

Lichty Guitars

Handcrafted and Built-to-order Artisan Guitars & Ukuleles



Lichty Guitars

Fact Sheet

Owners: Jay Lichty and Corrie Woods

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What is Lichty Guitars?

Handcrafted and built-to-order by the nimble hands of North Carolina luthier Jay Lichty, Lichty Guitars combines the highest quality materials with premium exotic and domestic tonewoods for custom-crafted acoustic instruments that are aesthetically stunning and acoustically superb. Committed to craftsmanship, Lichty single-handedly builds out of small workshop in Tyon, North Carolina each of the approx 25 artisan instruments he produces a year – crafting heirloom works of art.

Who is the artisan behind the guitars and ukuleles?

Jay Lichty, a musician all his life, was a career homebuilder until the economic downturn hit the home construction industry and Lichty took a chance and pursued his true calling. Having worked with his hands for most of his career, he took his passion for music and knowledge of woods and other raw materials and started Lichty Guitars, with his wife and business partner Corrie Woods. Corrie is responsible for marketing, website development and photography.

What well-known musicians play Lichty Guitars?

- Geoff Achison, critically acclaimed and award-winning guitarist from Australia has commissioned an OM cutaway guitar to be used exclusively on his US tours and to be delivered June 2011
- Mike Gossin, Gloraina – commissioned a cocobolo dreadnought with a custom-painted sound board by artist, Clark Hipolito
- Tom Gossin, Gloriana, commissioned a cocobolo dreadnought with a sinker redwood top
- Doug Lancio, lead guitarist for John Hiatt and Patty Griffin – owns a pau ferro om guitar
- Jody Porter, Fountains of Wayne – owns a Honduran mahogany dreadnought guitar
- Haley Dreis – commissioned a Honduran rosewood OM guitar
- Jonathan Gray – commissioned a hormigo dreadnought guitar

What's unique about the process of producing Lichty Guitars and Ukuleles?

With each commissioned instrument, Jay Lichty blends his own style and expertise with the patron's aesthetics and playing preferences, crafting instruments that designed with, and for, each individual.

What instruments are available?

Acoustic guitars are currently available in the following sizes:

- Dreadnought: A square-shouldered large, deep-bodied guitar
- OM: A shallow-bodied full sized guitar
- Parlor: Smaller sized guitar
- Cutaway body style is available in all size guitars

Ukuleles are currently available in:

- Soprano:
- Tenor :
- Baritone:

How long does the artisan process take?

Three to six months

Where can the instruments be purchased?

Given Lichty Guitars are crafted by hand in a one-man-shop, production is limited and the majority of sales are custom-orders. The small number that are created for public sale are made available for direct purchase through www.lichtyguitars.com and select dealers. Instruments are shipped overnight to ensure safety.

How much do the guitars and ukuleles cost?

Guitars range from \$2800 to over \$8000. Ukuleles start at \$1600.

What is Lichty Guitars' Giving Back Program?

Each year Lichty Guitars donates a handcrafted guitar to the non-profit organization www.theleaf.org to be raffled for fund-raising. This is one example of the many ways Lichty Guitars strives to give back to the community.

Lichty Guitars

Luthier and Musician Jay Lichty Bio

Jay Lichty has been a musician all his life and a homebuilder for the better part of his professional career. When the economic downturn impacted the home construction industry and work became scarce Jay decided to try his hand at building a ukulele in his new-found free time. One ukulele led to another. Within months of building that first instrument Jay had the good fortune of taking a guitar-building workshop with master luthier, Wayne Henderson.

There has been no looking back since that first guitar. Jay has taken the attention he gave to quality and to polished details in his high-end home construction business into his shop and into his craft. Working with premium domestic and exotic woods and the finest materials he crafts each guitar with the greatest care. Most are built to order and he includes each patron of a custom instrument in the design process.

Jay hammered shut his contracting business and strung up his luthier business in the fall of 2009. Within its first year of business Lichty Guitars experienced tremendous success. Custom orders poured in, world-touring professional musicians lined up to get their Lichty and Garden & Gun magazine named Lichty Guitars the overall winner of the prestigious Made in the South awards.

While Jay crafts guitars to-order, his wife and business partner Corrie Woods works on getting the word out. She manages all promotions including design and maintenance of the website, photographing all aspects of the business to media outreach.

Together Jay and Corrie make a powerful team and communicate their commitment to quality, professionalism and creativity through every facet of Lichty Guitars.

Lichty Guitars

Customers and Fans Speak Out

"I am proud to say I taught Jay to build his first guitar. His guitars show great craftsmanship and sound really good."

Wayne Henderson, world-renowned luthier, VA (mentor and continual source of pure inspiration!)

