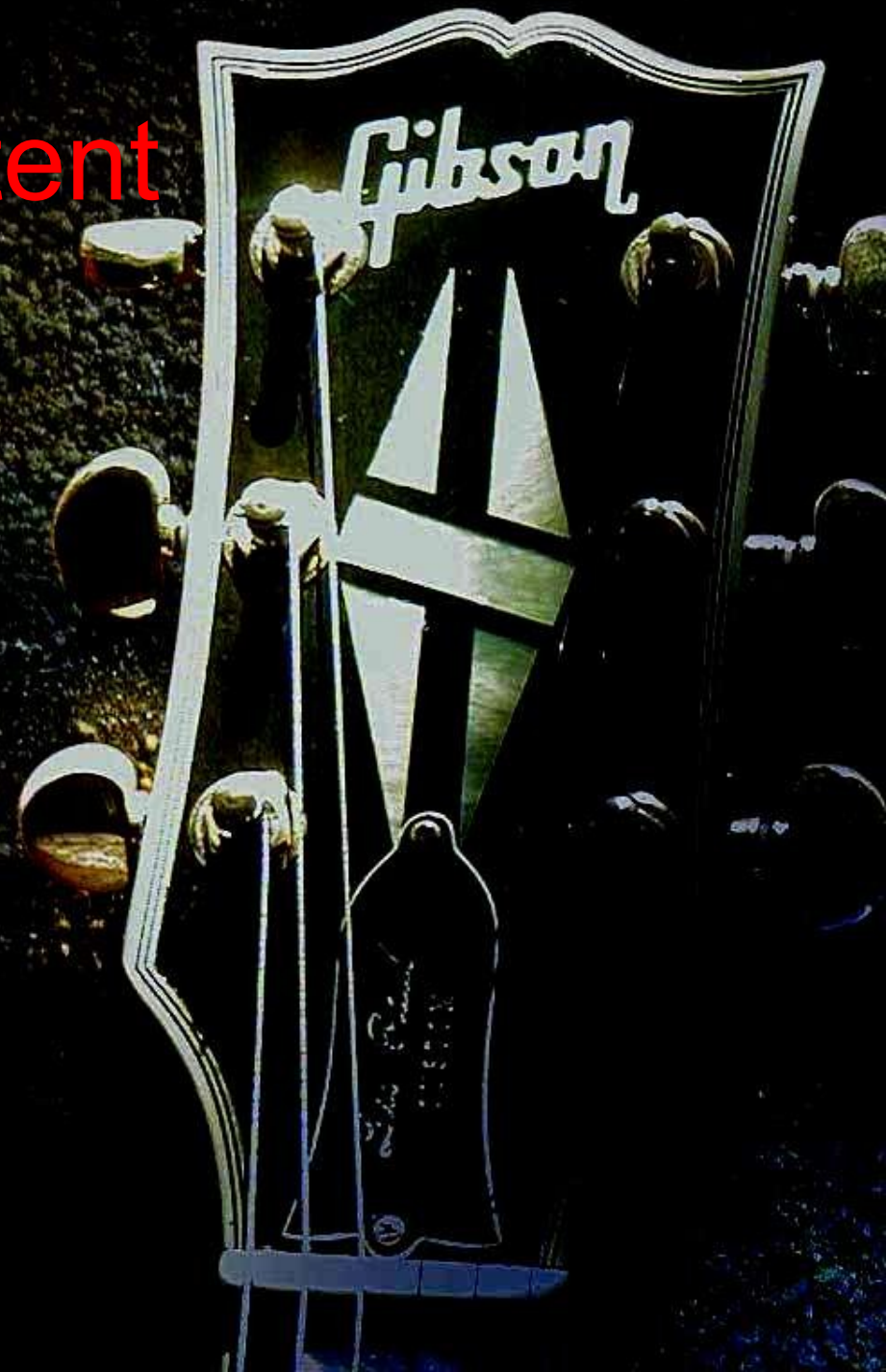


Philosophy<sup>®</sup>

# Content

- Company Image
- History
- Classic models
- Current production



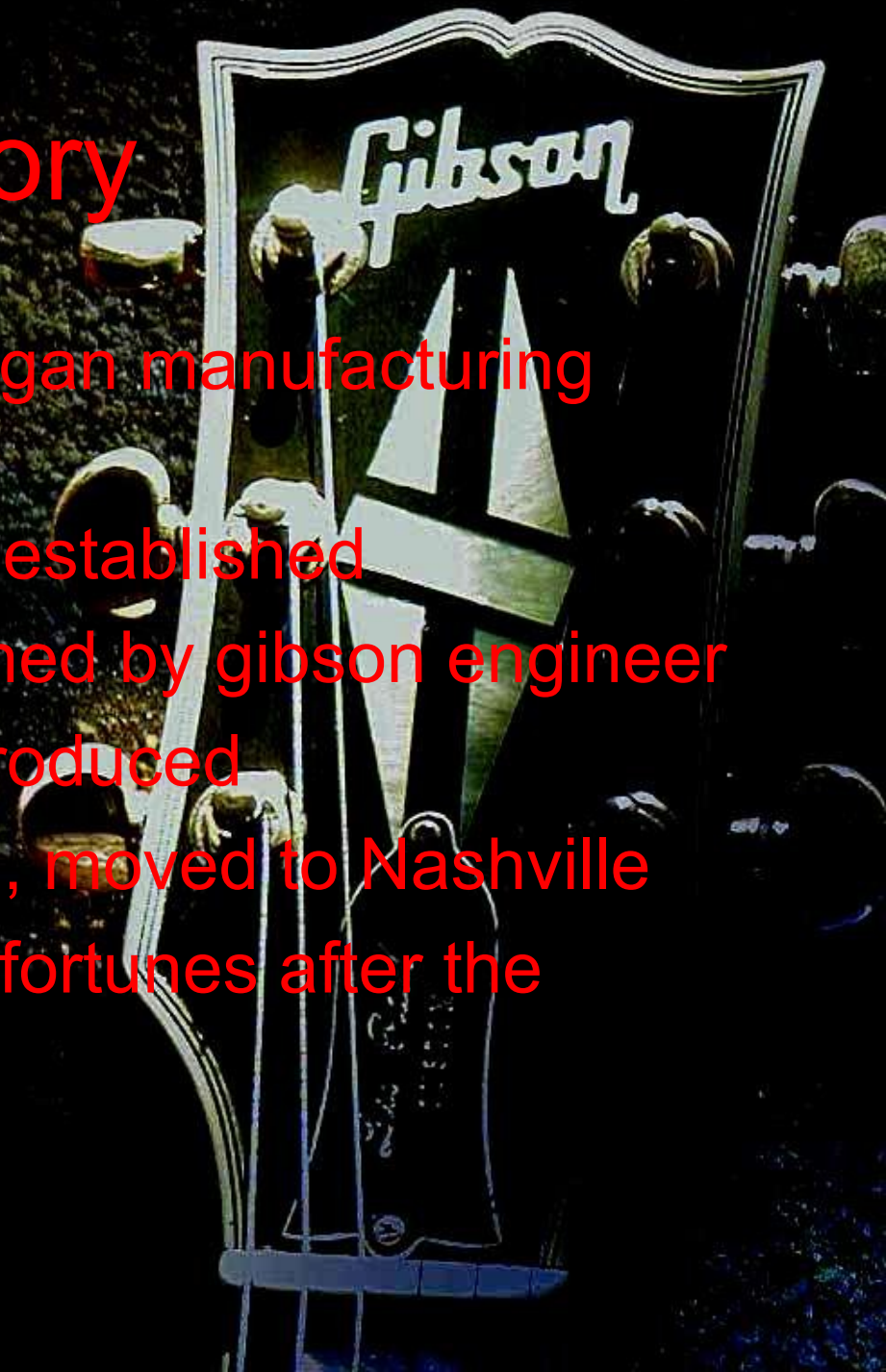
# Company image

- Features:
  - CEO Henry Juskiewicz, president David Berryman
  - Premium quality instruments
  - Changed the musical instruments world
  - Important impact on the sound of modern music
- Problems:
  - Overpricing
  - Quality issues
  - Illegal wood harvesting



# History

- 1890' - Orwell Gibson began manufacturing mandolins in Kalamazoo
- 1902 - Gibson company established
- 1935 - first pick-up designed by Gibson engineer
- 1952 – Les Paul was introduced
- 1957 – bought Epiphone, moved to Nashville
- Steep decline decline in fortunes after the golden era until 1986



