

Martin Taylor launches new Fibonacci Joya

By **Music Instrument News** - 14 November, 2017



Martin Taylor launches new Fibonacci Joya

Doyen of Jazz guitar, Martin Taylor, has launched a new archtop guitar, the Fibonacci-made Joya.

The guitar, which aims to offer serious players an affordable pro-class instrument in a market where prices can be astronomical, was two years in the designing and development, UK maker Fibonacci says. 'The directive from Martin, was for us to create a stylish archtop guitar that could provide all the characteristics demanded from it by a world class guitar player. As such, the Martin Taylor Joya needed to tick several boxes. The first, and most important box to be ticked, was that the Joya needed to be completely hand carved'.



To achieve this, Fibonacci's production craftsmen used American spruce carved tops with substantial arches which are mated to flame maple backs and sides: 'The practised skills needed to create these arches are only achievable with an experienced eye, touch and ear. This skill, learned over many years, is something that no amount of CNC programming can ever achieve with machine carved archtops,' the company says. 'Simply put, quality tonewoods and substantial hand carved arches equals an enhanced and dynamic tone'.

Joyas are nitrocellulose finished and fitted with the best components, the company adds. 'This guitar, is destined to travel the globe, and be played by a world class player performing over 100 shows in a year. Gotoh SGS510Z tuners, Kent Armstrong floating humbucker, CTS pots, Switchcraft output jack, all wired together in robust steel braided and vintage cloth cabling, provide increased performance and reliability, and are all absolutely necessary on a tradesman's tool

'The fourth box ticked was the quality of the Joya's peripheral appointments. Using ebony, African black wood and birds eye maple, the Joya's tailpiece, bridge, finger-rest and pickup cover are hand profiled to fit each guitar perfectly, the attention to detail on the Joya oozes quality and class'.

Hand finished and assembled in the UK, the Martin Taylor Joya is going to be sold

both from Taylor's own website and by Fibonacci retailers in the UK. The price is £3,999.99 including a Hiscox flightcase.

Info: <https://martintaylor.com/> and
<https://www.fibonacciguitars.com/martintaylorjoya>