

FOR IMMEDIATE RELEASE



Piano Solutions XXI Launches Million Dollar Piano
Introducing the Million Dollar New York Serenade Piano – The Crown Jewel of American Music

NORTH HOLLYWOOD, CA (August 7, 2013) — Renowned piano restoration company, *Piano Solutions XXI*, is debuting its newest customized piano innovation – a million dollar Fabergé inspired showpiece, the **New York Serenade**. Adorned with over 164,000 handset cubic zirconia stones and designed to capture the essence of New York’s famed jazz era musicians, this 1917 American-made Steinway & Sons grand piano has been perfectly restored and redesigned to become the pinnacle of custom pianos today, exemplifying both luxury and refinement.

Gene Korolev, president and founder of Piano Solutions XXI and his daughter, Katherine Banyasz took over a year to complete this handcrafted custom Steinway & Sons grand piano. With her ingenuity and extensive knowledge in graphic design, Katherine created a unique initial concept for New York Serenade custom piano. The process was a tremendous challenge, they overlaid, drilled, and eventually handset each of the 164,000 stones into the piano under a glass-like polyester finish to preserve the art for generations to come. The piano has a matching bench that contains over 7,500 gemstones. “To achieve a beautiful glowing effect and portray the energy of the city that never sleeps, the piano was adorned with lab-made diamonds throughout. The piano especially reminds me of that tune sang by Frank Sinatra, ‘New York, New York,’” states Banyasz.

Katherine’s eye-catching, multi-dimensional design features the New York skyline on the piano lid and the ever-glowing moon, resonating a popular song, “Moonlight Serenade”, a signature tune played by Glenn Miller’s big band, while each piano leg mimics New York’s skyscrapers. Imagery of Central Park, Grand Central Station, the Brooklyn Bridge, Cotton Club, and Steinway Hall glisten with lab-made diamonds across the body of the piano completed in an art deco style, reminiscent of the era’s popular aesthetic. Overlapping dancing figures set in the background show images of swing dancers while telling the story of a couple enjoying their time in the Big Apple, giving the piano a sense of personality and delight. Standing close to the piano allows you to capture images of musical instruments overlaid with a ghost-like effect. “It was essential for my design to reflect the independent spirit of the Roaring 20’s, when both jazz and the American dream were rattling the world,” says Banyasz.

In addition to its beauty, New York Serenade has a superb sound and application of many technological innovations. A Live-Performance Model LX high-resolution player system is built in, with an advanced trap-work mechanism that displays self-moving pedals designed and developed by Gene Korolev. This allows the piano to play music from any wireless source - including computers and tablets. A mini iPad with extensive music library also comes with the piano. From the delicate pianissimo to the thunderous fortissimo, all the dynamics of the instrument are reproduced in high-definition. New York Serenade is a true testament to the ties between glamour and music, luxury and design.

For more information on Piano Solutions XXI, please visit <http://www.pianosxxi.com> or call (818) 503-0800. The piano can be previewed at their private boutique showroom and workshop in Hollywood by appointment only. For purchasing inquiries or to inquire about piano customization, please contact pianosxxi@aol.com.

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About Piano Solutions XXI

Piano Solutions XXI was established in 2003 by master piano rebuilder and innovator, Gene Korolev, RPT. He began his career in St. Petersburg, Russia in the year of 1971, Gene Korolev apprenticed at some of the world's top piano restorers. He worked on antique pianos and serviced foreign consulates and cultural centers such as the infamous Mussorgsky College. With his technical prowess and genuine love for music, he established his distinguished piano restoration business in America, where he dedicated years inventing many devices that perfect the process of piano restoration and was recognized as "the future of piano restoration." After graduating with a BFA in visual arts and design, Katherine Banyasz approached her father to design a new line of custom pianos to create masterpiece product combining old-world craftsmanship and modern technology. Gene not only credits his dedication to excellence and pursuit of perfection in piano restoration to Fabergé, but to the brilliant collaboration with his daughter making it possible to create an exclusive line of custom pianos. Their level of craftsmanship, artistry, and attention to detail is unsurpassable, which has been proven in the recent design of two other brilliantly customized pianos built in honor of Coco Chanel and Harley Davidson. New York Serenade, however, exemplifies to the utmost degree, Piano Solutions XXI's knowledge and passion. From hospitality groups to music aficionados, they can offer the most discerning clients innovative custom piano designs, with options in selecting piano models, styles, finishes, accents, hardware colors, bench design, voicing and, of course, gemstones. Sky is not the limit.

pianosxxi.com | custompianodesign.com

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