



Press Contacts:

Lisa Petrie  
415.503.6265  
[lep@sfc.edu](mailto:lep@sfc.edu)

Karla Avila  
415.503.6211  
[kra@sfc.edu](mailto:kra@sfc.edu)

FOR IMMEDIATE RELEASE

April 9, 2007

**THE SAN FRANCISCO CONSERVATORY OF MUSIC PRESENTS  
GUITARRADA III: GUITARS AFTER WORLD WAR II**  
**An afternoon of rare classical guitars brilliantly played and insightfully discussed**  
Featuring **Pepe Romero, Richard Brune, L. John Harris** and **David Tanenbaum**  
in cooperation with the Omni Foundation  
**Sunday, May 6, 2:00 p.m., Concert Hall, 50 Oak Street**

From the advent of nylon guitar strings, to the emergence of cedar soundboards and the radical variations of double tops, raised fingerboards and lattice bracing, *Guitarrada III* will feature guitars from World War II to the present. Guitars from famed luthiers—Robert Bouchet, Ignacio Fleta, and Jose Ramirez III to Greg Smallman, Thomas Humphrey and other contemporaries—will highlight the innovations that have taken the genius of 19<sup>th</sup> century Antonio de Torres’ “modern” guitar in new directions with provocative results. This special event will provide audience members one of the first ever opportunities to hear classical guitar in the Conservatory’s historically restored grand Concert Hall.

*Guitarrada* is a word coined by the late guitar maestro and composer, Celedonio Romero. Celedonio used the word to describe the spontaneous gatherings at Casa Romero in Del Mar, California where a variety of guitars would be examined, played, and even traded by the visiting luthiers, guitarists, and students that would flock to Casa Romero. Today, the Romero *guitarrada* tradition is carried on by Celedonio's sons, acclaimed maestros Celin, Pepe and Angel Romero, and grandsons Lito and Celino. Romero family documentarian L. John Harris (*Los Romeros: The Royal Family of the Guitar*) came up with the idea of using the *guitarrada* format to share his

superb collection of classical guitars with the Conservatory and the public, and *Guitarrada I* was launched in 2004.

As with previous *Guitarradas*, the featured guitars will be played, examined and compared by maestro **Pepe Romero** and luthier/scholar/guitarist **Richard Brune**. Co-hosts will be Conservatory guitar faculty chair **David Tanenbaum** and guitar collector **L. John Harris**.

*Please note that this is not a concert or performance. Mr. Romero's exclusive concert appearance in the Bay Area is May 5, 2007 at the Herbst Theatre, brought to you by the Omni Foundation and San Francisco Performances. Ticket information is available at [www.omniconzerts.com](http://www.omniconzerts.com).*

**CALENDAR EDITORS:**

**WHEN:** Sunday, May 6, 2:00 p.m.

**WHAT:** *Guitarrada III: Guitars after World War II*, with **Pepe Romero** and friends

**WHERE:** San Francisco Conservatory of Music Concert Hall, 50 Oak Street, between Franklin Street and Van Ness Avenue

**PROGRAM:** Special Lecture Demonstration: An afternoon of rare classical guitars brilliantly played and insightfully discussed

**TICKET INFO:** \$15/\$10, 415.503.6275 [www.sfcm.edu](http://www.sfcm.edu)

**CONTACT:** Karla Avila, 415.503.6211

\*\*\*\*