

RADIO

NOAH - HARDSHELLS
HANDMADE GUITARS

July 15th 2010
18.00 - 22.00



Ph. credit: Lorenzo Ceva

N.O.A.H . guitars — Noè Officine Aluminium Hardshells

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Live sounds: Saturnino — Davide Ferrario

In July 15th Radio honors Noah guitars.

Born in 1993, NOAH the famous guitar brand which name stands for Noè Officine Aluminium Hardshells, represents excellence in the production of aluminum electric guitars entirely designed and hand finished in Italy.

NOAH instruments are not packaged in any company or shop. The headquarter is an old villa in north-east Milan, which resembles an exclusive underground club where musicians and fans can catch up with the three founders and handcrafters of Noah, Renato Ruatti, Giovanni Melis e Mauro Moia and discuss with them the customised development of their instrument. Inspired by "National" - the famous American guitar from the 30's - following the standard grooves of the classical "Telecaster" from Fender, NOAH guitars are considered real lute making jewelries.

Historical research and big attention to design has allowed Noah to create innovative instruments with respecting for their primary function; producing an excellent sound. Noah instruments are constantly being played on stages worldwide by musicians such as Lou Reed, Muse, Ben Harper, Saturnino.

RADIO — locate, tune, amplify

A xister project | conceived by Marco Klefisch

RADIO is an exhibition space for selected audio and video materials, chosen and created by 'guest owners' selected amongst artisans, curators, designers and photographers who utilize RADIOs premises as a workshop for a two month period during which they carry out research on a specific theme pertaining to their artistic field.

RADIO also hosts a bimonthly show of the material collected and developed by two travelers singled out to be sent as envoys to specific locations in order to build a focus project.

RADIO promotes music, traveling and cultural events on a continual basis via interchange between selected individuals.

RADIO is in Milan in Via Pestalozzi, 4.

Opening times:

— monday to Friday

— midday to 8pm

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guest owner: Davide Caforio

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