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"My Lichty guitar is absolutely incredible! It feels beautiful to play and sounds so balanced, so phenomenal. Honestly it is the coolest guitar I have ever seen or played. I wanted this guitar to represent who I am and what I bring to the table as a musician. Between Jay's craftsmanship and Clark's artwork – man they nailed it!"

Mike Gossin, Gloriana, Nashville, TN (owner of a custom cocobolo dreadnought guitar)

...

"It's absolutely amazing, fantastic, exquisite! It sounds awesome. For any serious guitar player this is out of control cool!"

Tom Gossin, Gloriana, Nashville, TN (owner of a custom cocobolo dreadnought guitar)

...

"This guitar is INCREDIBLE! Lichty makes a truly fine instrument; the custom-making experience was a treat."

Haley Dreis, singer, songwriter, SC (owner of a custom Honduran rosewood OM guitar)

...

"Lichty is destined to be one of those instruments that becomes a classic. What most excites me about Jay's guitars is how well they sound on record. We have tons of options around the studio but when tracking acoustics everyone in the control room usually says "go with the Lichty."

Jody Porter, solo artist and member of Fountains of Wayne, NY (owner of a Honduran mahogany dreadnought guitar)

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"Thanks for a wonderful evening Jay!...and the honor of playing one of your fine Handcrafted Jems... As a lifelong woodworker and cabinet-maker, I had a critical eye on your instruments and found them to be flawless pieces of craftsmanship. The real treasure was in the sound though! I loved the deep sweet tone of the Cocobolo Guitar that I was privileged enough to play and the ease with which it played. Best Wishes for your continued success as a luthier and musician."

Dale Rucker, NC

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"If superb tone and beautiful aesthetics are what you're after in a guitar, look no further than Jay Lichty. His instruments are works of art and hold their own with the finest Martin and Gibson acoustics around."

Stanfield Gray of BBQ BROS., Charleston, SC

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"Jay Lichty is a luthier par excellence! As a protégé of Wayne Henderson, Jay has upheld the very highest standards of build quality, timeliness, customer service and after-the-sale follow-up. My Lichty dreadnought is a work of art, even though it is a basic model. The volume, timbre and playability are outstanding and I have already experienced an improvement over the already outstanding sound in the short time the guitar has had to set up. I have complete confidence and trust in Jay to deliver excellence at a reasonable price."

Bob Byrd, NC (owner of a custom Indian rosewood dreadnought guitar and a sycamore ukulele)

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"Your work is outstanding, from your choice of matching woods to your original designs displayed. There is no doubt in just a few moments of viewing your guitars there is a lot of care going into each and every instrument. I have seen thousands and owned over a hundred high-end guitars/mandolins/dobro's myself and yours really standout. The folks who purchase your guitars now have made a great investment for their future for themselves or their love ones because they will be hard to get in the near future given high demand. Keep up the great work of art in making super guitars and unmatched sound quality stringed instruments. Lichty Guitars is a warm welcome to the music world. Chuck Brown, Blue Mountain Music & More, NC

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"I ordered a custom guitar from Mr. Lichty because I wanted an instrument that was one of a kind and reflected my individuality. By seeking my input in the processing of the order, I was sure I would receive a prized reflection of my own personal tastes which I would be proud to play and display for my friends and family. These things I expected and received ten-fold. But, what I didn't expect, or pay for, was the inspiration such a fine instrument would instill in a rather mediocre talent like myself. My guitar is a delight to see and play and for that I paid a very reasonable price, but the inspiration I have received by having made this decision is priceless. So Order a custom guitar from J.W. Lichty and he'll be kind enough not to charge you for the inspiration his fine guitars instill."

T. C. Sommer, MI (owner of a custom bubinga dreadnought guitar and a Honduran mahogany OM guitar)

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"The only problem I have with my custom Lichty Guitar is that everyone else wants to play it! The attention to detail in the craftsmanship is incredible and the sound is deep and full and very satisfying."

Charles Hall, NC (owner of a custom Honduran rosewood parlor guitar and a beech tenor ukulele)

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"I love this guitar and so does everyone who has picked it up and played it on the tour bus and in the studio. It's amazing. This guitar holds its tuning better than any guitar I've known or played. Its stability and dynamics continue to impress me. Whether I play soft or aggressive, the notes always ring with a rich warmth and clarity. I make my living with a guitar and I've got say, Jay Lichty may be new on the luthier scene, but based on my experience Lichty Guitars are among the best."

Doug Lancio, producer, profession musician, lead guitarist for John Hiatt and Patty Griffin,
Nashville, TN (owner of a pau ferro OM guitar)

"Dear Jay, The ukulele arrived earlier today. The case is awesome. It is very well made and fits the uke like a glove. And the Uke: Beautiful. Gorgeous. These woods are amazing; I love all the details in it. I think it has a sophistication to it that really makes it a winner. I'm getting to know her a bit now, noodling with it, checking the tuning. It sounds so wonderfully different than my other ukes. You were right about the neck thickness: already I feel it is easier to fret. I think you got the set up string height just right for me, it is very easy to work the chords. Big sound, very balanced and the top end is cleaner and clearer than my Kanilea tenor. Full and rich. These are just first impressions. Will send you more soon, when I calm down. Very Best, Thanks."

