

SCHIEDMAYER

Since 1735

The Story of a Keyboard Manufacturing Dynasty



Family Tree of the Schiedmayer Keyboard Manufacturer

Balthasar Schiedmayer
Carpenter and instrument maker
*25.10.1711 – †05.10.1781
Built his first instrument in 1735 – a clavichord

Johann Christoph Georg
Organ, -piano and
clavichord maker
*1740 †1820
Neustadt a.d. Aisch

Adam Achatius
Piano maker
*1745 †1817
Erlangen

Johann Erhard
Piano maker
*1787 †1821
Erlangen

Johann Lorenz
Piano maker
*1814 †1895

Johann David
Piano maker
*20.04.1753 – †24.03.1805
(Apprenticeship at Andreas Stein) Augsburg

Johann Lorenz
Piano maker
*02.12.1786 – †03.04.1860
(Apprenticeship at Nannette Streicher) Vienna
in 1809 founded in Stuttgart with **Carl Wilhelm Friedrich Dieudonné**
Dieudonné & Schiedmayer

Schiedmayer & Soehne founded in 1845 by J. L. and his sons, Adolf and Hermann, Legal successor to Dieudonné & Schiedmayer
Piano, reed organ, phonola

Adolf d. Ä. (I)
Piano maker
*1819 †1890

Adolf d. J. (II)
Councillor of commerce
*1847 †1921

Hermann d. Ä. (I)
Piano maker
*1820 †1861

Hermann d. J. (II)
*1849 †1891

∞ **Anna**, nee Kees
† 14.03.1928

Gustav
*1883 †1957

Georg
*1931 †1992

∞ **Elianne** nee Villard
*29.03.1944

J. & P. Schiedmayer founded in 1853 by Julius and Paul
Converted in 1875 to **Schiedmayer Pianofortefabrik**
reed organ, piano, and after 1890 Celesta

Julius
Harmonium- and piano maker
*1822 †1878

Paul
Harmonium- and piano maker
*1828 †1890

Paul Arthur
*1860 †1918

Max
Piano maker
*1865 †1941

Hans
*1897 †1979

Max
*1908 †1978

In 1969 private takeover of the **Schiedmayer Pianofortefabrik** by Georg Schiedmayer
1992, the firm passes to Elianne Schiedmayer
Dissolved in Stuttgart in 2008

Müller-Schiedmayer
Piano maker - Würzburg
*1874 †1968
Marie Louise *1824 †1888
∞ with Karl Müller, writer

Erwin Müller-Schiedmayer sen.
Piano maker
*1848 †1927
Apprenticeship at
J. & P. Schiedmayer
1869-1873 Steinway &
Sons New York
1873-1874 Schiedmayer & Soehne

Erwin Müller-Schiedmayer jun.
Piano maker
*1898 †1977

1980 renamed as **Schiedmayer & Soehne GmbH & Co. KG**

1980 suspension of piano manufacturing and specializing on celestas and keyboard Glockenspiel

1995 Founding of **Schiedmayer Celestabus GmbH** (founded by Elianne Schiedmayer)

2003 renamed **Schiedmayer Celesta GmbH** (celesta, keyboard glockenspiel, built-in celesta and glockenspiel for pipe organs)



Birthplace of Balthasar Schiedmayer | founder of the company
| Erlangen



Johann Christoph Georg Schiedmayer | Neustadt an der Aisch |
Clavichord | 1793

For nine generations, the Schiedmayer family has been active in the manufacture of keyboard instruments. It is a rare phenomenon in the history of the manufacture of musical instruments to find members of the same family dedicated uninterruptedly for over 280 years to the continuing production and improvement of the craft.

