



Gioco Launches its Yao (九日曜) Series Drum Collection for 2018

The Yao (九日曜) Series Drum Range, in memory of the company founder's father, will be launched at this year's Shanghai Messe.

Gioco, based in Taiwan, is a relative newcomer to the drum market but has a long family history of drum manufacture behind it. "We are a new name in the drum industry," said founder Joey Huang, "Yet this does not mean we are new to drums. Quite the opposite, we have over three decades of drum-making experiences under our belt."

To reflect this history the Yao (九日曜) Series has been dedicated to Joey's father Shu-Yao Huang, who spent all his life designing and manufacturing drums for a number of well-known brands around the world. "He is a legend in the drum OEM industry," said Joey, "We miss him very much, but dedicate this new and exciting design to his memory."

The new drums are handcrafted in England using the latest 3D modelling techniques and design tools to produce a contemporary yet classic feel to the range; in keeping with the family's history. Gioco means 'play' in Italian which inspired the sleek lines and choice of shell finishes. "We believe this beautiful new design will have drummers old and new wanting to play our kits."

Gioco will be showcasing the new drums at the Shanghai Messe from 10th to 13th October on stand W5D31.





The Yao (九日曜) Series Snare Drum Design Features:

14x5.5 & 13x6.5
12 ply maple core
1 ply Applewood outer veneer
1 ply Pau Ferro inner veneer
overall shell thickness - 7mm

14x8 & 14x6.5
12 ply maple core
1 ply Pale Moon Walnut outer veneer
1 ply Pau Ferro inner veneer
overall shell thickness - 7mm

10 lugs on the 14" snares
8 lugs on the 13" snares
2.3mm triple flanged steel hoops on all snares
Nickelworks throw-off
Hard oil finish on internal & external surfaces
Hand-waxed 45° bearing edges with 45° x 1.5mm counter-cut
Puresound 20 strand snare wires

EDITORS NOTES:

Gioco was established in 2005.

Main products: lacquer drums; marching drums; drum hardware & accessories. Entry-level, mid-range to professional drum kits; Junior and kids drum kits: Marching drums.

Capabilities: offering OEM, ODM & OCM (own consulting manufacturing) services.