

# OD Guitars Art Piece, NAMM 2024 EPK

/imagine:prompt



## About OD Guitars

Omer Deutsch is the luthier and founder of OD Guitars

The brand is known for the unique Natural Geometric™ chambering system, which creates a distinctive sound characteristics.

on he's designs he tends to look at all things from a different angle and explore other ways of doing things. "If I can't be original then there is no point in making more of the same.

We are artists, we need to express ourselves and share it with the world."

The Natural Geometric™ is all about being inspired by nature and combining it with today's modern design aesthetics. It's taking mathematics, geometric shapes, and formulas and applying them to a natural material such as wood. Every instrument I make should turn out a little different from the other, that's the unique aspect of a handmade guitar. It's never the same as the one before it.

[Read more](#) about lutiher Omer Deutsch

[Read the story](#) behind Natural Geometric™



he project is called /imagine:prompt which is how you start an idea on MidJourney.

Back at the beginning of 2023, I had an idea about exploring the use of AI as a design tool. I've decided to go wild with it and test the connection between nature and a functional product which is...the electric guitar, surprise surprise.

I was always fascinated by nature and how we can still have it inside our homes, especially when everything around us is getting more and more technological and somewhat cold. Using AI for this project is both progressing into the modern world and poetic, while a lot of people (especially designers) fear AI, I've wanted to see if I can use it for my own needs. So if I can create an impossible image on MidJourney, would I be able to create it in real life? I've started playing around with the MidJourney engine and creating some of my thoughts of guitars and sound cavities, at first, it was just crap, but later I discovered some really interesting things, I then started exploring the relations between electric guitar, nature, and technology.

So I jumped on the bandwagon and tried to make it real, and holy shit, this is a challenge like you wouldn't imagine. Along the way, I've experimented with new and different tools, After long hours I got to the point of finalizing the design and then I started filling in with moss, twigs, and faux plants (we don't want anyone to water their guitar...).

The guitar sounds amazing, the walnut rings beautifully, and have all the clarity I wished for. Loaded with BKP Painkillers it has the oomph and the groomph every metal player need. Working on this project challenged me in a lot of new ways that I've never thought I'll go and I can't wait to come up with the next challenge.

Taking the AI generated image and replacing the weird guitar with my own design made everything look much interesting to me. I then started to mimic the roots and nature that's been created by midjourney. Handwork, detailing, and a lot of sawdust, I've manage to create both unique and functional art piece.

This Art Piece is presented in the Art section of The Boutique Guitar Showcase at the NAMM show  
January 25-28, 2024  
Anaheim Convention Center, California

[Watch](#) the video

for more information contact us at [od@odguitars.com](mailto:od@odguitars.com)



