

From the Founders

In 2020, we knew if we could bring vintage and handmade and pair it with technology and its benefits, our offering would be the premium service we were aiming for.

Like others, we too are driven by the artist. The collectors whose passion elevates these guitars are just as critical. What often gets missed, however, are those who experience what gets created. Whether it's just for the player, friends at a club, a favorite band on stage, or listening to a tune through headphones, the audience is the receiver. A guitar's sound, and how it makes them feel, is wholly unique to them. They are who is carrying the heart of a guitar's mystique.

With a formal Berklee Music education, stage performance, repair and luthier expertise, we realized a focus on the full circular experience – the people – was how to bring our new venture to life. When a client for a very popular artist performing in NYC needed to figure out what was causing his acoustic guitar's electronics to buzz, it didn't just need a repair. For him, it was a career test. For us, it was five days of research and experiments to fix the issue so he could answer her question, "your guitar sounds like shit: is that getting fixed?" Blunt, and harsh. But, it was the artist knowing her audience would hear it and, maybe, never forget it. That's where the obligation and commitment to our beliefs becomes very real.

Our Mission

All that we do is connected, From the instrument's original Source, through the builder's Hands, to the artists' and, finally, To those listening and feeling all it says. Our responsibility is to honor it and be a contributor to its legacy.

Purpose

We are committed to create & restore the full potential of every instrument for its owner, player and those who experience it.

Values

Operate with the highest integrity & to make decisions that benefit the full circle of those supporting us and for whom we provide our talents.