

KREMONA GUITARS



The tone of a century

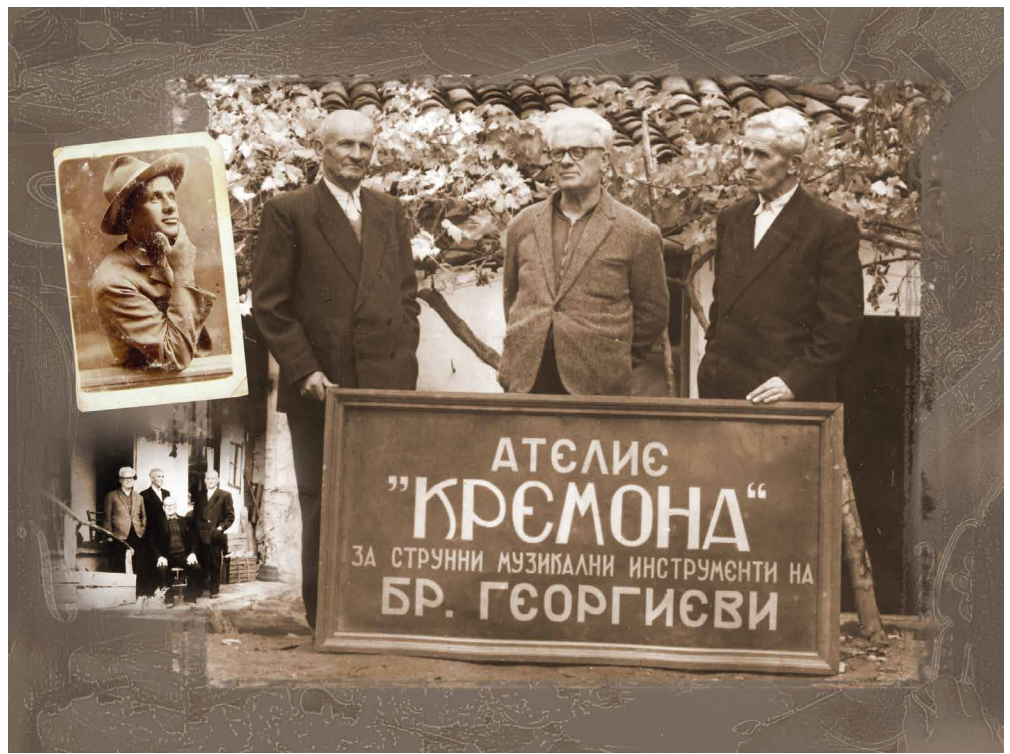
DISCOVER HANDCRAFTED SOUND



kremonausa.com | info@kremonausa.com



DESIGNED WITH HEART, MADE BY HAND



Kremona was founded in Kazanlak, Bulgaria, by Dimitar Georgiev in 1924. He was a talented gunsmith and mechanical engineer who'd been drafted into the Bulgarian army at the beginning of WWI.

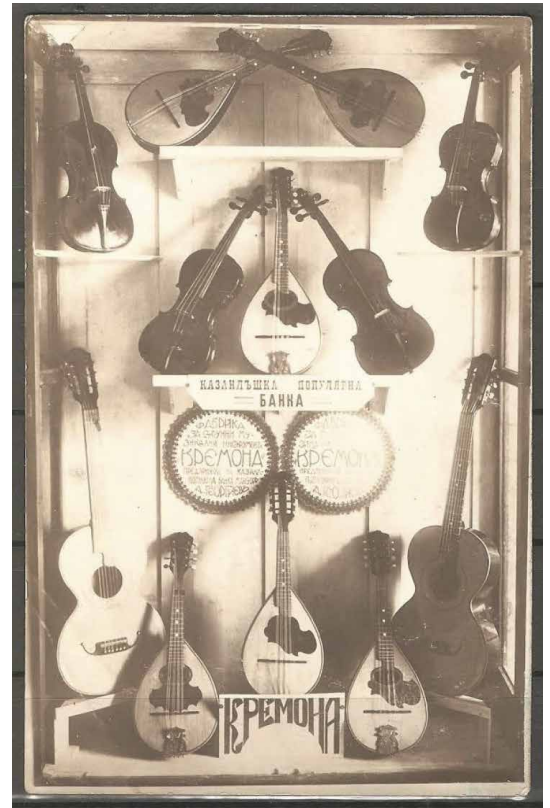
During the long conflict, Georgiev saw the terrible toll guns had taken on humankind and vowed to turn to a more peaceful occupation.

Georgiev played the mandolin and brought it with him on his deployments. Being mechanically inclined, he was able to repair and maintain his mandolin in the field. True to his promise to himself, Georgiev returned to Bulgaria and began making violins, mandolins, and guitars after the war. He quickly excelled at building and earned an apprenticeship with an expert builder in Germany.

A centuries-old luthier town called Markneukirchen was the location for Georgiev to master his craft. This small town was the center of German musical instrument making and there were dozens of violin and guitar builders to learn from. Christian Frederick Martin, the founder of C.F. Martin Guitars, was born in Markneukirchen and built his first guitars there as well.

When Georgiev returned to Kazanlak in 1924, he started Kremona with his two brothers. It was the first company in Bulgaria to craft string instruments, including guitars, mandolins, and violins, and success quickly followed. In the early 1920s, the cost of radios and phonographs had dropped significantly. For the first time, people at every income level had easy access to a wide range of music. Even people in small villages could hear music from all over the world, including jazz and pop styles from Western Europe and the Americas.

