



Press Release

FOR IMMEDIATE RELEASE

## Roland Completes New Global HQ Designed to Ignite the Next Wave of Music Innovation



*Adaptive-reuse Project Unites Two Existing Buildings into a Light-filled Campus for Music, Technology, and Experimentation*

**Anaheim, CA - January 20, 2026** – [Roland Corporation](#), (NAMM, Room 202, Level 2), creator of some of the world's most iconic instruments, celebrates the completion of its new global headquarters in Japan: a 213,000-square-foot adaptive-reuse project that brings together two existing buildings into a single, three-story workplace designed around light, openness, and collaboration. Construction began in 2024 based on designs by [Mount Fuji Architects Studio](#), with the project, named the **Roland Inspiration Hub**, reimagining the former structures as a contemporary environment built to power the company's next era of music technology.

Rather than demolishing and rebuilding, the steel-framed headquarters preserves and reframes much of the original building fabric, unifying the two structures beneath a continuous roofline and around a central atrium that visually connects all three floors.

Sustainability is embedded in the design approach, significantly reducing the environmental impact of construction while creating a flexible interior landscape. By retaining much of the

existing building's fabric, including air-conditioning and lighting systems, the project significantly reduces the carbon impact of construction.

The new headquarters consolidates teams previously spread across three separate facilities into a shared, purpose-built environment tailored to Roland's diverse workforce, from engineers to administrative staff. Sound-proofed rooms are integrated throughout the building for product testing and creative collaboration, including dedicated spaces near the entrance where visiting musicians can test instruments without passing through sensitive development areas.

"Roland has deep roots in Hamamatsu, from our early factory in 1973 to moving our headquarters here in 2005. The Roland Inspiration Hub marks a new chapter, uniting our teams under 'One Roland' to explore concepts that drive the next generation of musical experiences and inspire creativity. From this new home, we look forward to taking on new challenges and shaping the future of musical expression," said Roland CEO Masahiro Minow.

