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Cool Acoustics unveils Secret Valentine Polymer Guitar Collaboration

Cool Acoustics, the Loughborough University venture developing foamed polymer technology for acoustic guitars, today unveiled its *Secret Valentine* project. This yearlong collaboration with renowned UK guitarist Gordon Giltrap and master guitar-maker Rob Armstrong has resulted in a specially commissioned studio album recorded on a stunning new polymer acoustic guitar. Rob's previous clients have included George Harrison and members of Fairport Convention and The Levellers.

The new Rob Armstrong *Secret Valentine* guitar is a handmade hybrid acoustic guitar, featuring a wooden body and neck but with a Cool Acoustics soundboard. The soundboard is the flat front panel that shapes the majority of a guitar's sound and is traditionally made of spruce or cedar. These materials however have two major quality concerns. They are vulnerable to tonal and structural changes caused by fluctuations in temperature and humidity. And as no two pieces of wood are the same there can be a variation in the tonal quality of guitars that are mass-produced to a standard construction. Cool Acoustics soundboards are manufactured from foamed polycarbonate, a manmade material that avoids shortcomings of softwood and provides outstanding tonal quality.

Professional guitarist Gordon Giltrap jumped at the chance to be involved in the new project, having been won over from his first audition of Cool Acoustics instruments in 1999. The *Secret Valentine* guitar has been designed and developed to Gordon's exacting specifications, and takes its name from one of his favourite personal compositions. So impressed by the guitar, Gordon has recorded his first solo studio album for 16 years using solely this instrument. The resulting album, also entitled *Secret Valentine*, is a captivating new recording of Gordon's most romantic and melodic pieces. The album also includes a video interview with Gordon and the creators of the guitar. Copies can be ordered through Voiceprint (www.voiceprint.co.uk).

To further celebrate the unveiling of this project, Cool Acoustics plans to manufacture an exclusive limited edition batch of *Secret Valentine* guitars that will appeal especially to guitar enthusiasts. The negotiations for the manufacture are now underway and the resulting instruments will be made to the exemplary standards of the handcrafted guitar used by Gordon. The preliminary price for the *Secret Valentine* guitar is £2000.

For more detailed information about the *Secret Valentine* project, including downloadable high-resolution images for press use, along with more general information on Cool Acoustics, please visit www.coolacoustics.com. Further announcements on the exact pricing, specification and locations to audition the limited edition guitars will be made through the website.

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