Craig Turner, NC (owner of a custom pau ferro tenor ukulele)

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"Beautiful and very soulful tone. The guitar plays beautifully. Really exceptional finger style and I love the neck size. Now, I just have to get better to do it justice. Thanks and I look forward to working with you in the future."

Martin Christie, AL (owner of a pau ferro OM guitar)

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"The guitar arrived on Friday just as planned. I'm very happy with how it looks and sounds. I appreciate all the time and effort you put into the guitar. I will keep you posted on the status of the guitar as it ages. I also want to say thanks for the CD of photos of the guitar in progress. I will keep checking your web site, to see what you have in the works. Hopefully, someday, we will be able to work on another project together."

Lane Pivonka, KS (owner of a custom Brazilian rosewood guitar)

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"Wood, like all living things, has a destiny. Perhaps it is to provide shade, or food (love them cherries), or shelter, or the priceless gift of warmth, or perhaps it is destined to be a guitar. A few weeks ago I paid a visit to Jay in his NC shop. He handed me a Honduran Mahogany dreadnought to play. I fingerpicked a few chords and she sang the first of many sweet songs to me. Before I left, Jay brought out another one of his gems; a Brazilian Rosewood dreadnought. It was love at first sight. She looked right, she felt right and she sounded great. Both of these guitars INSPIRE me to play. I am inspired when I see them, I'm inspired when I touch them and of course I am inspired when I hear them. I love the guitars Jay built for me and am proud to be the caretaker of these fine guitars. When I pass on, these guitars will go to a player; money won't buy them."

William Miller, IN (owner of a custom patchwork parlor guitar, a Brazilian rosewood dreadnought and a Honduran mahogany dreadnought)

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"Having an instrument you love to hold, to look at, to feel and to play inspires great music and extreme fun. My custom ukulele is a dream on all fronts."

Kipling Gillespie, FL (owner of a custom lapacha tenor ukulele and a custom koa OM guitar)

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Builder of Handcrafted Guitars and Ukuleles Top Winner Of Made In The South Awards

Lichty Guitars honored by an award that celebrates southern craftsmen and entrepreneurs

November 19th, 2010 – Tryon, NC

Lichty Guitars is proud to announce that Jay Lichty from Tryon, North Carolina, takes top honors as this year's overall Made in the South Awards winner for his handcrafted guitars and ukuleles. This recognition comes to former homebuilder and carpenter just a little over a year after leaving the construction industry behind and starting his highly successful business, Lichty Guitars.

Garden & Gun magazine launched the Made in the South Awards program this year to celebrate the rich cultural tradition of craft, design and ingenuity in small, Southern-based businesses. *"The awards are about people who are making things that have character, integrity, a great story and, most importantly, Southern style – traits that are truly embodied by our selections,"* says G & G Editor-in-chief Sid Evans. Lichty Guitars was chosen as the winner from hundreds of entries.

Friend, mentor and world-class luthier and musician Wayne Henderson was by Jay's side as he built his first guitar and has seen and played many Lichtys since. *"I am proud to say I taught Jay to build his first guitar,"* says Henderson.

Since that time Lichty has crafted dozens of one-of-a-kind instruments and several top performing musicians play custom Lichty Guitars. These include Tom and Mike Gossin (top country band Gloriana), Doug Lancio (Nashville producer and lead guitarist for John Hiatt and Patty Griffin), Jody Porter (Fountains of Wayne), Haley Dreis and Jonathan Gray. Lichty specializes in building custom instruments for both casual and professional musicians

"This award is an incredible honor given the skills and talents of all the other winners," marvels Lichty. *"I am especially excited that, as a luthier, I won. The more news about handcrafted instruments folks can read the more orders luthiers will get and the more beautiful handmade instruments will make it into the hands of happy musicians."*

About Lichty Guitars

Handcrafted and built-to-order by the nimble hands of North Carolina luthier Jay Lichty, Lichty Guitars combine the highest quality materials with premium exotic and domestic tonewoods for custom-crafted acoustic instruments that are both aesthetically stunning and acoustically superb. Committed to craftsmanship, Lichty single-handedly builds each of the 25 artisan instruments he produces a year - creating heirloom works of art praised by fine musicians from Nashville to LA. For more information visit www.lichtyguitars.com or to arrange an interview with Jay Lichty, please contact Corrie Woods at 828.713.6578 or via email lichtyguitars@charter.net.

