

La filosofia di Suon'Arte

è quella di mettere sempre la musica e la qualità del suo ascolto al primo posto così come viene concepito anche da Mr. Kiyooky Imai, progettista e costruttore dei prodotti Audio Tekne di cui si condividono i principi ispiratori e di cui di seguito riportiamo un testo, scritto da lui stesso, che riteniamo significativo per cercare di comprendere la sua, che è anche un pò la nostra, filosofia.

Suon'Arte si contraddistingue inoltre per un nuovo approccio alla filosofia di vendita che punta a proporre i prodotti Audio Tekne a prezzi interessanti; questo grazie al fatto di trattare un marchio che a livello mondiale è al di sopra di qualsiasi possibile sospetto, visto che da sempre i prodotti Audio Tekne sono considerati da tutti dei punti di riferimento assoluti per concezione costruttiva e qualità della riproduzione della musica.

Ci rendiamo conto che stiamo proponendo oggetti esclusivi, costruiti uno ad uno, con cura maniacale, dal suo stesso progettista. Non dunque oggetti di produzione industriale destinati ad un consumo di massa ma raffinatezze destinate agli appassionati di musica più esigenti.

E' per questo che da appassionati non dovendo per nostra scelta sottostare alle abituali logiche commerciali, vogliamo tentare di proporre questi "tramiti" per la riproduzione della musica ad un prezzo che sia coerente con i nostri investimenti e che corrisponda al vero valore dei prodotti.

Tutto ciò crediamo sia possibile mantenendo un rapporto quanto più diretto con chi come noi ama ottenere dall'ascolto musicale sensazione di armonia e di benessere.

Siamo fiduciosi che questo nostro sforzo possa essere condiviso ed apprezzato.

Il testo che segue, scritto da Kiyooki Imai, è stato volutamente lasciato in lingua inglese così come lo abbiamo ricevuto, tenendo conto che a sua volta è stato già tradotto dal giapponese all'inglese, in modo da evitare ulteriori passaggi interpretativi che sempre si debbono affrontare in fase di traduzione di testi, con contenuti concettuali, da una lingua all'altra.

The general plan of Audio Tekne

Please understand these;

Audio equipment is civilization and music is culture.

Don't sell audio equipment, and a seller needs to wait for the customer who understands the value of audio equipment and buys it.

1. The audio equipments for listening to music are not the goods sold according to persuasion and power.
2. In short, audio equipments are the goods which are bought after a customer understands the value.
3. Supposing audio equipments are sold at persuasion and power; since the customer bought it without understanding the value, he will get bored with using them immediately.
4. A seller needs to lead a customer so that a customer can judge the right sound.
For that reason, a seller needs to recommend a customer to go to a concert.
(The reason: Don't get to know a real sound, and there are many people who evaluate sound quality.)
However, a seller must not force about it to a customer.
5. A seller has to introduce the good software for his customer, and a seller has to make it pride for his customer to have much software.
6. A seller does not recommend a customer a change of audio equipments; when there is dissatisfaction as opposed to sound quality in a customer, as for a seller, it is right to teach a customer the cause.

The difference between music and sound

Music: Art by sound, Rhythm, Vibrant tune, Tone, It is based on harmony etc, and what performs the music composed by various form, and there are a musical instrument and vocal music.

Sound: It is physical.

1. Strength of Sound is Intensity of Sound Wave.
2. High of Sound is Character of Sound by Pitch Sound.
3. Volume of Sound is Size of Sound on Feeling.

Comfort: It is sensuous.

1. They are pleasant to be sound in mind and body.

My personal history

I was born in Shimizu-shi, Shizuoka on April 24, 1942.

It seems that I heard the symphony of No. 5 of Beethoven that an elder brother hears by SP at the time of 2 years old.

It is separated from 20 years old of the year of an elder brother and mine.

I was interested in amateur radio from the time of 13 years old. My call is JA2BDC.

As for me, LP record was heard for the first time at the age of 17, and noise heard the sound of amateur radio, and my hobby changed to listening to music from amateur radio.

Music relieves the heart. I feel it for charm most.

Since I was brought up by the brother-in-law, I could not go to the university. I graduated from the department of an electron of an industrial high school.

And I joined Japan Victor Company.

It was lucky and assignment of me was a department of stereo technology.

Then, I did work of a process analysis, process decomposition, process control, and work instruction. And six years passed. I dislike the job and enter the time of change of job. However, I was change of job for fulfilling my future hope rather than it having been selfish and changing one's job.

My eight change of job gave me many experiences.

I have experienced all except account department. And Audio Tekne was built.

If I will become the time of tax payment from six years before, I am teaching to the taxpayer creation of a settlement-of-accounts document, and creation of a tax return form.

In short, change of job is my university.

When I got interested in audio equipment for the first time, I am meaningless and yearned to Ortofon SPU-GT, SME 3012, Marantz #7 Garrard, Thorens, Goodman and JBL Olympas.

I at that time forgot to listen to music.

In 1961 I made PP stereo main amplifier that connected the triode 25E5 and the pre amplifier that imitated Marantz # 7.

Speaker system made 2-way (25cm and 5cm).

