

# Introducing Cadenza Street Piano

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*Cadenza*

Cadenza for the City, Village, Township,  
Borough, Neighborhood, Community

[www.cadenza-piano.Com](http://www.cadenza-piano.Com)

# About us

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- We have conceptualized and built **the world's first all-weather street pianos**
- We bring pianos to people in public spaces worldwide
- We dream of people playing pianos in public squares, parks and in nature
- We dream of bringing **joy to the world**
- Dozens of Pianos already deployed with great success



# The Art of Place Making

## Wherever a new Cadenza piano is installed

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- A place is born
- Vibe is created around culture and joy
- Rare, intimate encounters between strangers take place around music
- Residents feel a new sense of connection to their city
- A genuine touristic attraction is created
- Unknown talents have an opportunity to be discovered
- New communities form

The piano keys are black and white  
but they sound like a million colors in your mind

**Maria Cristina Mena**





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# A Community of Street

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"Music can change the world  
because it can change people."

Bono



The story of the piano  
[www.youtube.com/watch?v=khe4HLnm5EU](http://www.youtube.com/watch?v=khe4HLnm5EU)

Beautiful moment filmed by a passerby  
[www.youtube.com/watch?v=VBrx4.i5oBiM](http://www.youtube.com/watch?v=VBrx4.i5oBiM)



# Highlights

- Constructed from highly durable concrete
- Built to withstand outdoor weather conditions
- Designed for intense use in the public space
- Includes intelligent management and control systems
- Programmable, enabling customers to define operation hours
- Combines advanced, patent protected technologies
- Novel design funded by Israel's Office of Innovation
- Option for solar power
- Clean, precise sound and feel





# Going Green

## The World's First Solar Piano

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# Launch

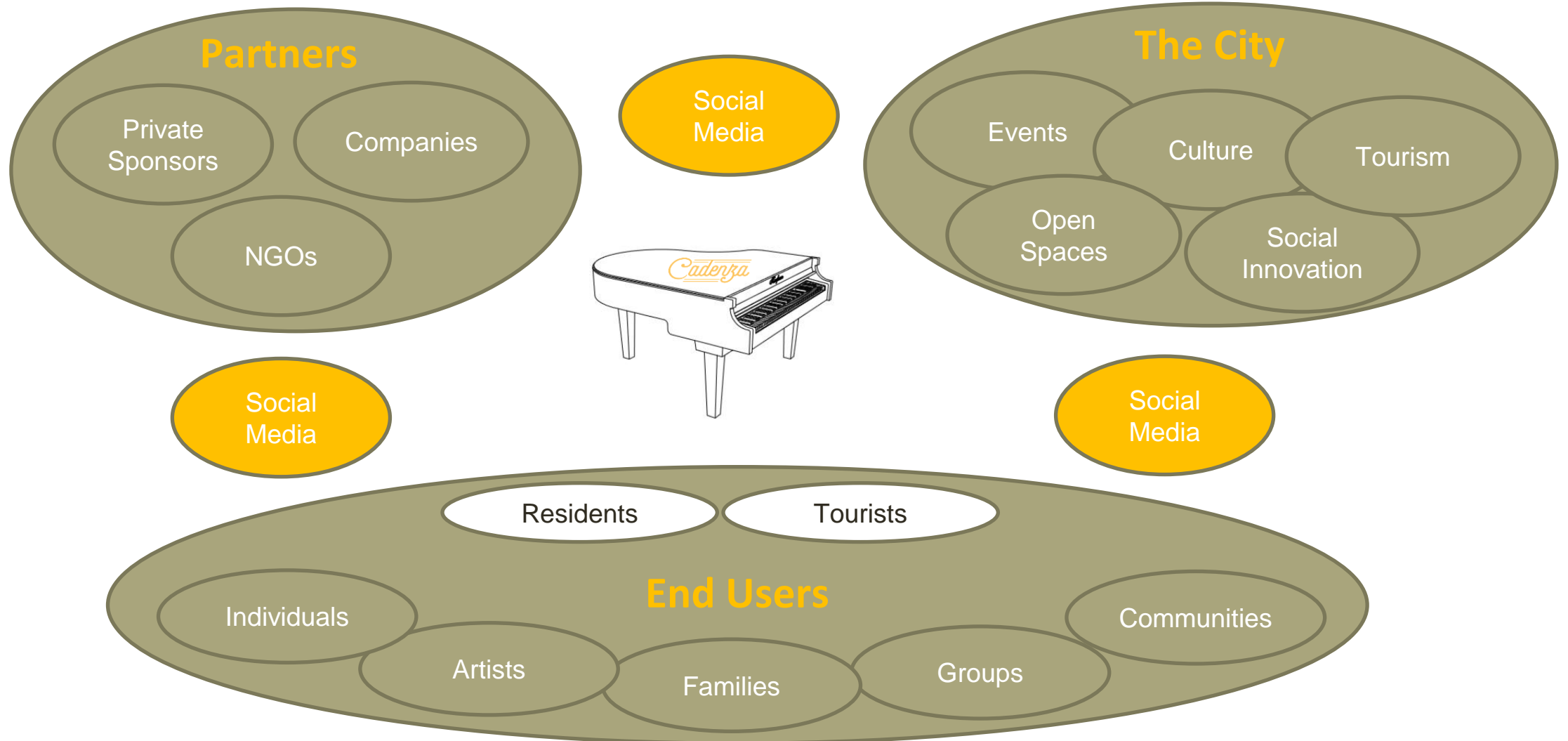
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- Think “**Piano City**”
- Selection of a central locations for installation of the pianos
- Culture, marketing, and branding departments involved in launch plan
- The pianos become part in the cultural offering of the city
- Artists & musicians are invited to take active part
- Social media and branding the pianos as urban icons of the city
- Work with local cultural groups & activists for seasonal events