# Les Paul



# SG - solidbody guitar



# Hollow-body guitars



# Flying V





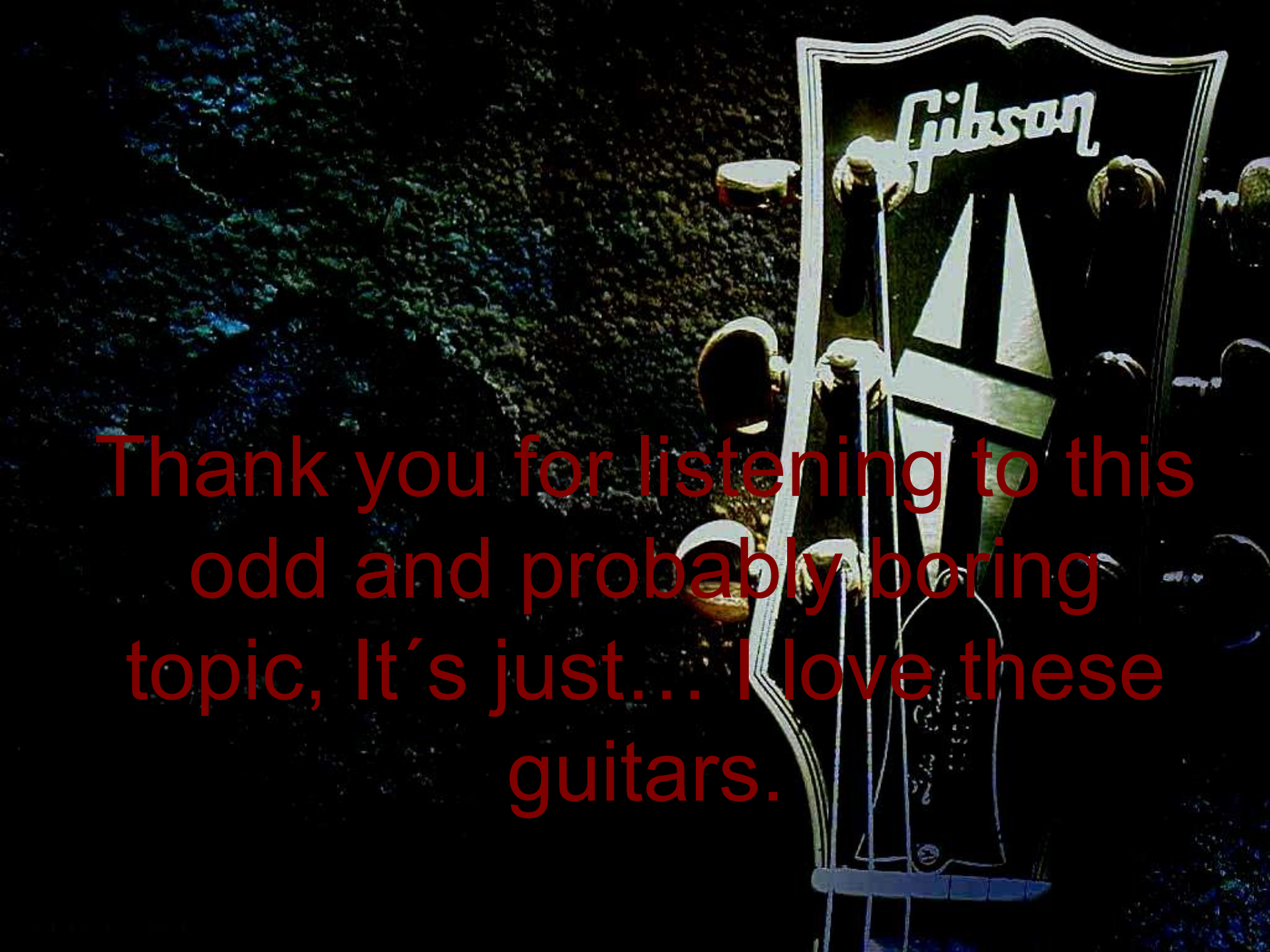
# the Firebird



# Hot news/Future vision

**Gibson**<sup>®</sup>  
DARK FIRE





Thank you for listening to this  
odd and probably boring  
topic, It's just... I love these  
guitars.