Musicians, both professional and amateur, wanted an instrument that could perform any style of music, and guitar fit the bill. Kremona guitars quickly became so popular that Georgiev brought two German luthiers from Markneukirchen to help meet the growing demand.



By the 1930s, Kremona had become the largest producer of guitars and violins in Bulgaria. And, as Georgiev hoped would happen, Kremona began exporting instruments throughout Europe. The business almost ceased during World War II, but Kremona managed to hang on. After the war, the company returned to making instruments full time. As Bulgaria became part of the Soviet Bloc, the state took control of Kremona along with all other private factories and businesses.

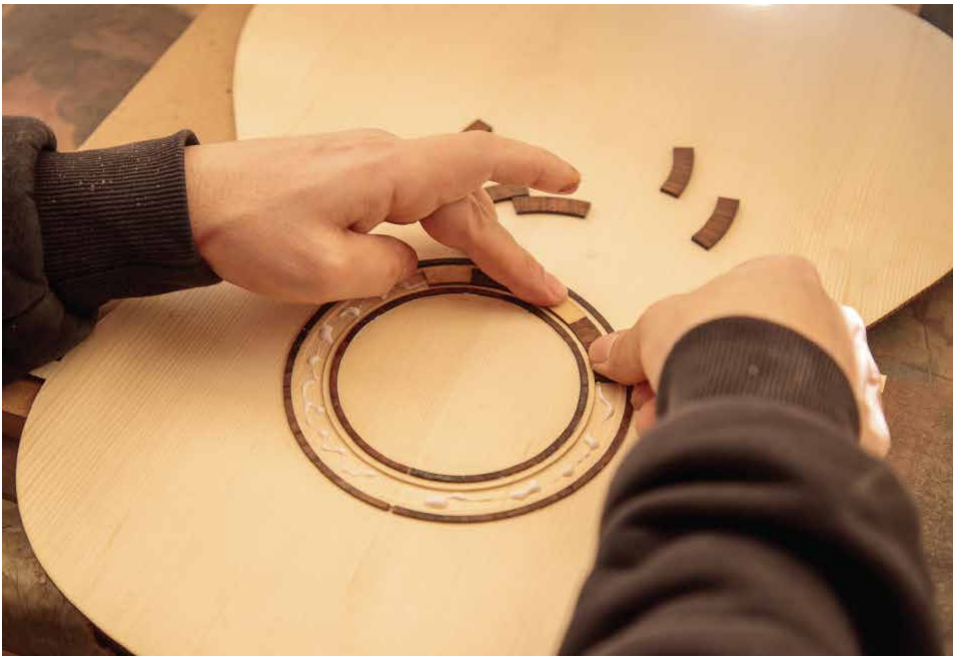


In the late 1940s, Kremona began making steel-string guitars, electric guitars, pianos, cases, strings, and even wooden toys for kids. The most popular guitar from this period was a striking double-soundhole design that had an elongated upper bout. Kremona made thousands of them. Throughout the '50s, '60, and '70s, these were the most popular steel-string guitars in the Soviet Bloc. Many older musicians today fondly remember their first Kremona guitars. Those old instruments have passed from generation to generation and remain a prized family legacy.



Kremona guitars have been in the hands of some great performers. In the early 1980s, the legendary guitarist Ali Farka Toure purchased one and introduced Kremona to the Western world. He played it in concerts, appeared with it on a couple of album covers, and often said in interviews it was one of his favorite instruments.





In 1998, with the fall of communism, Kremona returned to private ownership. Kremona luthiers focused on improving quality and expanding the line, offering a perfect guitar for any type of musician, from the beginning student to the professional performer. Contemporary styles were developed like the popular nylon-string crossovers with cutaways, arched fretboards and pickups, a revolutionary 7-string nylon guitar, beautiful sounding all-solid ukuleles, and some nicely build steel-string guitars. The flamenco series expanded to include cypress and rosewood varieties. Successful all-solid classical models using exotic woods such as Brazilian cocobolo and Indian silver oak were developed. A series of finely crafted fractional-sized guitars was designed so even the smallest child could start learning on a well-built, comfortable instrument.



Kremona guitars are experiencing great success all over the world. We're proud that our guitars have made it to hands of gifted musicians such as Ali Farka Toure and Elliot Easton and, of course, Lulo Reinhardt with his two artist signature models. We hope you join our growing Kremona family as well.

1918

Dimitar Georgiev returns to Bulgaria after WWI.

1918–1922

Georgiev builds instruments independently, improving his skill and gaining experience.

1922

Georgiev wins a lutherie scholarship from the Plovdiv Chamber of Commerce and Industry.

1922–1924

Georgiev learns to craft instruments in Markneukirchen, Germany.

1924

The company is founded by Dimitar Georiev and his two brothers on St. Dimitar day

1931

Two German luthiers are contracted to train builders and improve the quality of the workshop's production.

1930s

Kremona is the largest producer of guitars and violins in Bulgaria.

1963

The company expands production to include classical, steel-string and electric guitars, violins, violas, cellos, basses, folk instruments and more.

1965–1967

A new workshop is built.

1969

Dimitar Georgiev passes away at age 76.

'50s–'70s

Kremona guitars are the most popular instruments in the Soviet Union.

1997

Kremona begins worldwide export for a new stage in its history.