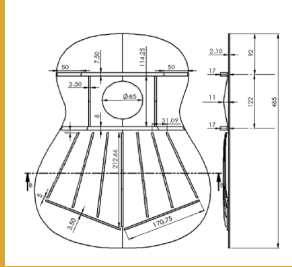




THE PROBLEM

Filipinos are known for their skill in craftsmanship. In the guitar-making industry, however, it is saddening that our local entry-level classical guitar brands can hardly compete with imported brands in terms of price over sound quality, playability, and manufacturing consistency, as a result, most Filipino players turn to purchasing imported entry-level classical guitars.

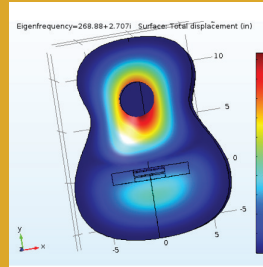
DESIGN PROCESS



Design



Acoustic Analysis



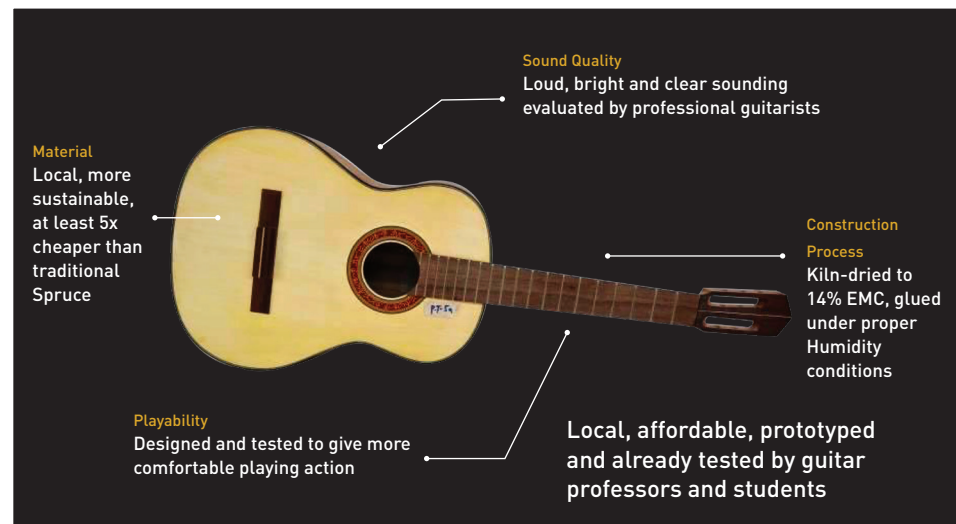
Vibration Simulation



Prototyping

GITARA NI JUAN

Through the R&D project funded by DOST-PCIEERD, we have developed an entry-level classical guitar design specifically catered to our local backyard luthiers which uses local and sustainable wood, comparable to the bright sound of the traditional Spruce. Included in the design is the standardized procedure for construction including the proper wood preparation and treatment. In addition, the design addresses the issue of sustainability of the tone woods while complying with the regulation on logging in the Philippines.



WHAT WE NEED

We need partners who are willing to help us transfer the innovation to the local guitar making industry. We are also looking for partners for establishing the luthiers' guild to set up the stage for a scalable and sustainably guitar-making industry,

Together, let us revolutionize the guitar-making industry in our country!



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