



The Making of

Ver. 13-01

# fashion&passion

*What makes EMMESpeakers so special?  
The sophisticated combination between  
handcrafting tradition with the italian  
fashion taste.*

*EMMESpeakers gives to the listener a  
fully involving experience, passing through  
the ears and eyes and touching the heart.*

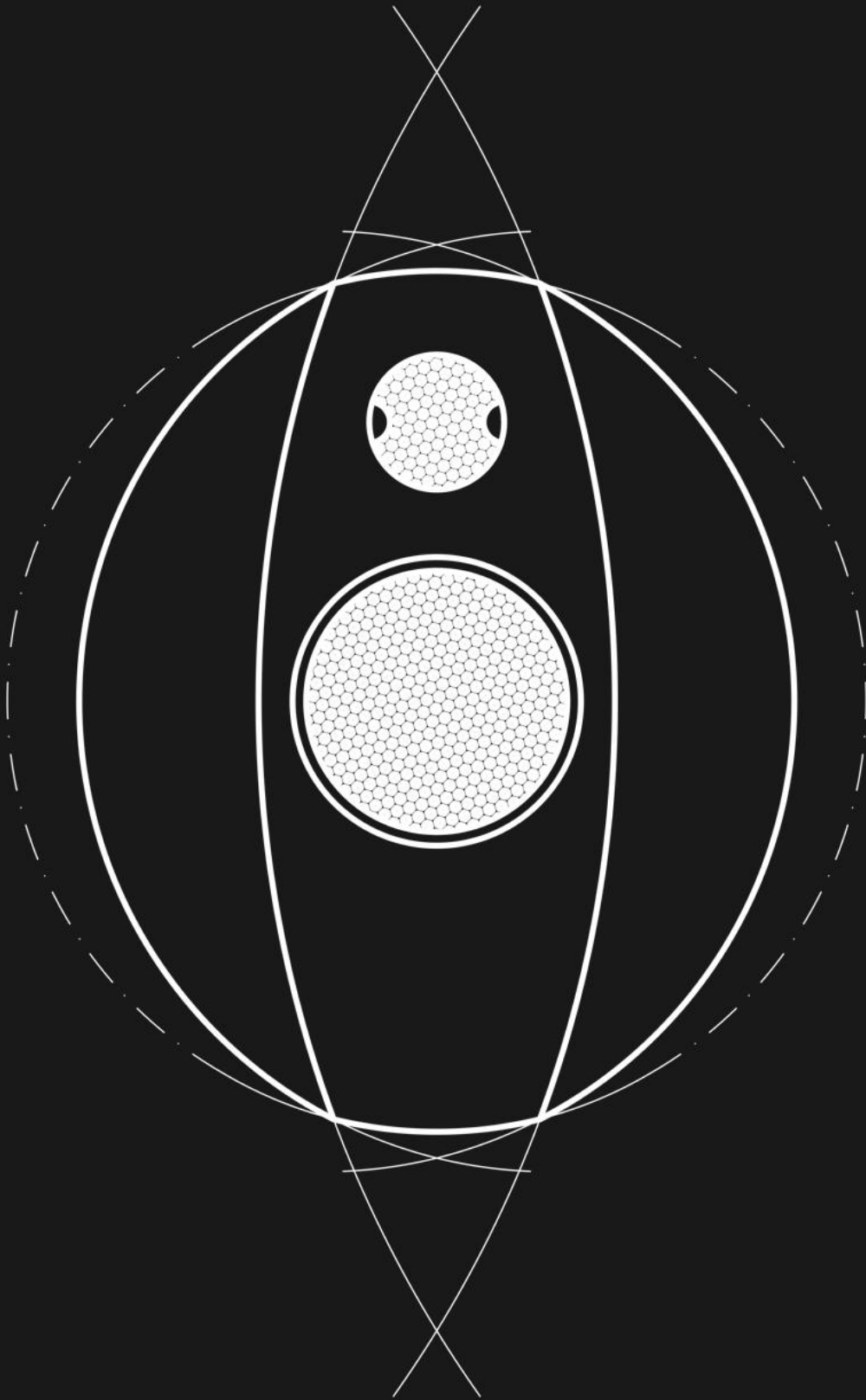
*fashion&passion, that's in two words the  
Vision&Mission of EMMESpeakers.  
Because you love to listen with heart and  
soul first.*



*Lorenzo Martinelli*



*Paolo Martinelli*





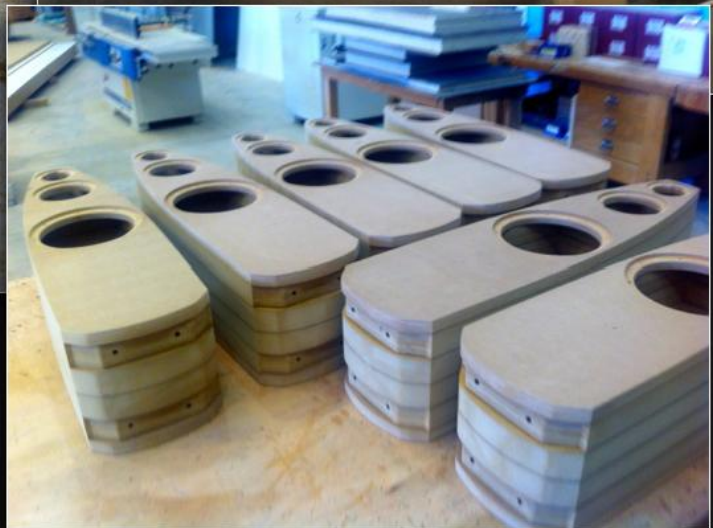
# How an EMMESpeakers borns.

