



Audioarts at the New York Audio Show 2013  
By Ken Micallef of Positive Feedback Magazine

I don't know Audio Arts' Gideon Schwartz but his love of music and excitement in hearing well produced sounds is contagious, and uplifting. Our hobby is really about the music, not gear, right? I hope so, and Schwartz is spreading the gospel of song. Schwartz spun one delightful LP after another on his gorgeous sounding rig: Sonny Rollins' *Way Out West* (I don't think I've ever heard Shelly Manne better represented), Albert King's *Live Wire Blues Power*, and *The King's Singers The Beatles Connection* were all revelatory through this truth serum of a system. *Way Out West*, which I knew best among Schwartz's selections, played with a zero noise floor, excellent separation and a real humanity, as did his copy of a Nat King Cole album, where Nat seemed to appear in the corner of the room, smoking and smiling as we listened. The Audio Arts system included a Simon Yorke S10 table (\$19,950) with Jan Allerts MC1 Boron MKII MC cart (\$4950), Trinity preamplifier and phono stage (\$34,740 and \$34,750, respectively), CD Precision C1 DAC (\$32,975), D1 Player (\$37,750), and A1 Amplifiers (\$37,475 each), and Zellaton Studio Reference Loudspeakers (\$52,750). These prices are madness, for sure, but for the well-heeled, I could envision a purchase. This system was simply beautiful sounding, every LP presented in its simplest form, a direct hit to the head and heart. Not surprisingly for such a cost-no-object system, Schwartz was set up in the former office of Leona Helmsley, real estate mogul, noted "Queen of Mean" and self appointed "Queen of the Palace Hotel." But Gideon's system was anything but mean—it was all about sweet truth, in the service of beauty.