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ФІНАНСОВІ ІНСТРУМЕНТИ СТАЛОГО РОЗВИТКУ ЕКОНОМІКИ

V Міжнародна науково-практична конференція



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PIANOFORTE

The principle of sustainable development relies on the idea that human societies can exist and develop their needs without taking a toll on the ability of future generations to satisfy their needs. In this context, music has a critical role to play, because music is essential for human survival and human development. Western classical music is considered a formal component of Western Culture made by individual composers and shaped by their personalities and beliefs. Classical music is not the fruit of community financing as a basis of a sustainable economy or an input factor in a financial system or production function; it does not represent human capital or labor in any aspect. Music is like the lifeblood of culture and strengthens individual and collective identity. Especially when it comes to the activity of playing the piano, the benefits for the individual and the society are overwhelming. Playing the piano will make the individual smarter, especially by improving memory, improving brain speed, improving auditory skills, sharpening concentration and reducing stress and anxiety as well as increasing happiness and strengthening self-confidence and self-esteem, to name a few benefits. Piano is the most important musical instrument because it contains both treble and bass clef that gives the pianist deeper understanding of the music as the piano trains the player on all four harmonic parts of the music, while other instruments teach one or the other of the melody lines. There are some personality traits common to pianists; excellent work ethic, attention to detail, diligence, commitment, eagerness to learn, willingness to practice and dedication. Playing the piano can provide the pianist with an emotional and creative stimulus, and it is an excellent source of pleasure and fulfillment and it can provide a deep sense of satisfaction, based on both melody and harmony. Playing the piano teaches perseverance and patience, which are skills that can help the pianist when

confronted with difficult tasks at school, university and work. In addition to developing playing skills, musicality, notation technique and performance, engaging in piano playing also provides much useful knowledge and science that goes beyond the music itself. This accumulation of knowledge and understanding comes as a free benefit of self-motivation and can be obtained in a completely different way than the traditional pedagogy used by public and private providers in the educational industry. Knowledge gained by studying and playing the piano includes history, music history, anthropology, geography, mathematics, physics, economics, many languages, especially Italian which is the fundamental language of music, culture, politics, theology, religion, and many others. A well-educated and well-functioning pianist is a very strong symbol of civilized man; gentle, friendly, protective, non-violent, prosperous, intelligent and creative. It is music, performed on the instrument, the pianoforte, which crystallizes the most positive elements in man. Pianoforte is not the same as keyboard. Pianoforte is an acoustic instrument with weighted keys, while keyboard is an electric instrument that requires a power source and comes with unweighted or lighter keys than a piano. As so many positive changes brought to humanity by early capitalism and later modern capitalism, the pianoforte was one. One man, Bartolomeo Cristofori (1655-1731) in 1700, introduced the pianoforte [4].

Pianoforte is two musical expressions joined, piano (p) – quiet, forte (f) – loud. When playing the harpsicord, which was the common keyboard instrument at the time, the musicians could not control the volume level. Cristofori is well known and accredited as the one who discovered the hammer mechanism, which defines the modern piano. For more than 300 years, i.e. 10 generations, the pianoforte has served man, contributed to the development of the civilized man worldwide, defined Western classical art music and contributed on a large scale to community development. The art music of the Western world refers to baroque (c. 1580 – c. 1750), classic (c. 1750 – c. 1820), romantic (c. 1800 – c. 1910), modernist (c. 1890 – c. 1975), contemporary (from c. 1950), and post-modernist (from c. 1960) [1].

The pianoforte has accomplished all of this without any kind of community finance; on the contrary, playing the piano is community development and

community finance that defines a sustainable economy. No one knows how many individuals have had access to the joy and aspiration based on playing the piano over the past ten generations, and no one can calculate with fractions of certainty the monetary value of the activities rooted in the pianoforte. In any case, the social value created by the pianoforte is obvious to everyone, and it is that social value that is the basis for a sustainable economy and thus crucial for human survival and development. “Some people, having received a solid piano training in their youth, decide not to continue their musical careers but choose nonmusical ones. As a result, there are prominent communities of amateur pianists all over the world that play at quite a high level and give concerts not to earn money but just for the love of music” [5].

This is a typical result of Western culture and civilization; to give back to the local community without expecting anything in return. These benefactors seek out new ways when they wish to engage in the local community and to give something back to the society. The very fact that they focus on relevant and extremely significant new methods distinguish their deeds from traditional social work and charity work on all their forms. They contribute by way of their personal involvement and their giving of their time, skills and feelings [2].

They already represent a large number of dedicated, skilled and civilized individuals, and their number is expected to rise in the near and far future. Since there are so many individuals who benefit from the joy and inspiration that comes with music, special mention should be made of the world-famous physicist Albert Einstein: “The physics revolutionary who overturned the classical universe of Newton was nonetheless deeply conservative in his musical tastes - Einstein was not only the outstanding scientist of the 20th century, but also a gifted and enthusiastic musician” [3].

Einstein played Mozart beautifully on the violin, but he also played the piano all his life. Music was not a hobby or relaxation for him, when working on his theories he could leave his study to play a few chords on the piano, write something down and then return to his study [4].

Einstein once said that he would have preferred to be a musician. He was a very competent violinist and pianist and gave concerts for charity throughout his life [6].

Pianoforte brings together many people in both the family, school, university, at work, locally and globally and unites good will and action for the good of humanity. Numerous people have their daily work and outcome thanks to the pianoforte, pianists, piano teachers, piano tuners, piano manufacturers, piano dealers and a wide range of related professions and industries.

The pianoforte has played a crucial role in social stratification from the very beginning. Social class is usually defined by the amount of status that members of a specific class possesses in relation to members of other classes. Both the ability to perform classical music art on the pianoforte and the ownership of a piano, especially a grand piano reflect the ultimate status and prestige in most cultures and countries over time. It has been observed several times that people in dire need, lacking food and access to clean water, lacking most other basic supplies, still have a piano in their hut. On the other hand, it is not surprising that the piano is widely presented in wealthy families, royal residences, successful companies, in political, religious organizations, governmental, cultural and other grand and large bodies. In fact, the pianoforte also represents a kind of solidarity and great freedom created by the civilized man without involving any ideology, political, economic, religious, or cultural manifestos or doctrines.

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