

Przemysław Kokociński (Co-founder and CEO of TAGA Harmony) - Interview



Where it all started for you?

Music has been always an important part of my life and present at my home since I was a kid.

In the early 90ies my brother and I were dealing with sales and service of new and used audio equipment. Then Richard from Germany joined us to help to design and build our own products – it was in 1996.

At the beginning we did not have any explicit idea for the brand name or its future. Our first loudspeaker prototypes were built 2 years later – without any model name nor brand marking. They were sold among friends and audiophiles who were customers in our shops in Warsaw.

Who mostly inspired and influenced you?

We had different periods in our professional career. There was a time when we were under impression of American sound style with strong and low bass and emphasis on the midrange frequency.

Then an era of fascination for German sound school came and we focused on detailed and rich high frequencies with fast, short and well-controlled bass.

All these experiences have forged our own style which is a kind of combination of everything what is the best in audio.

Our products are designed to feel well in all musical genres - we believe music is a universal message and the worse thing to do is to create products which are narrowed to a certain type of music.



Which was your first design in your company?

It was a bookshelf speaker with no model name. It was quite a simple design, based on drivers of a brand which I will not mention, which were heavily modified by us and of course with a crossover totally built by us.

To be honest we do not even have any samples nor pictures of the first products. At that point we treated it as a kind of experience which was giving us a lot of fun and helped us to understand what we really wanted to do in the future.

You have a lot of lines of products (speakers, electronics, cables). Which is your best selling product line?

When it comes to home speakers we have 2 series which are top selling: Platinum v.2 and Audio-Video. We believe that speakers in the Audio-Video series offers the best value for money and we are selling them in a lot of different channels.

The Platinum v.2 is a great series in the premium category and has been recently replaced by the v.3 version which we believe will be our bestselling series in the top category in the coming years.

We have also reported a huge increase in sales of Electronics so you will see more and more new components from us.

It is important to mention Custom Install products which sales is growing dynamically.

What made special the Taga Harmony products?

People behind them! We do not try to build products to chase the mainstream but we create products which we personally like in terms of sound performance.

I think that our customers feel that these products are made by humans for humans. That is why we always focus mostly on intensive listening tests and sound adjustments rather than on creating perfect specifications on paper because music and generally sound is about emotions, feelings and passion.

Do you think that the sound of electronic valves continues to be very different from those of solid state?

We believe that vacuum tube and hybrid amps are a niche which gives companies like ours opportunity to make great products. To be honest there is quite a lot of good solid state amps on the market - we feel it is not a place for us although we have quite decent solid state amps in the Custom Install category. I think we will be following the current path.

What is your preferred power tube and why?

I personally like the KT88 because of its universality and sound capabilities. But of course everything depends on the application.

Is there a company for which you feel a special weakness?

There is still a lot for us to learn and we are always open for suggestions from our customers and partners. We are not afraid of any challenges.



Are you optimistic about the future of high fidelity?

It is a subject which is so viral in the audio industry. In the era of smartphone and mobile sound devices young people seem not to be interested in high fidelity equipment as much as our generation was. That is why we need to show them the real difference between mobile and component audio gear. In some sense to teach them how to listen. We are doing this by organizing special demonstrations like together with our brand ambassador Hirek Wrona – these events are not taking place in regular audio channels but are addressed for “regular” people, I mean not for audiophiles (for instance presentations at all sorts of conferences etc.).

What do you think about the general resurgence of analog sound?

I think that it is a very good trend and new opportunities for our company.

Do you think that analog sound is superior to digital?

I think that whatever gear you are using (digital or analog) if you like the sound then it doesn't matter. The final outcome is what makes us happy and satisfied and we shouldn't care how it's been achieved.

Can you tell us the components that make up your private audio system?

Of course TAGA Harmony! I have a pair of Diamond B-60 bookshelf speakers (modified for me 😊), powered by our TTA-1000 tube amp (Tung-Sol KT120). I am also using our newest DA-300 v.3 DAC which is hooked to a computer and Technics SL-1210 turntable. I am not using a CD player at the moment.

How important is it to participate in the most important Audio Shows?

It is important to meet with real customers, users and partners to exchange experiences and to listen to their feedback. So I think it is very important to be present there but when it comes to critical listening audio shows is not a good place.

What are the future plans of Taga Harmony?

We are planning to be stronger in the Electronics category - planning to launch an entry level tube amplifier and a powerful hybrid amp as well as we are working on upgrading the current range of products. In the coming 2 years we will be working on upgrading our high-end Platinum SE series and modernizing the Platinum SLIM series. Of course we have much more designs on the table and they will be revealed gradually. It is worth to stay tuned with TAGA Harmony!

