



Höfner

Celebrating its 120th Anniversary BY ADAM MOORE

Baiersdorf-Hagenau, Germany – Höfner undoubtedly has one of the most robust histories of all the existing musical manufacturers, and unique place within our musical culture. Imagine a world without Höfner, and you'd be at a loss. What would the Beatles have sounded like? What would session stalwart Bill Liesegang jam on? These extraordinary instruments, crafted with an Old World attitude, have had an impact on the way we hear music, whether we notice it or not.

This year, Höfner is celebrating its 120th anniversary – a milestone no matter which line of work you are in – and Rob Olsen, General Manager of Höfner North America gave Premier Guitar an exclusive look at the Höfner way of doing business. We spoke with about Höfner's history, philosophy, and a few of the modern models you'll want to wrap your hands around.

A lot of players know Höfner for their distinctive basses, but what's one thing our readers should know about your instruments?



Höfner also produces guitars and has a long history of guitar making. Many models are unique, rare and becoming highly collectable. From the 1950s through the 1970s, Höfner had a significant market share in the UK and Commonwealth – so Höfner instruments were played and owned by many of the players on the scene during this musical era. Players such as Ritchie Blackmore, David Gilmour, George Harrison, John Lennon, Hark Marvin and Eric Clapton are just a few of the players who owned – or still own – Höfner guitars.