

Freitag

IMMER FREITAGS

A sound of inconceivable beauty that
unfolds to captivate and move the listener.





A sound of inconceivable beauty that unfolds to captivate and move the listener. A sound that guides us through the here and now, that allows us to forget, and that lets things happen. The space/time framework dissolves. What will happen will happen. What has happened has happened. The present is the only thing that matters. The moment becomes eternity. Being, feeling, enjoying. That's music, that's magic. But this magic can only be experienced if the moments of feeling are precisely reproduced by the instrument, the accordion. If the inner self finds expression through the music. Pure and true.



Hans Kessler

Is developer. Electronics engineer. Bass player. Guitarist. Researcher. Planner. Son. Brother. The sunny boy. Perfectionist. Funny. Caring. Dextrous. Creative. Responsible. **Loves** Friends. Family. Closeness. Sustainability. Music. His hair. Relationships. Work. Beautiful things. Quality. Decisions. Focus. **Kessler and Sons** means future. Identification. Work. Learning field. Self-improvement. Magic.

The development and construction of unique accordions.

This is the starting point for the Kessler and Sons partnership. **Its goal: the research, development and construction of accordions. Unique accordions that perfectly meet the ergonomic, tonal and visual requirements of the individual musician.** The current accordion market does not allow for such individuality, as musicians are forced to choose from a palette of pre-existing models and therefore have to make compromises. Every person is different, every musician is different, and thus every accordion should be different. Kessler and Sons want to reverse the process of buying a product. During a so-called 'product-finding process', the accordionist plays a test ac-

cordion to determine exactly how it should be adjusted ergonomically to match his/her playing style, and what design and sound considerations need be taken into account. This approach opens up completely new possibilities, especially when it comes to ergonomics. Until now, accordion players had to adjust their playing style to the instrument. At Kessler and Sons, each accordion is adjusted to the player's style.

A reed block library helps us find the perfect sound. Various reed blocks can be mounted into the test accordion, thereby enabling the musician to select the sound of his/her new accordion. These unique instruments are entirely developed by Kessler and Sons. Only in this way can the instruments reflect the individuality of each musician.



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A reed block library helps us find the perfect sound.

CEO and musician Valentin Kessler help his clients to discover the product that's right for them. As an accordionist with 40 years of stage experience, he can perfectly empathise with his clients. In addition, Valentin Kessler has gained experience in accordion building under Thedi von Weissenfluh (Thedi Akkordion) and is well versed in the technical and mechanical challenges involved.

The newly developed E-accordion revolutionises the market.

But we're not stopping there. Kessler and Sons want to make it possible to capture the unique sound of an accordion in an amplified setting. That's why Kessler and Sons are developing the E-accordion. The three-man company is thereby creating a hitherto unknown instrument. The difference between an acoustic accordion and an E-accordion is as striking as the difference between an acoustic and an electric guitar. Despite sharing the same name, the two instruments sound completely different. Unlike the existing MIDI accordion, the E-accordion features an electromechanical pickup. **The newly developed E-accordion has the potential to revolutionise the market, and even to create a new kind of musician** – one familiar with the long tradition of the accordion, but able to create completely new soundscapes using new technology.



The musical information isn't obtained digitally, but rather shaped by the player's technique and then amplified.



Luzi Kessler

Is **production manager**. Automation engineer. Drummer. Son. Brother. Backer. Prototype builder. Purchasing agent. Craftsman. Tinkerer. A maker. Intelligent. Able to learn. Outgoing. A little forgetful. Technophilic. Loyal. Grounded. **Loves** Friends. Family. Recreation. Music. Cars. Cats. Relationships. Stability. **Kessler and Sons** means work. Livelihood. Engineering. Responsibility. Independence. Magic.

Our scientific methods enable sound-relevant parameters to be examined and reproduced.

In the field of the E-accordion, Hans Kessler is the expert.

As electronics engineer with ten years of experience, and a member of the development team at the Trumpf Schweiz AG, he brings to Kessler and Sons a wealth of knowledge that is invested in the research and development of new instruments.

Kessler and Sons are implementing their innovative ideas step by step. They learnt about conventional accordion construction from Thedi von Weissenfluh, because traditional knowledge and skills form the basis for new and innovative creation. The company has also invested a lot of time and energy in accordion research, which led to the entire mechanism of the instrument being redeveloped. A milestone in this process has already been reached with the production of the company's own tuning table. This device is at the heart of the enterprise and is key to Kessler and Sons working method. The tuning table simulates the arm movements of the accordionist through the automatic ventilation of the reed block. The resulting sounds are not only measured but also saved. This allows for a scientific method of working that allows sound-relevant parameters to be examined and reproduced. Kessler and Sons want to grasp the soul of the accordion. Their research will help them accomplish this aim.


The conclusions drawn from the research form the basis for the subsequent production. All parts required for the accordion construction are especially developed by Kessler and Sons. **As production manager, Luzi Kessler oversees the entire production process.** He is not only responsible for the building of the prototype and the mechanical tasks, but is also involved in research and development. He too is currently employed at Trumpf Schweiz AG and as an automation engineer he knows about the interplay between electricity and mechanics.

At the moment Kessler and Sons is in the research and development phase. To date the company has invested 120,000 Swiss francs in the enterprise. However, they have a long way to go yet. They plan to keep pursuing the goal of revolutionising the accordion market. **To be able to work in their company full time, Kessler and Sons require 200,000 Swiss francs per year.** With sufficient backing it will be possible to get production up and running within four years. And thereby to enable music to emerge that will touch and captivate people. Music through which the moment becomes eternity. Only in this way can it arise: the magic.



Valentin Kessler

Is **CEO**. Accordionist. Father. Perfectionist. Organisational talent. Imaginative. Motivated. Considerate. Tolerant. Inventive. Open. Emotional. Grumpy. Authentic. **Loves** precise working. Minor major harmonies. Family. Music. Naps. Good food. Quality. Craftsmanship. The big picture. **Kessler and Sons** means a legacy. Creativity. Craftsmanship. Construction. A father-son project. Innovation. Magic.



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