*Everything starts in a modern CNC system that, following a CAD drawing, cuts several MDF panels up to 50mm of thickness.*



*The machine leaves the scene to skilled hands. Each step of the cabinet mounting is hand made and followed by competent eyes.*

*Finally a thermo-hydraulic press seals the cabinet permanently.*



*Now the finishing process can start.*



*A first layer of polyester base paint seals the wood, assuring protection and insulation.*

*After a consistent period of rest, to stabilize the base painting, each cabinet reach its finish process: lacquer or gilding.*



*In lacquer and metallic finishes seven layers on polyester paint are applied to obtain a result absolutely perfect: thick, shiny and velvety to the touch.*



*In gilding process (gold, silver copper and bronze leafs) everything becomes harder. The technique, born in the Italian Renaissance, is thing only for master craftsmen.*



*The capable hands of the craftsman start to place the leafs on the surface. A side at a time, making each EMMESpeakers a unique work of art, never the same, always perfect.*





*Starting from a thin leaf of metal...*





## *The ancient technique of gilding*

*We find the birth of the gilding with golden leafs in the medieval period, particularly used in Byzantine and Renaissance arts. For centuries it has been the finest finishes available, a symbol of luxury and exclusivity.*

*The technique requires skill and absolute confidence with the artisan tradition.*

*The entire making of gilding is characterized by a precise timing of each step, which can not be disregarded in order to ensure a flawless effect of the final product.*

*The manufactured in wood is first prepared with several coats of primer, which is repeatedly sandpapered between one coat and its next. Once the background is perfectly dry and stabilized, starts the process of gilding. A surface at a time.*

*It begins brushing the "missione" (in antiquity a mixture of linseed oil, resins and pigments), a special glue that will ensure the perfect and final sealing of the leaf on the piece.*

*After drafting the "missione", which must be applied in a uniform manner by removing even the smallest bubble, need to wait a variable period up to 24 hours, depending on the climatic conditions, before laying the golden leafs.*

*The application of each leaf is done by a special brush with bristles of "vaio" (a kind of squirrel of Siberian origin) that allows to raise and place, through their static electrification, the thin metallic film without the use of hands, which could cause the damage or, in certain cases, the irreversible oxidation due to contact with the skin.*

*Then the master craftman cover the entire surface spreading every single leaf whit a brush, following a design grid or completely random, thus creating a truly unique art work every time.*

*Once completed the gilding, the first layers of glaze paint are applied, in order to protect the sensitive underlying metal.*

*Only when all surfaces are decorated, successive layers of glaze paint are applied, interspersed with sanding. A final polishing completes the gilding making*

*The final result is a flawless, luxurious, unique finish that, while basing its roots nearly a thousand years ago, remains ever fashionable. Perfect to supplement a classic furnishing as well as the finest interior design of modern taste.*



*The final assembly follows a strict quality control procedure. Each mounting step is photographed and checked by another operator.*

*Each loudspeaker is paired.*



*The BETA MKI Loudspeaker  
(discontinued)*

*The ALPHA Loudspeaker  
(discontinued)*

*The GAMMA Reference MKI Loudspeaker  
(discontinued)*





2010

2012

2013

→ to be continued...

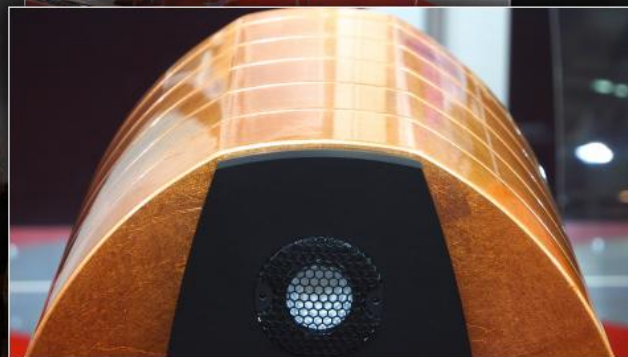
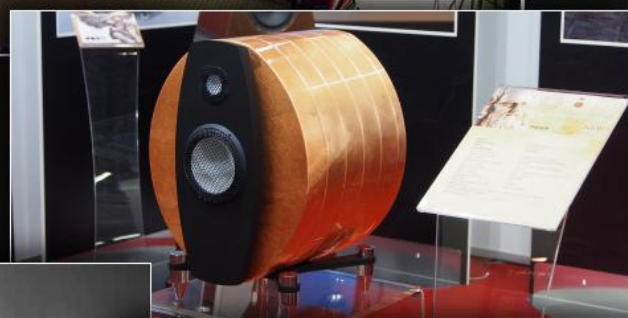
*The NEW BETA  
Loudspeaker*

*New Fashion and  
Luxury Finishes*

*The EMMERack  
Audio rack*

*The NEW GAMMA  
Reference Loudspeaker*

*The DAVINCI  
Loudspeaker*







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EMMESPEAKERS snc  
C.so Lodi 106  
20139 Milano - Italy  
Vat ID IT07920070963