



The Holy Grail Guitar Show - November 15th and 16th - Berlin, Germany

The Show

Unlike other shows in Europe, the Holy Grail Guitar Show will have one undisputed protagonist: the guitar. This event is centred in the different styles of the 6-string instrument: traditional electrics, jazz guitars, semi-acoustics, basses, and more. Each luthier will exhibit their creations on one single table, presenting to the attending public *la crème de la crème* of their production. There will be no traditional stands: the experience for the public will be completely immersive, having the chance to talk with the makers face to face.

Over 110 professional craftsmen and women (the top notch of the contemporary European guitar making) confirmed their presence for the first edition of this show. They will be exhibiting their creations in the European capital of cool: Berlin.

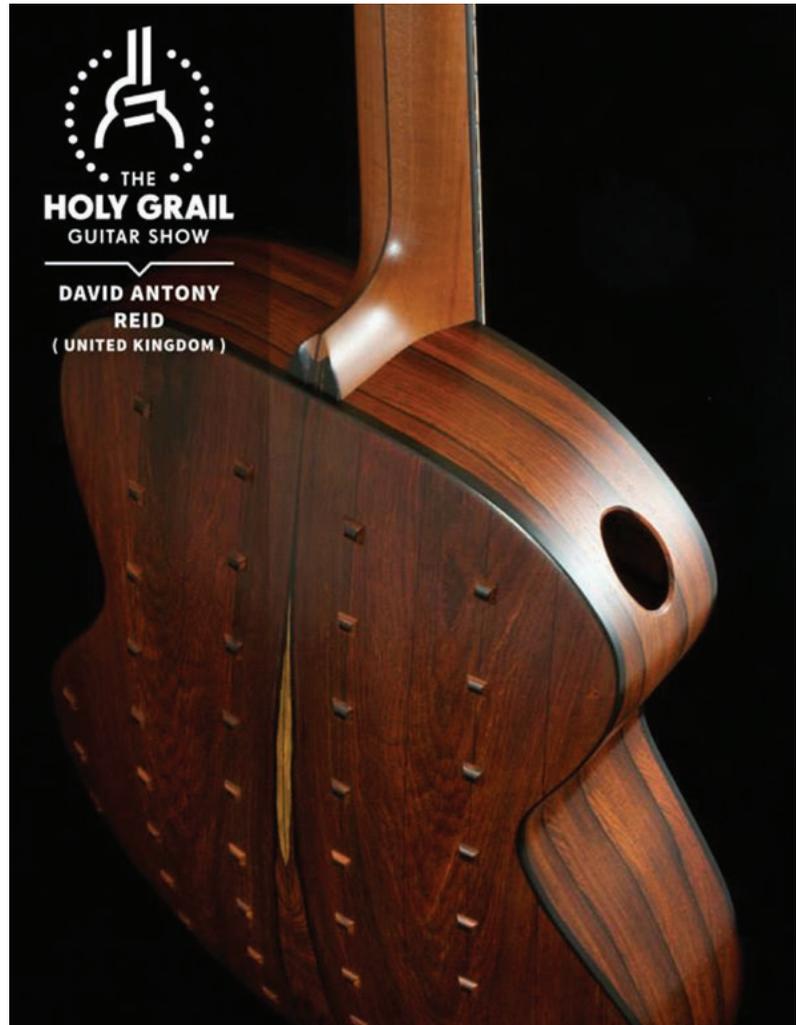


Alejandro Ramirez (o3 guitars, Spain) is one of the 110 top luthiers that will be present at the Holy Grail Guitar Show (<http://www.o3custom.com>)

There are several things about this show that make it different to all the others: The only noise you will hear in these halls will be that of the animated conversations that arise when you put luthiers, musicians and guitar lovers all together in one big place. Except for the programmed performance of live bands (which will play the instruments in exhibition no amplified sound will be permitted—a rule that our eardrums celebrate. You will still be able to test one of the jewels, but only if you use headphones. Another peculiarity of this show: there will be no big brands present. No industrially produced instruments are allowed here, only custom, hand-made, boutique guitars. Names like Teuffel, Ritter, Ruokangas, Huber, and many others that represent the state-of-the-art in lutherie on this side of the Atlantic will be shaking hands with all the guitar lovers who will fill the halls of the Estrel Hotel during those days.

The City

Berlin is not one city, it is several, actually. History tells us that there have been people living in this place since the Bronze Age, several millennia before the Christian era. Diverse settlements distributed in the area around the Spree River have evolved to what are today the different quarters of the German capital, each with its own personality. Modern times had more separation in store for Berlin: from 1961 to 1989 the (in)famous wall divided the city in half. But when that wall came down it didn't mean reunification only for the city: it was also a reunion for fam-



A guitar made by David Antony Reid, another luthier that will exhibit his instruments at the HGGS.

ilies, neighbours, and a whole country that was ripped apart by the biggest war in living memory.

Now, in the 21st Century, these divisions have been transcended as such; they have adopted the form of a many-sided, vibrant city that has something unique to offer to everyone. What is that unique thing for you? Well, it depends. What are you looking for? History, night-life, culture, art, museums, cuisine from all over the world... Berlin has it all. Maybe the Holy Grail Guitar Show is the excuse you needed to visit a place that has another surprise in reserve for its visitors: being significantly less expensive than other major European capitals. |||||

