

# BASS OF TOMORROW

GHS Strings have helped to shape the sound of the world's bass players since 1964. Hywel Davies asks Jon Moody, one of the company's top minds, what the future holds

Words: Hywel Davies

From endorsee to employee, Jon Moody has helped to push the GHS brand further into the 21st century. For the past seven years, Moody has held the prestigious title of Manager of Brand Identity and Development with the family-run company – but there's a lot more to his role with GHS than an impressive business card. What are the most important lessons he's learned while being at GHS, we ask?

"It's actually something I picked up from my dear friends over at Aguilar, during conversations at the NAMM show," Jon says. "Their mindset is that every part of your signal chain plays an integral role in shaping your sound. Understanding the role each part plays helps you make very thoughtful and deliberate design choices.

"That knowledge has been incredibly valuable when designing strings, working with builders on their own private label of strings, or working out new ideas. Being able to drill down into what the purpose of the strings is and what they do to shape the tone, has allowed me to make some strong edits to existing strings, or come up with new string concepts. Our Balanced Nickel strings are a direct result of that kind of thinking: they allowed me to really focus on what sounds the strings were making



– what was similar, what was different, and adjust as necessary."

For better or worse, strings will always be at the centre of a bassist's decision-making process on their path to divine tone. With so many factors to consider, it's easy to lose yourself in a pedantic

tangle of questions that'll take time away from what's really important – playing. What's the best advice Moody can give to players looking for the best possible sound?

"Don't read too much into anything – especially on forums," he advises. "You can get caught up in the minutiae of balanced tension, tapered cores, core-to-cover ratio, this material over that... It's overwhelming! You end up spending more time talking about bass than playing it, and that's a problem. The best thing you can do is put the strings on your bass, plug in, and play."

With a new decade comes new opportunities for innovation – so what does the rest of the 2020s hold for GHS strings? "The revamped Bass Progressives 2.0 are coming out this spring, which I'm pretty excited about," says Jon. "I've taken the concepts and construction that I introduced with our Balanced Nickels and brought them into the Progressives line. I'm always revisiting our current line as well – just because that's how we've always done it, doesn't mean that we can't make things better. It's a continuous process of learning." Amen to that. ■

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