The Beginning of a Piano-making Dynasty

The ancestor of an extended piano manufacturing dynasty, **Balthasar Schiedmayer**, was born on October 25, 1711, in Erlangen. Following an apprenticeship in carpentry, he built his first clavichord in 1735. In those days, musical instruments were primarily manufactured by carpenters, who had however to petition the city magistrate for an official certification following a proficiency test. In Erlangen's residence directory, **Balthasar** was listed as organ and keyboard maker. One of Schiedmayer's major customers was the well-known composer and organist Christian Friedrich Daniel Schubart. Looking back, Schubart wrote in his autobiography in 1791: "In those days I was the best keyboard player and poet in Erlangen; ...driven by passion, I flitted around senselessly among my friends, disorderly, thoughtlessly, without diligence, a spendthrift, amassing debt upon debt. My creditors threw me into debtor's prison, where I languished for four weeks, during which my tear-stained lady friend and a good piano of Schüttmayer [sic] made me nearly forget the shame of the prison..."

Successful Sons

Unfortunately, none of **Balthasar Schiedmayer's** instruments have survived. He died in 1781 and left the family home and workshop at Theaterstrasse 27 in Erlangen to his three sons, **Johann Christoph Georg** (1740-1820), **Adam Achatius** (1745-1817) and **Johann David Schiedmayer** (1753-1805) – not to mention his extensive expertise and knowledge. The oldest son, **Johann Christoph Georg**, settled in Neustadt an der Aisch and became a well-known clavichord maker. In contrast to his brother **Johann David**, he left behind no workbook that would have recorded the kind and number of his instruments, as well as the names of their recipients. A few of his instruments survived, including at the Landsmuseum in Stuttgart, the Museum of Fine Arts in Boston, Mass., USA and the Schiedmayer collection in Wendlingen am Neckar (Stuttgart). **Balthasar's** second son, **Adam Achatius**, remained in his birthplace, Erlangen, also as a piano maker. A square piano made in 1818 by Adam's son, **Johann Erhard**, was played on October 16 2011 during the jubilee festivities for the 300th birthday of the firm's founder.

Fame as piano maker

The youngest and most famous of **Balthasar Schiedmayer's** sons was **Johann David**. He learned the fundamentals of piano construction from his father and went to Augsburg in 1778 to work in the workshop of Johann Andreas Stein. After the death of his father in 1781 he returned to Erlangen and established his own workshop. His fame as piano manufacturer spread quickly. At a later date he followed his carpenter to Nurnberg since he alone could measure up to **Johann David's** exacting demands. Schiedmayer's



Johann David Schiedmayer (1753-1805)

utmost precision of the finished instruments, a factor that gives them a position of honor to this day. One of his instruments, a fortepiano No. 7 from 1783, was played during the jubilee on October 16 2011. Luckily, **Johann David's** workshop book has survived, containing his comments about this fortepiano: "The 7th instrument went to H. von Kerpen, Dean of the Cathedral in Würzburg (Würzburg). It was accepted with much acclaim, the price was set at 300 F. I handed it over myself on December 5, 1783, accompanying it to Würzburg."

Carl Friedrich Cramer described this instrument in his *Magazin der Musik*, Hamburg, 1783-87, II/1, p. 126: "December ... 1783/ Music personalities in Erlangen...N.S. The splendid fortepiano, which came last week from the hands of the local instrument maker **Johann David Schiedmayer** and is aimed for Würzburg, deserves to be noted as well, since it is finished admirably like the earlier ones he had built."

Instrument maker for the court

Apparently **Johann David Schiedmayer's** health was constantly precarious, and the news from the free city of Nuremberg stated: "On March 20, 1805 died here at the age of 52 Mr. **Johann David Schiedmayer**, Instrument Maker for the Court and honorary member of the Society for the Promotion of Homeland Industries. He acquired a memorable reputation with his talent in producing his instruments."



Johann David Schiedmayer | fortepiano | 1783

Stuttgart joint venture company

In the next generation you will find without question the most famous grandchild of **Balthasar, Johann Lorenz** (b. 1786 in Erlangen – d. 1860 in Stuttgart), son of **Johann David**. He was the first Schiedmayer to come to Stuttgart. **Johann Lorenz** learned from his father and maintained the latter's workshop and workbook until 1806, when Nuremberg became part of Bavaria. At that time, he left the city and went to the piano factory of his friends, Andreas and Nannette Streicher in Vienna. There he met the young piano maker **Carl Wilhelm Friedrich Dieudonné** of Ludwigsburg. When the French occupied Vienna for the second time, the two decided to leave the city and move to Stuttgart. The firm of **Dieudonné & Schiedmayer** was established in Stuttgart, in a back yard building on Charlottenstr. 4. The two friends strived continually to improve their product. They introduced the English mechanism and incorporated it into their product. In the following years, the reputation of the enterprise spread in the area. The workshop book of **Johann David** was used by his son **Johann Lorenz** until 1821.