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WIN A HANDMADE GUITAR AND SUPPORT A GREAT CAUSE

A Lichty Guitar, valued at \$3500, will be raffled to benefit the non-profit organization, LEAF

Sept 25, 2010 – Tryon, NC

NC luthier Jay Lichty of Lichty Guitars has provided guitar enthusiasts nationwide and supporters of LEAF an opportunity to win a beautiful handcrafted guitar. [LEAF, www.theleaf.org](http://www.theleaf.org), is a non-profit organization established to build community and enrich lives through the Arts – locally & globally – with festivals, events, mentoring, and educational programs. Up for raffle is a one-of-a-kind OM-style acoustic guitar, a perfect size for all types of players, built from African Bubinga and Spruce. All proceeds from ticket sales go to LEAF.

- Learn more about this guitar at www.lichtyguitars.com
- Purchase tickets at www.theleaf.org
- Ticket Price: \$10 (multiple tickets may be purchased)
- Ticket Sales limited to 350
- Act fast as the Raffle Drawing is 10/17 at Lake Eden Arts Festival if all tickets are sold by that date, or on 12/01

Lichty began building ukuleles when his work as a home contractor slowed down. Within a few short months he had built 7 or 8 and then had the incredible good fortune to build his first guitar in a workshop with world-renowned guitarist and guitar builder, Wayne Henderson. Lichty builds approximately 25 handcrafted instruments each year in his Tryon, NC shop. This is the second guitar he has donated to a charitable organization and it is one of the ways Lichty Guitars gives back to the community. Built from the finest available exotic and domestic tonewoods and materials, Lichty Guitars and Ukuleles are treasures to own and to play.

Many top performing musicians agree. A few of the musicians who currently play Lichty Guitars are Tom Gossin of one of today's hottest country bands, Gloriana, Doug Lancio, Nashville Producer and lead guitars for such greats as John Hiatt and Patty Griffin, Jody Porter solo artist and member of Fountains of Wayne, Haley Dreis and Jonathan Gray. *This guitar is INCREDIBLE! Lichty makes a truly fine instrument; the custom-making experience was a treat. – Haley Dreis,*

How does this guitar sound? Internationally acclaimed guitarist, singer, songwriter Geoff Achison graciously test-drove the guitar to be raffled, before a recent Asheville, NC show on his recent US tour. You can hear just how incredible both musician and the guitar sound at www.lichtyguitars.com.

A \$10 ticket, only 350 sold, and all proceeds going to a great cause add up to a win/win for all who are lucky enough to buy tickets before they sell out.

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ACCLAIMED LUTHIER JAY LICHTY TO SHOW HIS HANDCRAFTED GUITARS AND UKULELES AT THE REAL ESTATE STUDIO

CHARLESTON SC- APRIL 26, 2010 – The Real Estate Studio of Dunes Properties announced today that they will host an afternoon with North Carolina luthier Jay Lichty where he will present a selection of his handcrafted guitars and ukuleles. Folks are invited to drop by the Studio on May 12 to meet Jay, pick up and play the instruments, and find out more about the process of handcrafting these one of a kind instruments from the luthier himself.

There is not a fraction of an inch of a Lichty instrument that has not been cut, assembled and scrupulously examined by Jay Lichty. He even hand selects each piece of wood for its esthetic beauty, strength, integrity and tonal quality. Jay has handcrafted guitars for a variety of talented and discerning musicians. Solo artist and band member of Fountains of Wayne, Jody Porter recently purchased a handmade Lichty Acoustic guitar to take on his next tour. Acclaimed Charleston musician Jonathon Gray recently commissioned a Hormigo Dreadnought Acoustic Guitar that will be on display at the May 12 event. Also on exhibit will be a Cocobolo and Redwood Dreadnought Acoustic Guitar that is “under construction” for country artist Tim Gossin, a member of the band Gloriana.

“I love every step of building an instrument, from choosing the best wood, to hand carving the inside bracing, to stringing them up. When I play those first few notes, or better yet, hear someone else play those first few notes and see the smile on their face, well now – that’s my favorite part!” – Jay Lichty

Jay will be at The Real Estate Studio at 214 King Street on May 12, 2010 from 2:00- 6:30 pm to showcase his instruments. The event is free and all interested musicians and collectors are invited to stop by to meet the luthier and play one his beautiful guitars. For more information visit <http://www.lichtyguitars.com>

About The Real Estate Studio

The Real Estate Studio is the downtown office of Dunes Properties, a boutique real estate, vacation rental and property management company serving the Charleston area since 1989. The Real Estate Studio, located at 214 King Street, supports Charleston’s thriving art community by highlighting a new artist or organization every six weeks. The Studio routinely hosts special events and receptions for area non-profits and artists. For more information contact Traci Magnus at 843.722.5618 or tmagnus@dunesproperties.com

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A One-of-a-kind Carolina Guitar is Built for a One-of-a-kind Carolina Musician

Carolina singer/songwriter, Haley Dreis, receives her custom-designed and hand-built Lichty Guitar.

