

# TONewood MASTERS

***Tonewood Masters*** is an ambitious multi-media initiative that honors the artistry of master luthiers and the creativity of master guitarists, illuminating the inspiration and innovation that drive both makers and players. To these ends, *Tonewood Masters* aims to become the vibrant nexus where the art of crafting and playing fine acoustic guitars is elevated and amplified—and in the process, establish *Tonewood Masters* as the new epicenter and platform for all that is excellent in the field of fine acoustic guitars and its players.

The centerpiece of this project is the **Tonewood Masters Collection of fine modern instruments**—flattop, archtop, classical, and specialty. Among other forms of media, this unique collection will be featured in a special edition signed, numbered, and slip-cased hardcover coffee table book, and a softcover trade edition. Featuring stunning original photography of the guitars in beautiful locations around Bainbridge Island, WA, this high-end production will also include inspiring stories, histories, interviews, anecdotes, and artifacts that further illuminate these storied instruments.

We would be honored to include your “Tonewood Masters Edition” guitar in this carefully curated collection, ensuring its place alongside these iconic instruments. In exchange for your instrument, we offer the following:

- ✦ A visually rich **pictorial-feature spread** and in-depth interview/story in the book (with selected artist commentary).
- ✦ Inclusion in a high-production values [video series](#) featuring leading artists playing, discussing, and recording instruments from the Tonewood Masters collection.
- ✦ A **feature story** in [Collectible Guitar](#) magazine and on our interactive website, as well as in the new [Guitar Habit](#) newsletter.
- ✦ **Exhibition of the guitar** at the special project launch event at Bainbridge Island, Washington’s [Islandwood](#), which will also feature artist performances on the guitars from the collection.
- ✦ Inclusion of the guitar in our permanent exhibit, where it will be available for **invited and visiting artists to discover, play, and record.**
- ✦ A full **sonic characterization** of your guitar, courtesy of our Tonewood Labs, capturing comprehensive impulse response (IR) data using our novel audiophile techniques and systems to analyze every acoustic nuance of the instrument, providing invaluable insights into the sonic attributes of the guitar.
- ✦ Production and compilation of **companion recordings**, as well as curated streaming playlists featuring the Tonewood Masters collection and artists’ performances through our label, Shadegrown Music.
- ✦ Presentation to a combined **audience of hundreds of thousands of guitar enthusiasts** through our networked and partnered platforms and channels.
- ✦ **Major media promotion** to further advance the project.
- ✦ Support for our [Tonewood Masters Mentors](#) program, developed in partnership with a network of collaborators and other non-profits, putting donated guitars in the hands of at-risk kids and matching them with teacher/mentors.

In short, we are committed to honoring and promoting your Tonewood Masters Edition guitar through this legacy-building project—and in the process, help release the energy it embodies to do its work in the world. We hope you’ll join us. In the meantime, to learn more, follow the many links you’ll find at our provisional site, [www.tonewoodmasters.com](http://www.tonewoodmasters.com). We hope to count you in and look forward to exploring ideas for your Tonewood Masters Edition guitar!