

THE JOHN LENNON “IMAGINE” SERIES
STEINWAY & SONS LIMITED EDITION

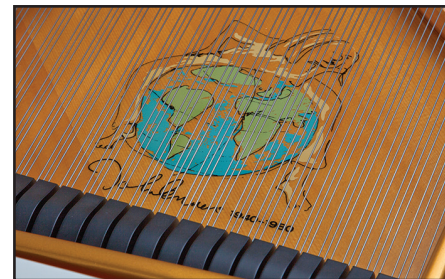


THE IMAGINE SERIES STEINWAY COMMEMORATES A LEGEND

To commemorate the 70th birthday of a true creative genius—legendary musician and songwriter John Lennon—Steinway & Sons proudly introduced the Imagine Series Limited Edition piano. Like the songs of John Lennon, the Imagine Series is the perfect harmonization of music with creativity to achieve an end result that is much greater than the sum of its parts.

The Imagine Series Limited Edition is modeled after the white Steinway grand piano that John presented to Yoko Ono on her birthday in 1971. Each piano incorporates John’s signature, music and a medallion indicating its uniqueness. The music desk of each piano incorporates one of seven different John Lennon drawings, and each piano includes a customized, color soundboard logo.

Since 1853, Steinway & Sons has been dedicated to the guiding principle set forth by founder Henry E. Steinway to “build the best piano possible.” This principle, though it seems fairly simple, means never cutting corners on materials or rushing the handcrafting process. In fact, a Steinway grand piano takes almost a full year from the lumber yard to completion. By always putting quality above all else, Steinway & Sons earned—and has maintained—a reputation as the world’s finest piano. That is why today 9 out of 10 concert pianists choose to play a Steinway and over 1,600 pianists from every musical genre call themselves Steinway Artists. It is also why when John Lennon composed “Imagine,” one of the greatest songs ever, he did so on a Steinway.





A

Imagine Lyrics

A portion of the lyrics that changed the world grace the inside of the piano, in clear view when the lid is open.

C

Imagine Series Medallion

On each piano is a medallion with the series name/number and Lennon's "chop mark" that he designed to mean "Like a Cloud, Beautiful Sound."

B

Imagine Music

Adorning the cast-iron plate, in the same area of the piano where this melody can come to life, are the opening bars to "Imagine."

D

John Lennon Signature

Gracing the treble side of the fallboard, John Lennon's signature can inspire you to Imagine the possibilities—both in music and in life.

The soundboard is often called the soul of a piano, because it is the vibration of this carefully crafted part that creates the beautiful sound and rich tone we have come to know as the sound of a piano. So it is fitting that it is the soundboard through which the soul of John Lennon was channeled when he composed “Imagine” and countless other brilliant works that will stand the test of time. For that reason, the Imagine Series would not be complete without paying homage to the life of John Lennon—and how he captivated the world.

Shown right: Soundboard Decal (Drawing by John Lennon)



E

Frog Pondering

This sketch perfectly demonstrates a blend of the creative and playful sides of Lennon, which so often comes across in his music.

G

Borrowed Time

This is a sketch of a pianist on an upright piano, much like the legendary Steinway on which John Lennon composed “Imagine.”

As of January 2014, Steinway & Sons has reached the series instrument limit for the designs entitled “Self Portrait” and “Grand Piano” – so these designs are no longer available. A limited number of the design series entitled “Come Together” are still available. The above designs are all currently available, though that is subject to change based on the limited quantities that can be produced worldwide.

F

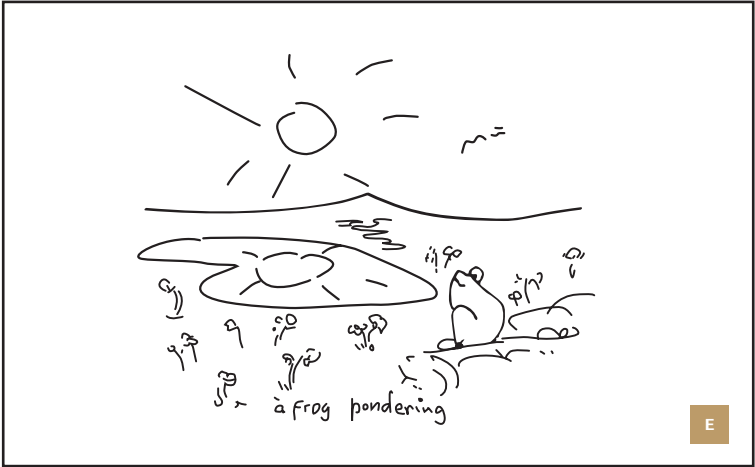
Freda People

Music can free the soul and lyrics can free the mind. This drawing exemplifies John Lennon’s passion for using music for the benefit of mankind.

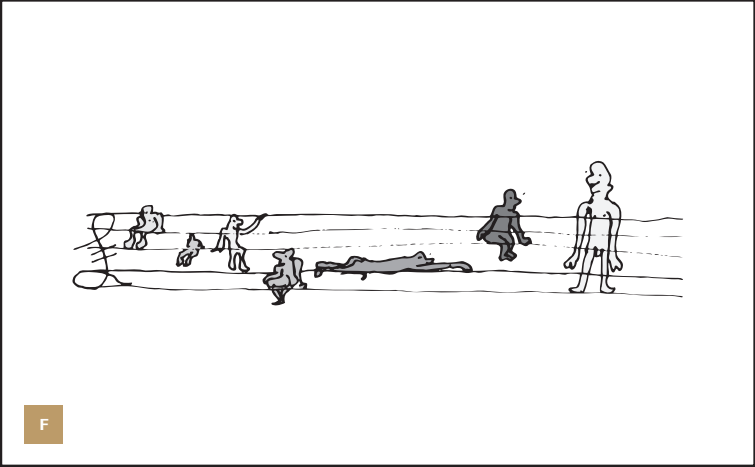
H

Power to the People

Here we see a combination of Lennon’s love for freedom, as well as of New York, with his rendition of the Statue of Liberty in New York Harbor.



E



F



G



H

IMAGINE OWNING A PART OF MUSIC HISTORY

Custom built at our Steinway & Sons New York and Hamburg factories, the Imagine Series is only available from your Steinway Dealer. To find your area's exclusive Steinway Dealer, visit www.steinway.com/Imagine or call 1-800-STEINWAY (North America) or +49-40-853910 (Europe, Asia, Australia, Africa).

The Imagine Series is available in the following Steinway & Sons piano models:

K-52 / K-132 Upright	Model M Grand: 5'7" (170 cm)	Model O Grand: 5'10¾" (180 cm)
Model A Grand: 6'2" (188 cm)	Model B Grand: 6'10½" (211 cm)	Model D Grand: 8'11¾" (274 cm)