Tryon, NC – Aug 16, 2010 – Lichty Guitars, builder of high-end handcrafted acoustic guitars and ukuleles, announced today the delivery of a Custom Acoustic Guitar to Haley Dreis.



Jay Lichty builds custom instruments in his Tryon NC luthier's shop. His instruments are rapidly gaining a reputation with professional musicians as instruments of stunning tonal quality and expert craftsmanship. Lichty believes that nothing inspires great music more than playing an instrument you love. Each instrument he crafts is a one-of-a-kind: there is no standard "Lichty" and most are built to order. Musicians who currently play and are inspired by Lichtys include: Tom Gossin (Gloriana), Jody Porter (solo artist and member of Fountains of Wayne) and Doug

Lancio (Nashville Producer and lead guitarist for John Hiatt and Patty Griffin). Haley Dreis is now among these enthusiastic owners.

Haley Dreis is a talented singer songwriter whose first album, *Beautiful to Me*, has critics raving. "A classical music student at the University of South Carolina who put out an excellent self-released CD of original songs fully arranged and fully realized, Dreis is an entrancing violinist as well as a clever lyricist who's still young and green enough to have some fun," says Kevin Oliver of *No Depression – The Roots Music Authority* website.

A one-of-a-kind custom guitar seems a perfect fit for this one-of-a-kind musician. Her custom Lichty acoustic guitar was crafted from a piece of exotic Honduran Rosewood that she hand-selected while visiting Lichty Guitars. Custom features include a featured maple binding, and rosette and inlay. "This guitar is INCREDIBLE! Lichty makes a truly fine instrument; the custom-making experience was a treat." – Haley Dreis.

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GLORIANA'S MIKE GOSSIN RECEIVES HIS DREAM GUITAR

A collaboration of artists Mike Gossin, Clark Hipolito and Jay Lichty bring Mike's handcrafted, hand painted Lichty Guitar to life

Feb 7, 2011- Tryon, NC – Back in the fall of 2010 Mike Gossin, of Gloriana, commissioned a custom handcrafted guitar built by NC luthier Jay Lichty of Lichty Guitars. Brother and fellow band member Tom Gossin has a custom Lichty and it has become a favorite in their Nashville songwriting sessions. *"Man, I just had to have one,"* said Mike. His vision was of a guitar that captures who he is as a person and musician. That vision inspired him to contact Raleigh N.C. artist Clark Hipolito (www.artcosurf.com or The Art Company at Facebook). Mike, Jay and Clark then collaborated to create Mike's dream guitar, a Lichty guitar featuring artwork by Hipolito.

Award-winning luthier Jay Lichty (<http://www.lichtyguitars.com>) specializes in building custom acoustic guitars and ukuleles and the process starts with having the customer select the primary features and the specific set of wood they'd like from Lichty Guitars' extensive collection of domestic and exotic tonewoods. Mike chose a highly figured set of cocobolo, a Central American rosewood. In his one-man shop in Tryon NC Lichty crafted the guitar to Mike's specifications and when the time came, Hipolito arrived at the shop to apply the artwork. His design was inspired by Mike's tattoos.

The three recently met up in Wilmington NC where Mike received his guitar. *"My Lichty guitar is absolutely incredible! It feels beautiful to play and sounds so balanced, so phenomenal. Honestly it is the coolest guitar I have ever seen or played. I wanted this guitar to represent who I am and what I bring to the table as a musician. Between Jay's craftsmanship and Clark's artwork – man, they nailed it!"*

Musician, luthier and artist are all experiencing screaming success. Gloriana (www.gloriana.com) toured with Taylor Swift in 2010, had the hot single Wild at Heart go gold and have just been named by Billboard Magazine as one of the Top Country Artists – Duo/Group for 2010. Professional musicians who play Lichtys include Doug Lancio, Nashville producer and lead guitarist for John Hiatt and Patty Griffin, Jody Porter of Fountains of Wayne, solo artist Haley Dreis and Jonathan Gray, frequently on tour with William Fitzsimmons. Hipolito's artwork can be seen all over the map, from large interior design murals to musician Michael Franti's guitar to beautifully painted surfboards that include one commissioned by Grammy-winning pop star "Pink" (Alecia Moore) and one purchased by

Billy Gibbons, the legendary founder and lead guitarist for Rock & Roll Hall of Fame band ZZ Top.

Three creative artists collaborating to make one stunning guitar, to make Mike Gossin's dream guitar.

