



Vienna, May 2007

„MADA caimes“ - Semi acoustic guitar made of hemp-cellulose revolutionizes guitar market  
Launch party on June 14th at aws designteam studio

For seven years „aws designteam“ head Adam Wehsely-Swiczinsky has been experimenting with form and material of this revolutionary guitar. Luthier Andi Neubauer, among the Best in Vienna, joined in 2006. How are guitars ordinarily produced? Guitars are made in single, thus industrialized, work steps. We know their looks, their material - wood.

Finally after the second generation of prototypes, development has reached the state of finishing a fully functional, charming and sexy guitar ready for product launch.

Here comes „mada“

New form, new material, new design and the very first time organically molded. No edges, no joints between top, sides and back, in great colors: The Venus of the guitars.

Launch party

On Thursday, June 14th at 7 p.m. „MADA caimes“ will be presented at the MADA launch party at aws designteam studio by Adam Wehsely-Swiczinsky and Andi Neubauer. Come and hear, see and feel MADA, learn more about the material, the design process, the making of...and order your brand new MADA right away!

Find more about MADA guitars at [www.madaguitars.com](http://www.madaguitars.com).

Hempstone® makes it possible

100% hemp-cellulose, 100% organic, no resin, a renewable resource. A new procedure allows the spray-molding production of the new designed form.

Partners of Adam Wehsely-Swiczinsky in this project are luthier Andi Neubauer and „drumparam“ head Norbert Schmid.

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Photo credits: aws designteam

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