Steadily increasing demand necessitated enlarging the workshop, and in 1821, master builder Thouret erected a new building in Neckarstrasse, now Konrad Adenauer Strasse.

Booklet for pianists

In 1824, Dieudonné and Schiedmayer published a small book: *A short guide to the thorough understanding and treatment of fortepianos, with regard to their playing, tuning and maintenance, especially those that came from the workshop of Dieudonné and Schiedmayer in Stuttgart*. A reprint of this booklet was published by **Elianne Schiedmayer** in 1994. The booklet is recommended to every piano maker and pianist regarding the German and English mechanism.

Johann Lorenz takes over

Carl Wilhelm Friedrich Dieudonné died in 1825 and **Johann Lorenz** became sole owner of the firm, assuming sole responsibility for all the work. He was very successful in this task, as can be seen from the long list of customers from all over the world.



Carl Wilhelm Friedrich Dieudonné (1783-1825)



Johann Lorenz Schiedmayer (1786-1860)

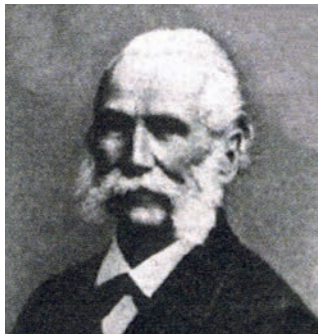
- 1735** – Balthasar Schiedmayer built his first instrument in Erlangen
- 1809** – Founding of the firm Dieudonné and Schiedmayer in Stuttgart
- 1821** – Move into the Stuttgart plant on Neckarstrasse
- 1845** – Founding of the firm of Schiedmayer & Soehne
- 1853** – Founding of the firm J. & P. Schiedmayer, later Schiedmayer Pianofortefabrik
- 1890** – Start of Celesta production
- Destruction of the firm's building in World War II**
- 1969** – Move from Stuttgart to Altbach
- 1969** – Takeover of Schiedmayer Pianofortefabrik by Johann Georg Schiedmayer
- 1980** – Renaming of Schiedmayer & Soehne to Schiedmayer & Soehne GmbH & Co. KG.
- 1980** – Termination of piano production – specializing on Celestas and Keyboard Glockenspiel
- 1985** – Move to Wernau
- 1992** – Johann Georg Schiedmayer dies – Elianne Schiedmayer, nee Villard, takes over the operation.
- 1995** – Founding of Schiedmayer Celestabau GmbH
- 2000** – Move to Wendlingen am Neckar
- 2003** – Renaming of Schiedmayer Celestabau GmbH to Schiedmayer Celesta GmbH
- 2011** – 300th birthday of Balthasar Schiedmayer, founder of the piano dynasty Schiedmayer.



Johann Lorenz Schiedmayer | fortepiano | 1814



Johann Erhard Schiedmayer | square piano | 1818



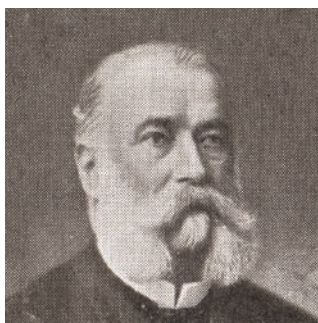
Adolf Schiedmayer Sr. |
Councillor of commerce
(1819-1890)



Hermann Schiedmayer Sr.
(1820-1861)



Julius Schiedmayer (1822-1878)



Paul Schiedmayer (1828-1890)

Schiedmayer & Soehne

Johann Lorenz was father of four sons and a daughter, all of whom became piano builders. In 1845 the two eldest sons, **Adolf** and **Hermann**, entered as partners in their father's enterprise – founding the firm of Schiedmayer & Soehne, Stuttgart, Piano-forte manufacturers to the Court. By then nearly 3.600 instruments had been built.