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Press Clippings

The New Frontier
of Country Ham

Why Life Is Bigger
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Mississippi
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DECEMBER 2010 / JANUARY 2011

SOUL of the SOUTH

Hidden Florida

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PLUS:
A deep-fried
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20 Craftsmen,
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The
Next Great
Southern
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A Twist
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Made *in the* South

From modern rocking
chairs to strawberry jam,
the winners of our first con-
test for craftsmen exemplify
the South's entrepreneurial
spirit and a tradition of
goods made right

by

DONOVAN WEBSTER &
HASKELL HARRIS

Thing of Beauty
Jay Lichty's handmade
guitars and ukuleles
won this year's Made in
the South Awards.



photograph by BRIAN WOODCOCK

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Lichty Guitars

Before the housing bubble burst, Jay Lichty built houses for a living. Today he's building world-class guitars and ukuleles by hand in small-town North Carolina

ROUGHLY FIFTEEN MONTHS AGO, JAY LICHTY HAD A DREAM. No, really, he had a *dream*.

A professional home builder and woodworker from Tryon, North Carolina, who has also been a musician for thirty years, Lichty, now fifty-four, was asleep one night when the next phase of his life got delivered to him.

"I had this *really vivid* dream, where I was playing this small-bodied instrument," he says. "It was like a small guitar, a really, really small guitar, and when I woke up the next day the dream just hung with me. So I decided to look into small guitars, and I hit on



The Music Man
Luthier Jay Lichty at home in North Carolina; tools of his trade

\$1,200–\$8,000
lichtyguitars.com

At this, Lichty has proved a natural. Before long, he was taking luthiers' workshops around the Southeast, learning to build guitars and other stringed instruments from some of the region's masters. When he attended a seminar with famed Virginia craftsman Wayne Henderson, it all clicked.

"I watched how Wayne worked," Lichty says. "How his hands shaped the wood, how he trusted his hands to know when to stop shaving a brace or something. I watched very closely, and I thought, it's all in trusting the hands."

Since studying with Henderson, Lichty has never looked back. In the last fifteen months, he's built twenty-five guitars and a handful of ukuleles, only a few of which still reside beneath his roof. "I guess you could say I've been busy," he says. "It's like I've found a new outlet for my life."

When you see a Lichty guitar, his commitment to craft is obvious. He often mixes different woods, including exotics such as rosewood and koa, each with a different shade and grain, on various parts of the instrument's body. With their sometimes muted, sometimes bold features, the guitars look like fine art.

So far, four professional musicians (including Doug Lancio, lead guitarist for John Hiatt) use Lichty guitars, and neither Lichty's production capacity—working out of his shop in Tryon—nor his desire to learn has slowed since he first had The Dream.

"It's funny," he says, "this feels like what I was supposed to do when I grew up. I still have a lot to learn, but that's how it is when you try to make something nice and make it by hand. Every instrument you make is its own thing; with each one you learn something. There's a lot more to making a good guitar than working with wood."

► As the overall winner of the 2010 Made in the South Awards, Lichty will travel to Charleston, South Carolina, for a business consultation with Leapfrog Public Relations and Stitch Graphic Design.

Local Luthier Brings Wood Back to Life

By Maureen Smith

Jay Lichty has a way with woods. Not just any woods like pine or oak. We're talking exotic woods with barely pronounceable names like bubinga, cocobolo, and Pau Ferro.

Lichty is one of those people who revels in making lemonade when presented with lemons. After enjoying a 25-year career as a successful building contractor, he began looking toward other creative outlets when the housing market took a downturn.



As a lifelong musician, he reasoned that he could combine woodworking and music and develop a new full time livelihood for himself. He'd been playing banjo and mandolin as a member of The Lone Derangers, so the fit was a natural.

Lichty says he learned to be a Luthier in the same hands-on fashion that he learned to be a builder: by apprenticing with a seasoned master of the craft. He jumped at the chance to sign up when he learned Wayne Henderson, an acknowledged master, would be teaching a guitar-making class at Tryon Painters and Sculptors in the fall of 2009. Lichty signed up immediately. He took to that class like a double-jointed finger-picker, and the result was that he devoted nearly all his waking hours to becoming a "Luthier," a musical-sounding word itself, which mean a builder of stringed instruments.

Within nine months, he had created more than two dozen meticulously crafted guitars and more than a dozen ukuleles.

He speaks of the instruments, lovingly handcrafted in his studio, as if they are, in fact, his babies. "I just enjoy bringing the wood back to life," Lichty says. And there has been no shortage of adoptive *parents*.

Corrie Woods, his partner and published author in her own right, has used her marketing expertise to work tirelessly on getting the word out on their collector-quality instruments in print and social media. "I could not have done this without Corrie," Jay insists. "She is the one responsible for getting their high-end Lichty Guitars known in the world of musicians. Without her, I'd just be some dusty guy walking around in a wood shop filled with unsold guitars and ukuleles."

In a scenario that all entrepreneurs dream of, word of the quality of Lichty's instruments has spread nationally, earning him features on television, in magazines and, most recently, a spot in the Christmas Catalog of the prestigious Sotheby's of New York.