# The eco-system





# Target Markets

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## Municipalities



## Shopping Centers



## Campuses



## Transportation Hubs



# The Project

## Commercial Project:

- Models : Purchase / Long Term Lease
- Site survey
- Piano installation
- Local & remote Support

Music doesn't lie.  
If there is something to be changed in this  
world, then it can only happen through music.

**Jimi Hendrix**





# Branding





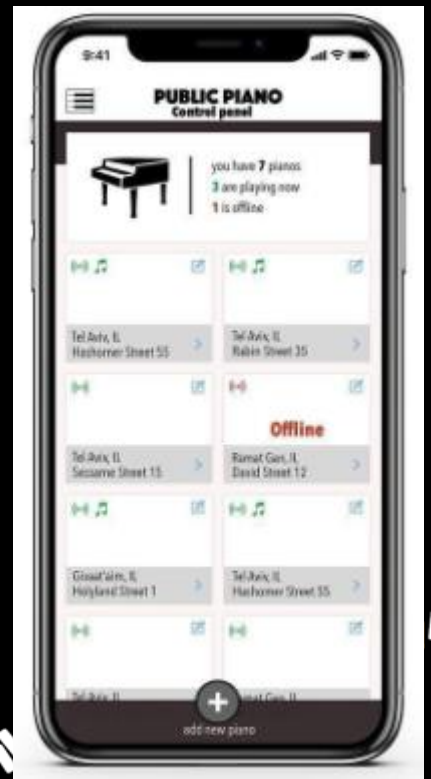
# Cadenza IoT Management Modul

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- Advanced IoT module for remote management & reports
- Day & time scheduler, volume level
- Power, charging, battery level
- Reports (played minutes)

Control Panel



Reports - Usage



# Impact

## Community building

*"The piano has become my 2nd home. I go there whenever I can. Its like a community. We all know each other. The piano inspires us and together we bring happiness to many people"*

**Herut**, 19, Jerusalem

*"I visit the piano almost every day. I feel like I am part of a group. We all share common love for music "*

**Ahuva**, 18, Jerusalem

## Municipal view

*"Through music we are connecting people from all walks of life in the streets of our wonderful city, and infusing our public spaces with harmony and beauty"*

**Mr. Nir Barkat**

Mayor – Jerusalem (2008-2018)

## Placemaking

*"The piano soon became a magnet for diverse audiences and contributed significantly to the life of the square. The project is a great success for us"*

**Mr. Ido Levitt** - Head of Culture & Placemaking – Eden Jerusalem

*"the piano was placed in an area that was considered inactive, which is slightly removed from the main walking paths. All day long it attracts activity, frequently concentrating a large number of passersby. Slowly the plaza has become a place to stop, creating a new axis of movement in the public space"*

**Mrs. Roni Burg**, Urban architect – Ran Wolf Urban Planning

## Tourism

*"It's interesting that you can play it in all seasons outside...I look forward to seeing this in New York where I come from."* **David**, tourist from USA

*"You never run out of players ... different styles and choices classical to rock, Jewish worship songs to pretty much anything."* **Holton**, tourist from Samoa

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Thank You

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