Schiedmayer & Soehne | Neckarstrasse 14-16 Stuttgart

J. & P. Schiedmayer

The two younger sons, **Julius** and **Paul**, were sent by their father to Paris to study the reed organ (harmonium) manufacture at Debain. During this time they met Victor Mustel the latter inventor of the Celesta. On their return to Stuttgart, the caring father built for them in 1853 a reed organ factory next to his facilities on Neckarstrasse. It led to the formation of the firm of J. & P. Schiedmayer, later Schiedmayer Pianofortefabrik, the first reed organ factory in Germany.



Schiedmayer Pianofortefabrik (formerly J. & P. Schiedmayer) | Neckarstrasse 12 Stuttgart

General boom

When J. L. Schiedmayer passed away in 1860, he left his sons his life achievement, a plant that long ago had ceased to be a mere workshop and had expanded into a major, award-winning industrial enterprise.

The bas-relief from 1896 (carver Gäckle) on the house facade of the Royal Center for Industry and Trade (Today Economy House, Stuttgart) shows that during **Johann Lorenz's** life, he had been one of the major industrialists of

Württemberg; he influenced the economy and culture even after his death. Later historians considered him one of the fathers of Württemberg's industries. His grave in the historical Fangelbach cemetery is today a protected monument. By 1861, his son **Hermann**, Sr. followed him in death, and the other son, **Adolf**, Sr. was left with sole responsibility for the firm of Schiedmayer & Soehne. A general boom at the end of the nineteenth century resulted in worldwide exports, awards, medallions and honorary diplomas honored the firm.



Bas-relief of Johann Lorenz Schiedmayer on the house facade of Economy House, Stuttgart

Competing relatives

It had been decided that the parent firm (Schiedmayer & Soehne) would concentrate on building pianos, while J. & P. Schiedmayer would build reed organs. Thus there existed two Schiedmayer factories in Stuttgart. After the death of **Johann Lorenz**, and against his wishes, the two younger sons started producing pianos as well and the two older sons reed organs in addition to pianos. As a consequence, the relatives became competitors.

Müller-Schiedmayer | Würzburg

Further issues arose in addition to the two competing Stuttgart firms. The daughter of **Johann Lorenz**, **Louise** Schiedmayer (1824-1888), married **Karl Müller**. Their son, **Erwin** Müller-Schiedmayer (1848-1927), studied piano manufacturing with J. & P. Schiedmayer, as well as with Schiedmayer & Soehne and with Steinway & Sons in New York, before establishing his own pianoforte factory Müller-Schiedmayer in Würzburg in 1874. The last piano manufacturer with the name Müller-Schiedmayer was Erwin, Jr. (1898-1977). The factory buildings were destroyed in World War II. The enterprise was sold in 1968 to the piano firm Karl Lang in Munich, and was taken over in 1999 by Steinway in Munich.

Purveyor to the Court

In spite of the many orders, the cautious **Adolf** Schiedmayer, Sr. never forgot that only high quality and constant supervision would insure the firm's name. It became impossible for **Adolf**, Sr. to shoulder the responsibility alone. His son **Adolf**, Jr. and his nephew **Hermann**, Jr., both trained in the leading world firms and became his coworkers. In 1875, they were promoted as partners in the firm, which was appointed purveyor to the Royal Court of Württemberg. In acknowledgement of his contributions to the town and the country, he was given in 1881 the honorary title of "Geheimen Commerzienrat" (Councillor of Commerce).

Artists in the House Schiedmayer

Piano virtuosi and composers as Friedrich Silcher, Clara Schumann, Frédéric Chopin, Richard Wagner, Hans von Bülow, Richard Strauss and Franz Liszt were closely connected with the Schiedmayer house. For example, on July 20, 1889, Clara Schumann wrote to Johannes Brahms: "Today I received a Schiedmayer grand piano – no one here



Franz Liszt (1811-1886)

has ever seen a huge instrument like that". The reference was to a concert grand piano that **Johann Lorenz** Schiedmayer, one year before his death, personally delivered to Clara Schumann, at the time one of the most famous pianists of the 19th century.



