

## **Mission and basic principles of the Hermann Hauser Guitar Foundation**

### **The Foundation**

The intention of the Hermann Hauser Guitar Foundation is to promote classical and acoustic guitar music in an undogmatic way. Special concerns are the promotion of young talents and setting up a worldwide exchange of students and lecturers. Especially supporting schools on the African continent is an important concern. This foundation is the first one in Europe that explicitly dedicates itself to acoustic guitar music. The name of the foundation provides the historic fundament; it is the name of the worldwide known Hauser dynasty of guitar manufacturers. The favourable response to this initiative is very impressive. World stars of the classical guitar join the curatorship almost weekly. The management of the Foundation bundles the power and the ideas of the various members and provides appropriate worldwide “networking”.

### **1. Background**

The guitar is the most popular instrument of all. It is used in nearly all styles of music. As to the acoustic guitar, and especially the classical guitar, there are accumulated needs regarding its acceptance by a broad, artistically interested public. The methods of performing and presenting acoustic music – and not only classical music – are in danger of running aloof.

Many concerts and events do not satisfy the potential and sonic possibilities of the acoustic guitar. Quite often this is up to the involved persons themselves – artists, organizers, managers, technicians, etc. The classical sector largely consists of conventions and anachronisms that are opposed to the guitaristic advancement.

Artistically challenging music should be presented in a courageous and unconventional way. Quite often people agree that there is no broad audience for the classical guitar and acoustic music respectively. The members of the Hermann Hauser Guitar Foundation disagree about this opinion, and this is an essential reason why artists worldwide enthusiastically agreed to collaborate in the scope of the Foundation.

Of course it is easier to agree on producing whatever market researchers and multi-national corporations purport. Then you can claim that this kind of music is good because people buy and consume it. This cynical attitude is widely spread in all social classes, in politics and in economy. If we take a look at the current range of problems in the world, we permanently find evidence that this “cynical model” has reached its growth limit.

## 2. Basic Principles for Operating in the Hermann Hauser Guitar Foundation

Human beings like us stimulate things and get things into the right direction by permanently considering what we actually want, what we are actually able to move and what we can contribute to the whole thing as an individual. The work of the Foundation can change a lot by bundling positive energy and working for a common cause. We form an international community that cannot miss its effect.

Any initiative always has its ifs and buts! The concern of the Hermann Hauser Guitar foundation is the promotion of guitar music. Its members do not have any kind of superior sense of mission, instead they invite to join in and everybody will be able to participate to a great extent.

Just like other industrialized regions on earth, Europe is in a mood of crisis. The level of wealth is high, and luxury could hardly be bigger in some circles. The economic problems and the developments resulting from them are well known. The considerably negative implications of an alarming economic development and the failures in educational and social politics are very distressing and for the most part needless, as they are home made grievances.

The optimism of the members of the Hermann Hauser Guitar Foundation is based on the awareness of problems. If the best work together, important impulses will emerge from their projects, and thus endow confidence to people.

Crises must be perceived as chances! Current developments show us how much we depend on each other. Many people feel alienated, globalisation is considered to be threatening. At that, it is joyous to newly discover that we are not alone in this world.

The Foundation headquarters is located in Munich. Hermann Hauser I used to be an active member of the "Gitarristische Vereinigung" (Guitaristic Association) in Munich. Back in 1920 this organisation represented a respectable "network" in the scope of guitaristic. Guitar virtuosi from all over Europe met in Munich and brought along their cultural gifts.

Hermann Hauser I intensely dedicated himself to the dialog with artists like Andres Segovia and Miguel Llobet, formed friendships with them and implemented their ideas and wishes in practical guitar manufacturing. As a result, excellent instruments came into existence, instruments that became an essential part of worldwide careers in the range of classical guitar music. The conversational process of developing a sophisticated model could take more than ten years, that's why Hauser guitars are considered the benchmark in guitar manufacturing, worldwide and even today. Hermann Hauser I is responsible for a standard in guitar manufacturing unknown by then. His abilities as a developer are provable in the form of patents.

Hermann Hauser III feels largely committed to the virtues of his ancestors. Intensive talks with artists are an essential part of his instrument development, too. He developed special models for many artists who had been served by his ancestors. Many new "customers" came along. Creating the Foundation, together with Klaus Wolfgang Wildner, and thus committing himself to the promotion of young talents, distinguishes him in a special way and impressingly gives evidence of his passionate relationship to the guitar.

The most important mission of the Foundation is the promotion of international and interdisciplinary collaboration. In the curatorship there are not only guitarists, but also film makers, media artists, university lecturers, entrepreneurs, technicians and craftsmen. Also, it is an important concern of the Foundation to get other guitar manufacturers to join the activities and projects.

### 3. Financing the Foundation

Just like any other foundation, the Hermann Hauser Guitar Foundation is funded by the initial capital and donations. At initiation, the initial capital is provided by Hermann Hauser III and Klaus Wolfgang Wildner, who are the founders of the Foundation. Donations may be made by any private citizens as well as business companies. Artists may turn fees into donations or organize projects and concerts in favour of the Foundation. Business companies may support the Foundation in the range of their endorsements.

### 4. The Founders of the Foundation

Hermann Hauser III is the internationally famous master in manufacturing guitars. Klaus Wolfgang Wildner is an architect, entrepreneur and guitarist from Munich. His experience in the fields of management, media business and human resources ensure the operations of the Foundation.

Talks between Hauser and Wildner did not only lead to establishing the Foundation, but their dialog also brought about interesting results for the development of instruments. When they met for the first time, Klaus Wolfgang Wildner introduced a very old, very broken quint bass guitar to Hermann Hauser. This instrument had been manufactured by Hermann Hauser I in 1922. Presumably there are only three instruments of this kind worldwide. Very quickly both of them awakened to the fact that they had discovered something extraordinary and that they were able to prevent this wonderful instrument from extinction. Hermann Hauser III restored this instrument in perfection. The innovation is that the fully utilizable quint bass guitar now gets into the hands of many guitar virtuosi – “Trans-shipment centre Foundation”. The enthusiasm for the instrument is overwhelming.

#### *Hermann Hauser Guitar Foundation*

Hermann Hauser III and Klaus Wolfgang Wildner