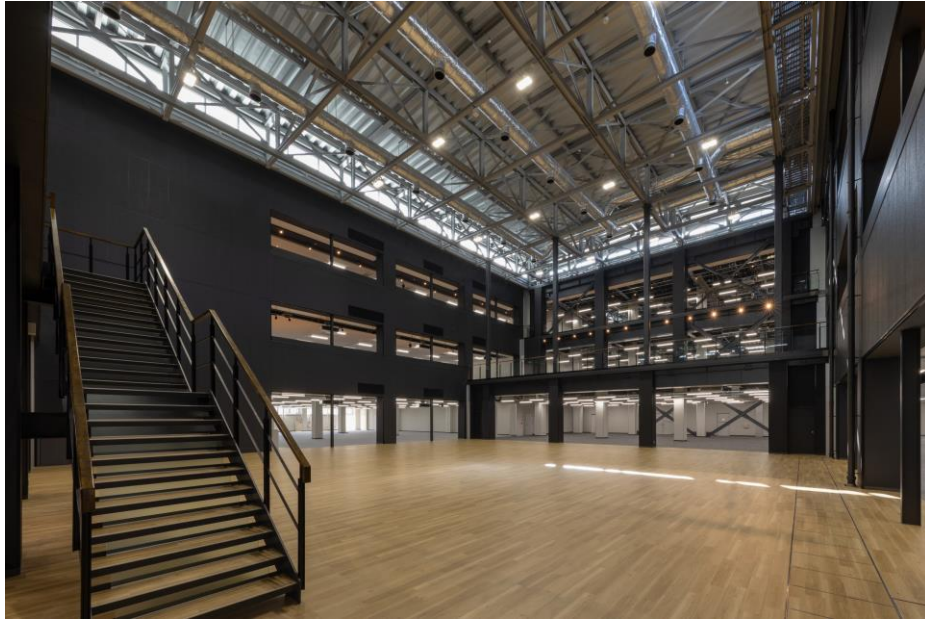


*Outside of the Roland Inspiration Hub*

### **Key Features of the Roland Inspiration Hub:**

#### *Roland Arena - A Central Gathering Space*

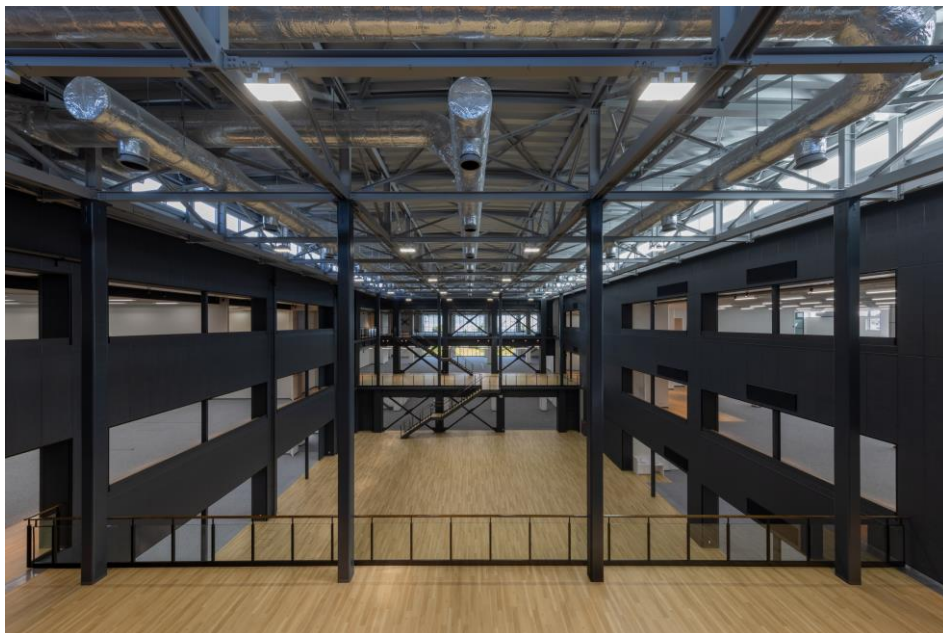
At the heart of the building, a luminous, light-filled atrium called the Roland Arena connects all three floors and serves as both a gathering space and a performance venue. Nearly as large as two tennis courts, the arena is designed to draw natural light deep into the interior, with upper levels and circulation paths visually open to the space below. With its generous 46-foot ceiling, the atrium provides a flexible setting for company meetings, seminars, and musical events. The Roland Arena will also feature a station with Roland musical instruments, set up and ready to play whenever the need strikes.



*The Roland Arena features an exposed steel structure, expansive floor space, and overhead daylighting, creating a flexible interior environment for creative collaboration and live music experiences.*

#### *Roland Circuit - No Walls, No Barriers*

Surrounding the Roland Arena is the Roland Circuit, a continuous, wall-free corridor that runs along the atrium's edge and overlooks the space below. Beyond it, open work areas span all three floors, organized without interior walls. This open layout connects teams across levels while allowing the workspace to shift and adapt as needs change.



*The Circuit, a multi-level circulation walkway connecting teams across the building.*



## *Roland Experience Gallery - A Living Display*

Roland's long-standing goal is to design the future of music, and nowhere is that more apparent than in the Roland Experience Gallery, an onsite exhibition space dedicated to the company's most forward-looking ideas. Alongside the latest instruments and Roland Cloud technologies, the gallery features experimental prototypes from the Roland Future Design Lab, including concepts such as Project LYDIA, which explores AI-powered sound transformation in a pedal-format design.



*The Gallery: a hands-on space for instrument testing and creative exploration.*

More than a showroom, the Gallery treats the environment itself as part of the exhibition. As visitors move through the space, the music playing overhead continuously evolves through Roland Soundscapes, an AI-involved ambient system developed with Qosmo and electronic music artist Sakura Tsuruta. Created entirely using Roland Cloud instruments, the soundscape responds in real time to movement, MIDI input, time of day, and even outdoor weather, producing a fleeting, never-repeated composition that reflects the spirit of experimentation behind the new headquarters.

By removing physical barriers and creating a single, integrated environment, the company aims to strengthen cross-functional collaboration and accelerate product development. The name Roland Inspiration Hub reflects this vision: a place where diverse skills and perspectives come together to generate new ideas and advancements.

### **Project Details:**

- Location: 1-6-4 Shintoda, Hamana-ku, Hamamatsu City, Shizuoka Prefecture
- Architect: MOUNT FUJI ARCHITECTS STUDIO
- Detailed design, supervision, and construction: Toyo Construction Co., Ltd
- PM (Project Management): Lendlease. Japan Co., Ltd.
- Structure: Steel frame
- Stories: 3
- Site Area: 82,799 sq ft
- Gross Floor Area: 215,748 sq ft
- Total investment: Approximately 7.5 billion yen (including all costs related to this project, such as land/building acquisition, expansion/renovation, and relocation)
- Construction start date: October 1, 2024
- Completion date: October 31, 2025

Full operation of the Roland Innovation Hub will begin on March 2, 2026. For more details, visit [roland.com/global/](https://roland.com/global/).

Learn more about the vision and development behind the Roland Inspiration Hub on Roland Articles [here](#).

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### **About Roland Corporation**

*For more than 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands,*

*including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](http://Roland.com) or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).*

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