Most rewarding of all to the couple is that nationally known musicians have ordered and been thrilled with the unique smell, feel and sound of the Lichtys. Those musicians in turn, have spread the word to other professionals. Well-known artists, including Tom Gossin of the award-winning group Gloriana, who raved: It's absolutely amazing, fantastic, and exquisite! It sounds awesome. For any serious guitar player, this is out of control cool!" Jody Porter of Fountains of Wayne, chose to play his Lichty Honduran Mahogany Acoustic on his latest solo album, and Doug Lancio (Nashville Producer and lead guitarist for John Hiatt and Patty Griffin) is playing a Lichty as well.

Lest you worry, all the recognition has not swelled this Tryon Luthier's head. He recently donated an African Bubinga guitar to be auctioned at the Lake Eden Arts Festival (LEAF), with all proceeds going to LEAF's non-profit programs.

Perhaps the most valued compliment Lichty has received comes from the world-renowned Luthier and musician who taught him the art. "I am proud to say I taught Jay to build his first guitar," says Wayne Henderson. "His guitars show great craftsmanship . . ."

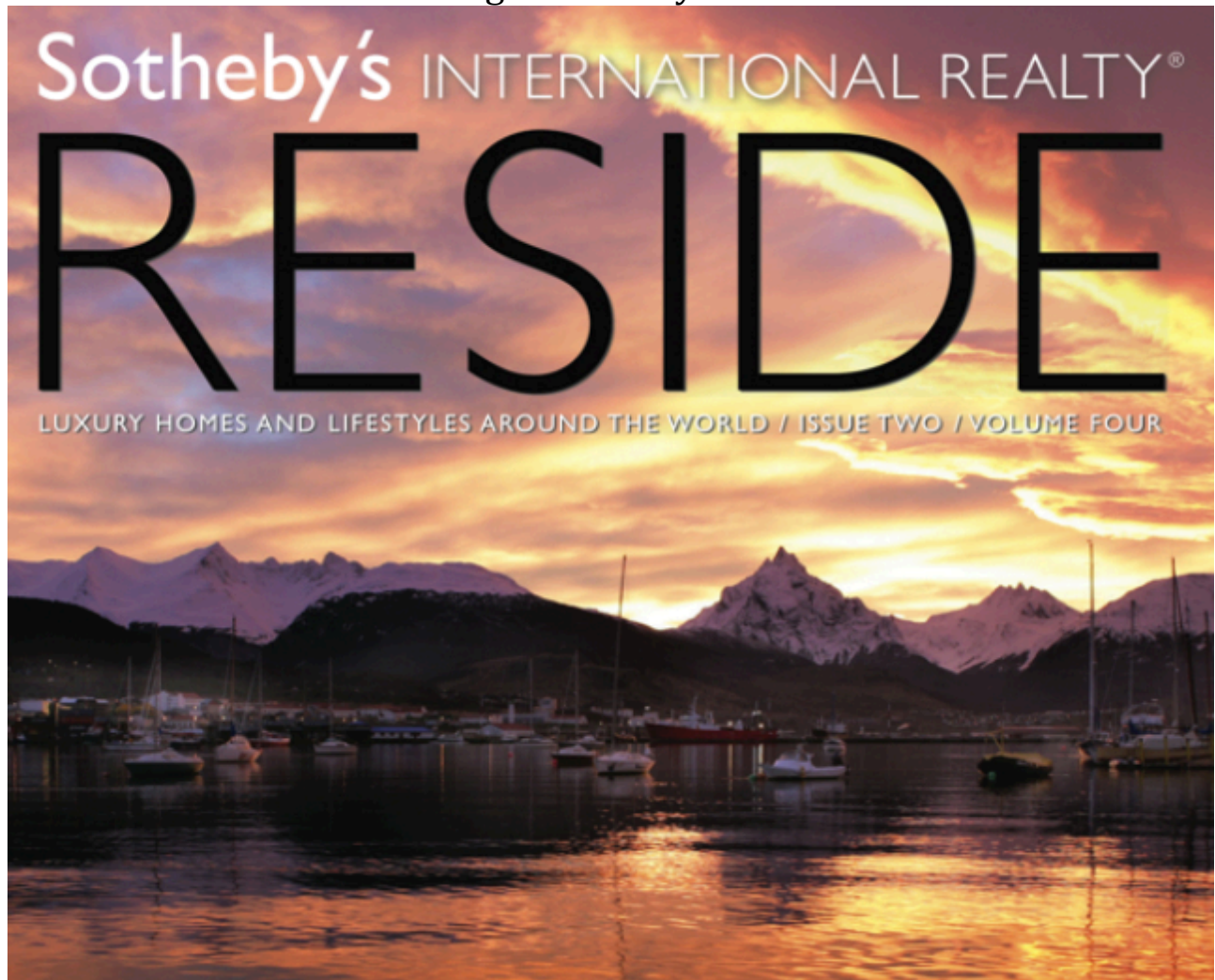
In case you missed it, Lichty Guitars celebrated their first year in business by hosting Guitars in The Round at the Saluda Wine Cellar last Friday. Doug Dacey, Dale Rucker and, of course, Jay Lichty came together to play a variety of handcrafted Lichty guitars and ukuleles to the delight of a full house. Doug Dacey, Dale Rucker and, of course, Jay Lichty took turns playing original and traditional tunes. Frank Beeson of the Saluda Inn joined them for a few tunes.

