



## INFOSHEET

### UP TO NOW

Since decades the concept of semi acoustic guitars has not been reviewed. Despite the industrial production the concept has always been a crafts one.

### HERE COMES MADA

The MADA caimes body is an organically shaped semi-acoustic electric guitar body made of hemp pulp and is not carved or milled like traditional guitars. Design has revolutionized the production technique. One form without any linings or bracings. With its edge-less organic shape, MADA develops an unmistakable, wonderful sharp and organic sound.

### MADA IS MATERIAL

Why hemp? The permanent transition from impact sound into airborne sound is essential to the sound. That's how resonances are formed. This makes Hempstone® the perfect 3 dimensional molding material for music instruments. The material consists of 100 % hemp fibres and contains no plastics, which would close these resonance-gaps.

### DESIGNSTATEMENT

Why the spherical form? Adam Wehsely-Swiczinsky: *"I wanted to create an erotic object, the Venus of guitars, to support the special relationship between the musician and his/ her instrument. It was important to me to create a homogeneous body. Away from »cut away«, towards one form."*

### TEC SPEC

Body	Size 26x127x20" (467 x 323x 50 mm) Two shelled hempstone® construction, molded at Drum-Param, Material thickness 3-5mm One sound-hole
Neck	Scale 25,5" (648mm), 23,5 Frets Construction Bolt on, reaching beneath Neck pickup Material maple Fingerboard rosewood 6mm, radius 12" (304,8mm), mother of pearl inlays
Headstock	radius 12" (304,8mm), Head inlay mother of pearl. Overlay rosewood.
Hardware	Bridge Gotoh 510 tune-o-matic bridge Tuners Gotoh 510 3L 3R Ferrules stainless steel
Electronic	Passive, 1 volume, tone custom swivels rosewood Pickups PAF humbuckers with ebony housing, custom made by Haeussel-Pickups

### Contact:

### DESIGNTEAM

Adam Wehsely-Swiczinsky  
Hollandstrasse 9  
A – 1020 Vienna  
Austria  
+43 699 1 942 58 31  
office@awsdesign.cc  
www.madaguitars.com  
www.awsdesign.cc