faster repetition, better stability, and heightened responsiveness – allowing the musician to play with maximum expression and control.



### PINBLOCK

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The Essex pinblock is created from multiple layers of maple incorporated into a single block. The bi-directional structure of the layers grips the tuning pins from several angles, ensuring a tight fit, uniform pressure, and smoother tuning.



#### SOUNDBOARD

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Like all pianos designed by Steinway & Sons, the Essex contains a soundboard of solid, premium grade, straight-grained spruce chosen for its superb acoustic qualities. It also features a special tapered profile that is thicker in the center and thinner at the edges, enabling freer vibration and better tonal volume.



#### BACKPOSTS AND BRACES

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Radial bracing on the grands and staggered massive backposts on the uprights concentrate the rigid structure where the majority of the string tension exists. The overall strength of this system creates a solid foundation for the strength and beauty of the Essex tone.



#### SCALING

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Steinway-Designed tension scaling results in a longer sustaining tone and longer life of the whole piano. Steinway & Sons patented duplex scaling adds harmonic dimension and longer sustain to the tone.



#### WIDE-TAIL DESIGN

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The wide-tail design featured on all Essex grand pianos is a special innovation by Steinway & Sons that creates 6% more surface area in the soundboard. This enriches the sound, giving the pianist the impression of playing on a larger piano.



## THE STEINWAY PROMISE PROVIDING FOR A LIFETIME OF GROWTH

As your musicianship advances you may find yourself growing into a new level of instrument. When that happens, Steinway & Sons will be there. Not only do we offer fine pianos suitable for a range of proficiencies culminating in professional concert hall instruments, we also want you to feel confident about your future with Steinway & Sons. That's why your purchase comes with our promise:

trade in your Essex piano for a new Steinway & Sons grand piano any time within 10 years of purchase, and receive a trade-in credit equal to your original purchase price. Your investment is protected and you are free to continue growing.



## STEINWAY-DESIGNED PIANOS: COMMITTED TO MATCHING A RANGE OF PREFERENCES

No matter what your individual level of skill, or your desired musical goals, The Family of Steinway-Designed Pianos can offer an instrument perfectly matched to your needs: from the professional-quality, world-renowned standard of the Steinway & Sons piano, to the mid-priced excellence of a

Steinway-Designed Essex piano. For over a century and a half, Steinway & Sons has supported the passion of musicians with innovative, exactly built instruments. Whatever your unique needs, there is a quality Steinway-Designed piano that's right for you.

## THE FAMILY OF STEINWAY-DESIGNED PIANOS



STEINWAY & SONS

*Boston*  
PIANO

DESIGNED BY STEINWAY & SONS®

*Essex* PIANO

DESIGNED BY STEINWAY & SONS®

*Essex* PIANO  
DESIGNED BY STEINWAY & SONS®