Clara Schumann (1819-1896)



Schiedmayer Pianofortefabrik | custom-made product for Peter Behrens (architect & designer) | 1902

Continuing growth

Schiedmayer & Soehne and J. & P. Schiedmayer became some of the largest piano manufacturers of their time in South Germany. There were two factories in Stuttgart, with branches in Ulm and Plochingen, and branch offices in Berlin and Saarbrücken. Beginning in 1890, J. & P. Schiedmayer started to manufacture celestas, in addition to small-, upright-, grand pianos and reed organs. The firm also produced unusual combination instruments, such as the Schiedmayer-Scheola, a combination of reed organ and celesta, and auto-playing mechanical instruments (Phonola: a player piano with a Hupfeld mechanism).

Schiedmayer's first 100 years

In 1909, firm's centennial was celebrated in Stuttgart. In addition to congratulations from around the world, King Wilhelm II and Queen Charlotte also sent their greetings. The King appointed **Adolf** Schiedmayer, Jr. as "Geheimen Commerzienrat" (Councillor of Commerce). He celebrated the grand occasion by founding the "Adolf Schiedmayer endowment" to support the dependents and disabled families of factory workers. Another honor came from abroad as Austro-Hungarian Court Purveyor. By then the plant expanded to 200 workers on 5.300 m², producing over 1.000 instruments a year. No one foresaw that five years later World War I would break out. The war brought many hardships, including border closings and material and worker shortage. In 1919 **Adolf** Schiedmayer, Jr., and his nephew, **Gustav** (Son of **Hermann** Jr.), succeeded in bringing the firm back to reasonable operation.

Stuttgart severely damaged

When World War II broke out, the Schiedmayers found themselves in the same situation as 25 years earlier: No materials, no workers and no contacts with foreign customers. Bombs struck the factory three times. The third time, on the night between July 26 and 27, 1944, the whole plant burned down to the ground. The life work of the Schiedmayer piano manufacturing family in Stuttgart was annihilated.

Rebuilding after the war

The war was over, but few thought of reconstruction. However, the head at the time, **Gustav** Schiedmayer (1883-1957), great-grandson of **Johann Lorenz**, would not be discouraged. In September 1946, temporary reconstruction had already started on the old site, using available material. Through the 1960s, **Gustav** Schiedmayer and his son **Johann Georg** (1931-1992) reviewed several architectural plans for a permanent, modern structure. In the end, however, these had to be rejected because the site was destined for a cultural center and in 1969 Schiedmayer had to abandon the site under threat of expropriation. On the former Schiedmayer site there stand today the Stuttgart House of History and the State



Schiedmayer & Soehne | square piano | 1860



Schiedmayer & Soehne | grand piano | 1871



Schiedmayer Pianofortefabrik | Harmonium with Celesta | 1912 | Model Richard Wagner



Schiedmayer & Soehne | Hupfeld Phonola | 1916



Schiedmayer & Soehne | Louis XVI
| 1965



Johann Georg Schiedmayer
(1931-1992)



Elianne Schiedmayer



Schiedmayer Celesta |
State Theatre | Stuttgart

High School for Music and Representational Arts, whose co-founder in 1857 had been **Johann Lorenz** Schiedmayer.

Johann Georg Schiedmayer

In 1969, **Johann Georg** Schiedmayer took over as sole owner and shareholder of the Schiedmayer Pianofortefabrik, formerly J. & P. Schiedmayer, from former owners, **Max** and **Hans** Schiedmayer. The manufacture of Schiedmayer & Soehne instruments was moved to the factory buildings of J. & P. Schiedmayer in Altbach/Plochingen, which fortunately were not destroyed in the war.



