

Wendl & Lung

Wendl & Lung - History of a Pianobuilding family business

From Vienna to Ningbo in China and back



The early years



1920's Mariahilferstreet 101



Stefan, Auguste and Stefanie Lung - 1926



Stefanie Lung

■ 1890 - 1930

In 1890 **Stefan Lung** (1876 - 1954) began his training as a piano builder at the Brüder Mikula piano factory in Vienna. After successfully completing the trade test he continued his training at the Öser und Wirth company, where he then successfully completed his master's exam.

In **1910** the very first frames and cabinets were built in a flat of the 6th district of Vienna. Within the same year, shortly after moving to the Ägidigasse no.6 in the same district, the first pianos were produced. After merging with Johann Wendl the company **Wendl & Lung was recorded in the commercial register.**

In **1926** for the first time the number of **produced instruments exceeded the 1.000** unit mark.

The pianos of Wendl & Lung were **distributed throughout the whole of Europe and the near east.** The "Wendl & Lung Model X", with a mere 147 cm, was the most popular of the grand models and well known for its astonishing full and rich sound. This quality feature can still be found today on all the Wendl & Lung models.

Born in 1912 as the only child of Stefan Lung, Stefanie (married name Veletzky) studied piano making and achieved her trade title as pianomasterbuilder, an **extra-ordinary achievement** for a woman at the time. In the Austrian piano-building history **Stefanie Veletzky** was second only to Nanette Streicher who achieved this title in the 19th century.

Wendl & Lung

Wendl & Lung - History of a Pianobuilding family business

From Vienna to Ningbo in China and back



Alexander Veletzky



Peter Veletzky



Technician team in Ningbo



Chen Hailun and Peter Veletzky

■ 1940 - 2003

Stefanie Veletzky's son, piano master-builder **Alexander Veletzky (1933-)**, was the president of the federal guild for producers of musical instruments. As acknowledgement of his life-long achievements, including the restoration of historically valuable pianos for diverse Museums, Alexander Veletzky received the "Golden merit of order" from the city of Vienna.

His son, **Peter Veletzky**, now represents the 4th generation of Wendl & Lung and already at the age of 22 he became the youngest ever piano master-builder in Austria. In 1994 he took over the family business. Since 1999 Peter Veletzky has been the technical advisor for diverse piano factories in China.

Until the 31st of December 1999 Peter Veletzky solely controlled the company Wendl & Lung. On the 1st of January 2000 he joined forces with Ernest Bittner, composer and piano tuner. Thus the **Wendl & Lung Klavierbau u. Vertriebs GmbH** was founded. Through the Chinese born wife of Ernest Bittner, the business relationship to China was further developed.

Since **August 2003** - Beginning of the worldwide and very successful marketing of the piano, **Wendl & Lung, Mod. 122 - Universal**, which was the result of a **joint effort** between Wendl & Lung in Vienna and the **Hailun Musical Instruments Ltd. in Ningbo**.

The **commercial partner** factory **Hailun Musical Instruments Ltd.** is known as one of the most modern piano factories in China. With **high-tech precision machines**, it is the producer of all diverse piano parts and is supplier to many other piano factories and world renowned piano brands. Wendl & Lung pianos excel in quality and sound even when compared to other leading piano makers. As an added control and quality mechanism, the whole production process takes place under the direct observation of Peter Veletzky and his team of piano technicians.

The outcome speaks for itself; within a very short period of time, **Wendl & Lung** instruments are already being **sold in over 250 piano dealerships in Europe** alone!

Wendl & Lung

Wendl & Lung - History of a Pianobuilding family business

From Vienna to Ningbo in China and back



Patrizia Hu Zi Yi (9 years old) at the grand opening



Official opening, Mag. Blimlinger & Ambassador Lu



Pianos on 1.200m²

■ Since 2004

20.10.2004: Presentation of further **newly constructed Wendl & Lung Models** at the largest Music fair of Asia in Shanghai:

- **Piano** Wendl & Lung, Model 115 Transparent
- **Grand Piano** Wendl & Lung, Model 161 Professional I
- **Grand Piano** Wendl & Lung, Model 178 Professional II

01.10.2004: **Establishment** of the "Klavier Galerie" (Piano Gallery) in **Linz**

- Presentation of Wendl & Lung pianos
- Upper Austrian piano service & repair by our Viennese piano technicians as well as our sales agent and piano technician in Gmunden

30.11.2004: Establishment of the "Vienna Wendl & Lung Pianos Ltd." in **Shanghai - China**

29.01.2005: Re-opening of "Klavier Galerie - Wendl & Lung" (Piano Gallery) in Vienna on over 1.200 m²

01.04.2005: Establishment of the overseas branch "Wendl & Lung Pianos - Vienna" in **Seoul - Korea**

31.05.2005: Establishment of "Wendl & Lung D.O.O." in **Novi Sad - Serbia**

- Sales of pianos and grand pianos, as well as accessories
- Balkan wide piano service & repairs

6. 4. - 9. 4. 2005: Presence of Wendl & Lung on 100 m² at the **Music fair in Frankfurt** - Hall 1.1 hallway H, stand no.41