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## Tickle the ivories in High Point: Steinway piano gallery planned in long-vacant building

By: David Hill, August 18, 2023



A rendering of a piano gallery proposed for a long-vacant building on Green Drive in High Point.

FREEMAN KENNETT ARCHITECTS

A plain brick building that was once a biker bar in an industrial area of High Point might soon become a showplace for one of the world's most famous brands of musical instruments.

The owners of Steinway Carolina, the exclusive regional representative for Steinway pianos, are teaming up with designer-bedding and interior accessories company Eastern Accents to turn 520 W. Green Drive into a luxury piano gallery.

It's a nondescript low-slung building at Green Drive and Oak Street, a couple of blocks north from a mid-20th-century factory Eastern Accents of Chicago has set up in, and down Oak Street from Pandora's Manor bed and breakfast. It's there that company founder Ridvan Tatargil regularly hosts gatherings during the twice-a-year High Point Market for the furniture industry.

The idea is to put pianos in front of the high-end design community during the market weeks, but also all year, said Mark Love, who co-owns Steinway Carolina with his wife, Katherine. It's also seen as potential site for gathering and networking for the designer community.

“We sell a lot of pianos, and we sell a lot of pianos to a lot of really fine homes,” Love said. “The designers involved — it increases the cachet with designers when you have a High Point location.”

Eastern Accents Property Manager Connie Lineberry is working with Freeman Kennett Architects and Dunbar & Smith Construction. The building had been vacant for many years when Tatargil acquired it in 2016. The property, with a 1938 building of about 1,900 square feet, sold for \$54,000 in 2016, according to Guilford County tax records.

Tatargil plans to get plans for the remodeling approved by High Point and begin work by the end of 2023. Love said it could open as soon as late next summer. Connie Lineberry, the company property manager for Eastern Accents, said the company does not know the renovation costs yet.

The gallery would be considerably smaller than Steinway Carolina’s other showrooms, including the Greensboro location at 1562 Highwoods Boulevard, where there is more room for pianos and recital space.

In addition to representing New York-based Steinway, the company also offers restoration services and provides pianos for events such as Greensboro’s annual summer Eastern Music Festival, and the Loves envision a series of events at High Point. It also has locations in Charlotte and in Greenville, South Carolina.

Love said it's likely the gallery will highlight Steinway & Sons’ Spirio models of high-technology player pianos that Steinway says reproduce performances by renowned pianists with great accuracy and nuance.

Tatargill and Eastern Accents are restoring the former Heyworth Roll factory into a manufacturing and showcase site for the company, which has largely outgrown its base in Chicago. Tatargill also sees the strip along and near Green Drive as a potential base for a resurgent interiors design industry in High Point.

“He hosts designers at Pandora and he has events and functions in the back and people will be able to walk from there,” Love said. “The idea would be that they would walk from Pandoras down past the Steinway boutique to the factory.”

Tatargill will retain ownership of the property, Love said. Modifications under consideration include a likely removal of a triangular addition to be replaced with an exterior courtyard.

“It has rolling doors that can open and so we could have piano music and we may put some tables out there.”