What could be finer than to be in Carolina with homegrown guitars and musicians.



Article published November 10th in The News Leader, Landrum, SC

Sotheby's International Realty Magazine, Reside, features one-of-a-kind gift: a Lichty Guitar



ENTERTAINMENT
Dollhouse Jigsaw Puzzle

Personalized puzzles are considered the Rolls-Royce of puzzles. Every cherrywood-backed piece is hand cut, one at a time. Puzzles run \$1,000-\$6,000 depending on size and complexity, and explain why it's the only company of its kind to offer a program. Its limited edition Dollhouse Village made it into the Guinness World Records for most expensive puzzle, \$14,500 in 2005. It now retails for \$24,995. Stave owners are in good luck. —Bill Gates, Queen Elizabeth and Barbara Bush, among others.
repuzzles.com



MUSIC
Lichty Handcrafted Custom Guitar

A one-of-a-kind treasure for musicians, music-lovers and collectors. Each instrument is custom designed and signed by carpenter-turned-luthier Jay Lichty of Tyron, North Carolina. No two are alike. Customers choose every detail including master-grade woods used to craft the guitar, doubtlessly the toughest decision of all. Choices include exotic Brazilian Rosewood, Central American Hornbush and "sinker" redwood, felled by loggers more than a century ago and reclaimed from riverbeds.



G&G STYLE

Guitar Dreams

While we get occasional visitors at the G&G offices, rarely do we get drop-ins who come bearing musical instruments. So when an up-and-coming luthier from Tryon, North Carolina, showed up with three of his handmade acoustic guitars and even one ukulele, we gathered around as if someone had arrived with a plate of fresh biscuits. The instruments looked like works of art, but the biggest surprise was how beautiful they sounded, even when played (poorly) by some less-than-musically-gifted editors.

The luthier's name is Jay Lichty, 53, a musician most of his life and a homebuilder by trade until the economy put the kibosh on his business. Inspired by a dream he had one night about a small guitar-shaped instrument, Lichty found himself compelled to buy a ukulele. Then another. "I fell in love with them, and that started the whole ball rolling," he says. "I thought I better start building them if I want to keep acquiring them." It wasn't long before he made the jump to building guitars, studying with legendary luthier Wayne Henderson of Virginia. And today, Lichty runs his own one-man shop, blending his love of music and knack for carpentry into a whole new vocation.

Most of Lichty's guitars are built to order, a process he equates to a kind of alchemy as he works with his clients to select the right wood and components based on their individual preferences. It can take a month or more to complete a guitar, but the results are well worth the wait. Already some pro musicians have taken notice—most recently Doug Lancio, lead guitarist for John Hiatt, who was so impressed after trying one out that he brought it back to use in his Nashville studio, a sign Lichty may just have dreamed up his true calling.

Columbus Farmer's Market returns, see Market Place page 3

Tryon Daily Bulletin

The World's Smallest Daily Newspaper

3 / No. 45

Tryon, N.C. 28782

Monday, April 5, 2010

Only 50 cents



a list of upcoming
and events for area
it community and
ental organizations:

TODAY

Meeting Place Senior
Monday activities
Line Dancing, 9:30
ior fitness, 11 a.m.,
bead class, 12:30
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Club, Mondays,
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Open to anyone in
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Contractor discovers new career at TAC workshop

Lichty donates one of his handmade guitars for anniversary auction

Tryon Arts and Crafts will celebrate its 50th anniversary with an auction on April 24.

Jay Lichty, a general contractor/builder turned fine handcrafted instrument builder, has donated an OM Acoustic Guitar for the 50th Anniversary Celebration.

It is a bit of karmic payback. Lichty got his start as an instrument builder at a workshop offered by Tryon Arts and Crafts.

According to Lichty, one of the most pivotal moments in his life came in the summer of 2009. The phone rang one afternoon with the news that he had been accepted for the final spot in a guitar building workshop to be held at Tryon Arts and Crafts.

This was not your typical workshop.

Lichty, who had been on the waiting list for months, was hoping for the chance to study with



Jay Lichty carving a guitar. (photo submitted)

Wayne Henderson, a world renowned luthier and musician from the Appalachian region. Henderson's guitars are considered masterpieces throughout the world and are praised for their craftsmanship and

(CONTINUED ON PAGE 6)