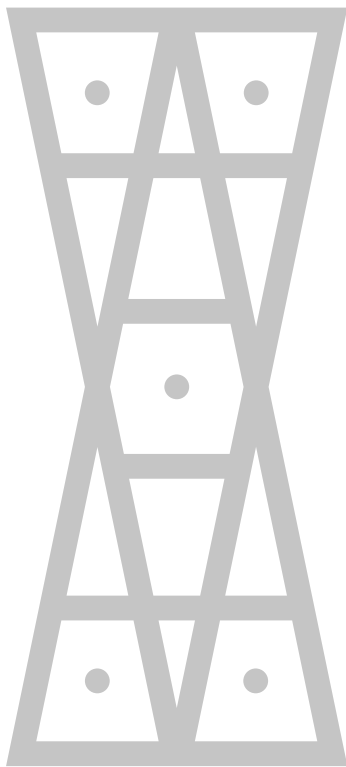


The Almedina Project



The **Almedina** project was born one morning in the summer of 2012, on a vast beach in Tarifa, in the native land of flamenco, the innermost soul of the guitar. It was born in the clear-headed and relaxed atmosphere of a long-awaited holiday, in the company of dear and very special friends, stretched out in the sun, far from the mental distractions of daily life. It was also born from seeing the guitar, a vital and powerful expression of the air, sun and earth of those parts, following the tendency of our times to industrialise and globalise everything and gradually lose its most distinctive characteristic – the sound that rises from the deep, that comes from ancient and far-off lands, from silences, from love, from death.

How is it that the guitar has come to be so far-removed from its essential character, and is perhaps destined to survive only in bionic classical models or myriad electric versions? The answer lies partly in what we call ‘imprinting’: as we are born, so we grow, we develop, we mature. And what we have we then teach, widening the circle ever further, in an unending spiral, for better or for worse.

With the continuous evolution of the language, the term ‘study guitar’ has come to have a very limited meaning, synonymous with provisionality, low quality, low price, almost a piece of gymnastic equipment to be tolerated or subjected to while waiting for something great, something supreme, a ‘concert’ piece. Nothing could be more

misguided: the ‘study’ guitar is what forms us, what we become accustomed to, the instrument with which we spend a crucial period of our training and that helps to shape our sensibilities. If, instead of starting out with what is nothing more than a guitar-shaped illusion, we begin with a real instrument, which brings us into contact with the inner world of the guitar, much effort might be saved and many new paths opened.

Starting out in this way, as it was probably normal to do a hundred or so years ago, has now sadly become a privilege: today even the ‘study’ guitars of former times have become unattainable cult objects.

It was thoughts such as these, on that beach in Tarifa, that gave birth to the Almedina project, through which I decided to dedicate all my knowledge – the product of more than twenty years’ work – to those who are starting out, who are studying, who are developing.

The Almedina guitar is a luthier’s instrument in the strictest sense.

It is made entirely by hand, from the choice of materials to the shellac varnishing, in a process distilled from the experience, study, experimentation and constructive practices of an entire lifetime.

The Almedina is a child of our time, but it is deeply rooted in the history of the guitar, rising from its very heart to lie in students’ hands, and to grow with them into the future.

May the Almedina assist you in your quest for the sound and soul of the guitar.