

New Diatonic Concertina Line Now Available in the USA

by **Rita Davidson**



Polverini Accordions, Italy and its North American Distributor, Ballaccord USA, are advertising a new line called the Ranco Antonio Ferreira Concertina signature line (two pictures left). These instruments are aimed at the Portuguese immigrant market in Europe and North America.

The 33 key diatonic accordion (known as the concertina among Portuguese musicians), was previously regarded as an instrument for older generations and folkloric association and dance troupes, has now officially made the crossover to the younger twenty-something Portuguese musicians in a popular wave.

The young, hip concertina players of Portuguese descent are attracting lots of followers through the internet and video and have become very popular by adapting traditional Portuguese folkloric tunes and melodies such as Vira's, Chula's, Corridinho's and Cana Verde's and giving the songs a contemporary twist by playing the concertina at a lightning pace.

They often play with dozens of other concertina players in a sort of accordion jam and freestyle approach. The music is attracting young people to learn concertina and it is not uncommon for families to own multiple concertinas, with their personal choices of color schemes, embellishments, regional crests or flags denoting where they are from.

One of the most famous Portuguese concertina players is Jorge Ferreira and the Polverini Accordion Company has manufactured a Ranco Antonio Ferreira Concertina signature high quality instrument especially for this market. This signature diatonic accordion line is dedicated to this beloved Portuguese American singer/songwriter.

In this news is a separate article about the life and career of Jorge Ferreira.

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