Schiedmayer Pianofortefabrik (formerly J. & P. Schiedmayer) | Altbach

Piano production closed down

In 1980, the entire piano production was terminated. The markets were saturated, the competition from Asia were starting a virtual trade war. A joint venture with the firm of Ibach to produce pianos under the Schiedmayer label turned out to be impractical, and **Johann Georg** Schiedmayer soon withdrew from this attempt. The existing Schiedmayer Pianofortefabrik (formerly J. & P. Schiedmayer), owned by Georg Schiedmayer and **Elianne** Schiedmayer was still registered in the Stuttgart District Court under the number HRA 761. In 2008, **Elianne** Schiedmayer closed the firm.

Specializing in Celestas

In the course of taking over the Schiedmayer Pianofortefabrik, in 1969, Schiedmayer & Soehne established the manufacturing of celestas as the primary focus of their production. The tradition of building celestas had already begun under J. & P. Schiedmayer in 1890 (as of 1875 renamed as Schiedmayer Pianofortefabrik). In 1980, Schiedmayer & Soehne was renamed Schiedmayer & Soehne GmbH & Co. Ltd. Limited partners were **Johann Georg** Schiedmayer and his mother Henriette Schiedmayer, née Sieckmayer. As of that date Schiedmayer began specializing exclusively on the production of the celesta and keyboard glockenspiel. In 1985 the production of celestas and keyboard glockenspiel was moved to Wernau near Plochingen

Elianne Schiedmayer takes over

In 1992, **Johann Georg** Schiedmayer died unexpectedly. His widow, **Elianne** Schiedmayer, née Villard, pianist and music educator, took over the leadership of the firm. Three years later, after the death of her mother-in-law Henriette Schiedmayer, **Elianne** decided to found Schiedmayer Celestabau GmbH. In 2000 the enterprise moved to its own buildings in Wendlingen am Neckar, near Stuttgart, and has operated since 2003 under the name "Schiedmayer Celesta GmbH".

On the international stage

Around the world there are hardly any orchestras, opera houses, theaters, music academies, recording or broadcasting studios, where you cannot hear the sound of Schiedmayer instruments. Among its patrons are the Berlin Philharmonic, the New York Philharmonic, the Stuttgart Opera House, the London Symphony, the Juilliard School of Music in New York, the State Academy for Music and Representative Art in Stuttgart, the Vienna State Opera, the Opera House in Shanghai and the NDR Elbphilharmonie Orchestra in Hamburg. Among them are also known jazz/pop musicians, such as the Oscar nominated J. Ralph, Paul Simon, Peter Gabriel and the Norwegian band A-ha.

An important focus of Schiedmayer activities in the service of music are the composition competitions for the celesta. The goal is to expand and enrich the celesta repertoire with original works. So far, three such competitions have taken place, in 1994, 1999 and 2009.

Worldwide, Schiedmayer Celesta GmbH is today the only manufacturer of celestas according to the original design and construction by its inventor, Victor Mustel. The worldwide success of Schiedmayer celestas is the result of the combination of the finest materials, application of professional and passionate craftsmanship, and an over 120-year experience in the production of celestas.



Schiedmayer Celesta GmbH | Head office and manufacture | Wendlingen am Neckar

SCHIEDMAYER

Building Celestas since 1890

The only worldwide manufacturer of Celestas
according to the patent of Victor Mustel (1886) Paris



5,5 octave model Studio, black oak

Celesta models

- 5 octaves (c-c5)
- 5 ½ octaves compact (c-f5)
- 5 ½ octaves studio (c-f5)

All instruments are available in natural oak or black finish

Trade-in on new instruments possible

Other products

- keyboard glockenspiel (c2-g)
- built in glockenspiel or celesta (c2-d5) for pipe organs

Services

- loan instruments
- complete overhaul
- maintenance and repair
- world-wide delivery



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SCHIEDMAYER CELESTA®

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Schiedmayer Pianofortefabrik |
custom-made to the design of Robert
Knorr for the World Exposition in Paris in
1900 | State Museum Württemberg -
House of Music - Fruchtkasten | Stuttgart



73240 Wendlingen am Neckar (Stuttgart) Germany
www.schiedmayer-stiftung.de