

Fender Musical Instruments Corporation (FMIC) and Italian distributor M. Casale Bauer proudly announce the grand opening of the Fender Custom Shop Showcase Italy. It is the third such international exclusive Fender guitar destination, joining the elite Fender Custom Shop Lounge (Düsseldorf, Germany) and Fender Showcase Tokyo (Japan).

The Fender Custom Shop Showcase Italy is in Bologna, Italy, and is housed in a building by California-born Italian designer Gretchen Alexander. The showroom is located near the offices of M. Casale Bauer, Fender's Italian distributor since 1962, and was created to provide Fender dealers, their special guests and artists with a comfortable place to find, try and buy some of the most beautiful guitars in today's market. The showcase features an impressive array of high-end guitars crafted by the master builders of the Fender Custom Shop and provides artists and dealers (and their VIP clients) with access to some of the most unique high-end Fender instruments ever made available in one place. The showroom houses an unparalleled selection of Fender Custom Shop instruments, as well as Bauer's personal collection, one of the largest and most valuable in the world.

More than 400 of Italy's most important Fender dealers, musicians, musical instruments industry leaders and VIP guests gathered for a private reception on Sunday, Sept. 21, 2008, celebrating both the grand opening of the Fender Custom Shop Showcase Italy and Bauer's 60th anniversary. The event was highlighted by a party that evening in the historic Palazzo dé Rossi that featured a concert with top Italian musicians and a trio composed of U.S. guitarist Greg Koch, U.S. bassist Reggie Hamilton and drummer Dom Famularo.

"The grand opening of the Fender Custom Shop Showcase Italy represents a culmination of 46 years of great partnership between Fender and M. Casale Bauer," said Patrizia Bauer, president of M. Casale Bauer.

"This new Fender showcase is a very important goal in our constant research to meet the needs of our customers, and is also a great chance to celebrate our own company's diamond anniversary," said Giorgio Masetti Zannini, managing director of M. Casale Bauer. "We have been working with great enthusiasm to create a place where dealers, collectors and artists can find an highly-specialized Fender Custom Shop showcase presentation."

"Casale Bauer is a fantastic distributor with a great eye for marketing and the support of the Fender brand. It is therefore no surprise that they have created a stunning environment to highlight the very finest work that Fender has to offer. It was a privilege to be part of this historic event and I know that this showcase will bring fantastic rewards for Casale Bauer, their dealers, artists and consumers," said Jon Gold, FMIC senior vice president of international sales.

"Each time we open a showcase, it blows us away," said Mike Eldred, Fender Custom Shop marketing director. "M. Casale Bauer has really pushed it up a notch with this one—from the stunning guitar display to the immense sliding panels with artwork by Bob Perine to the inner lair with hand-stitched Italian leather couches and even more high-end guitars and basses. It is amazing to see it, and the job that they have done is unbelievable."

For more than two decades, the Fender Custom Shop has been a "dream factory" that creates the world's finest guitars and basses. From its inception in Fender's original Southern California

Fender Opens Up Custom Shop in Italy

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home, the Custom Shop has grown to become the world's preeminent maker of custom "instantly collectible" instruments, making Fender's finest the world's finest and astounding players and collectors alike worldwide with creativity, ingenuity and artistry.

Pictured above (from left): Oliver Schuetz, FMIC distribution sales manager Europe; Jon Gold, FMIC senior vice president of international sales; Giorgio Masetti Zannini, managing director of M. Casale Bauer; Patrizia Bauer, president of M. Casale Bauer; Richard McDonald, FMIC senior vice president of global marketing; and Mike Eldred, Fender Custom Shop marketing director.

Press Release

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