



# Peter Qvortrup: Back to the future

PETER QVORTRUP, FOUNDER OF BRITISH HIGH-END HI-FI SPECIALIST AUDIO NOTE, HAS JUST CELEBRATED HIS 70TH BIRTHDAY. CHRIS FRANKLAND TALKS TO HIM ABOUT SOME EXCITING NEW PRODUCTS IN THE PIPELINE, THE CHANGES HE HAS SEEN OVER HIS 40-PLUS YEARS IN THE HI-FI INDUSTRY – AND WHY HE BELIEVES MOST OF THEM HAVE BEEN FOR THE WORSE

**I first met Peter Qvortrup in 2015 for an interview that appeared in the Jan-Mar 2016 issue of this magazine. This time, I am back to talk to him again shortly after he celebrated his 70th birthday.**

I knew little of Audio Note before that first meeting, but what I have learnt subsequently has given me a great respect for Peter, and what he has achieved since he established the company in 1991.

Formidable intellect, historian, free thinker and lover of music and classic Mercedes cars, Qvortrup speaks his mind, refuses blindly to follow audio fashions, and does things his own way. As we meet over lunch, there are many exciting projects in the pipeline at Audio Note I am keen to discuss with him.

But first, we talk of why he believes knowledge of the history of hi-fi is so important, and how he thinks the industry has changed. Does he think it has changed for the better or for the worse?

“Oh, definitely for the worse,” he retorts without hesitation. “Look back, and you can see the period when things were looking promising but ended up not fulfilling that promise. In the early era of mono, and subsequently stereo from about 1956 onwards, what people bought made more sense. Then transistors came along and you could start making amplifiers with more power. Philips ran an advert against the output transformer with a picture of an ugly face superimposed on one: it was the evil thing that made it impossible to make a decent-sounding amplifier. When you listened 20 or 30 years later to the products they claimed were so much better, you realise what a complete load of bollocks that was.”