LP record player is Japan Victor.

Especially I was influenced, when I am in the dormitory of Victor, it is that I listened to music by the stereo system of the janitor's son.

His work is selection about the background music of television.

For the work to which I satisfy me, I established Audio Tekne.

And the subcontract of a trading company and a company was carried out.

As for the trading company and company, the products that are selling be judging as a good thing, I noticed that time.

I had a doubt in it.
And I have noticed that audio equipments approaching a real sound are right.
It is the beginning of Audio Tekne of today from it. It is 1980 year.
I began direct sales of a vacuum tube and audio accessory to the customer.

The product of my beginning is an audio accessory. They are speaker cable, made by carbon, and lead wire for head shell.
Furthermore, since, I had been doing development of an ultimate transformer for vacuum tube amplifier.
And I made the stereo main amplifier of 6AS7G A1 PP.
The amplifier is very popular, there is not even malfunction and be an active service yet.
Then, I knew the importance of a preamplifier and did development of a preamplifier immediately. I made TP-8201 in 1982.

I thought that the amplifier of the right sound had to be PP. The character of a vacuum tube and a transformer requires it.

I think that there are many people who have mixed up the hobby and the favorite thing.
I think that I have many things that people want to consider as a favorite thing.
However, I think that there are few persons who are intent on a favorite case. It expresses it in the following manner, if the person without the hobby looks at the person of the hobby.
That guy is intent on Audio and seen like foolishness.
As a conclusion, there are not many persons who are hobbies to listen to music.
In short, if to judge about one hobby, there are not many people who have the hobby.
Consequently, in order to listen to music, there are few people who buy audio equipments.
Therefore, if to think only the success of business is considered, sale of audio equipments do not become to the business.
I say that Audio Tekne is established, because I wanted to modify worse audio market, than the success of business is hoped and be not an exaggeration.
Since I wanted to correct wrong audio market rather than I desire a success of business, I am not an overstatement to say that I established Audio Tekne.

The Japanese feature is weak in fashion, a brand, and a price (if expensive, it is judged as good one).
In short, almost all Japanese are that there is no capability of the value judgment of a product.

The audio market in Japan began from 1960 age.
As for in that time the console type stereo was a mainstream.
It began that the amplifier of the stereo makes it with the transistor from about 1964. And, the stereo device has come to be called audio system without knowing it.
Anyhow, the company concentrated on selling much the audio equipments.
As a result, the salesclerk sold audio equipments to the customer forcibly.
Determination whose customer buys audio system: It is because the next man bought audio system since the friend bought audio system.

In short, they do not listening to music; they bought audio system with their own vanity.

Therefore, in Japan, software does not sell well to the rate whose audio system sold well.

Vacuum tube in Japan of the 1980's:

The popularity is 300B. However, since 300B was expensive, many people used 2A3 regularly.

There were also many people who like a large-sized vacuum tube especially, and they liked and used 211.

Also, that time prevailed that the price is cheap pentode (EL-34, 6550) connects the triode and use.

The production article of the person that does not understand well the circuit was mentioned to the magazine.

Furthermore, the circuit that investigated the tone quality improvement truly was not examined.

That moment, I was lucky and I understood that the tone quality of the vacuum tube amplifier is decided with the transformer.

I was absorbed in development of a transformer.

And when succeeding in the development, I thought that I could make the vacuum tube amplifier that the other company cannot make.

I spent about three years on the development, and succeeded in the development.

Although I was able to make good amplifier, I had another problem.

It is that there is little peripheral equipment that fully demonstrates the performance of amplifier.

Therefore, I developed MC cartridge and LP record player and speaker system.

Such a hint that makes correct audio equipments is to not cause the vibration other than the music signal to the devices.

The hint for making right audio equipments is not doing vibration of those other than a music signal as the equipment.

I defended the condition faithfully and made audio equipments.

The audio equipments that kept the above conditions faithfully were made and they are the product of Audio Tekne.

A Japanese audio maker only considers selling and, the audio makers compete with made the product of the sound that has a store effect.

Sound with the shop front effect:

1. The customer is made to hear the effect sound (shock sound) in a store.
2. The customer is not able to listen to proper music.

When the customer tries listening to the audio system of the store, the sound gives the impact to customer, and the customer are made to buy by it.

Each audio maker competed in such a situation for business.

Furthermore, the audio critic appeared, the publishing company and audio critic of an audio magazine cooperated with the maker, and the report that sides with a selling person was indicated for the audio magazine.

There was a company that imports expensive audio equipments especially around 1980.

The company sold those equipments for the rich man.
The rich man boasted of having bought expensive audio equipments.
The companies made the customer do a change of novel equipments one after another.
Soon, the customer gets bored with audio equipments, and the companies declines and are not at present.
Consequently, the market has forgotten the right sound.

I took the measures that make a customer's sensitivity rich.
Rather than the customer purchases audio equipments, the customer is that it is important to listen to music; I persuaded that to the customer.
And I introduced good software for the customer and recommended the customer to hold much software.

In short, audio equipments are only the means that listens to music.
Please have a question in software becoming the sound quality which changes with audio equipment.