



Press Release

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Roland Unveils Innovative Electronic Music Education Program at Prestigious Detroit School of Arts



Following a highly successful first-year pilot, the program will be offered for the '24-'25 school year with support from iconic Movement Music Festival producer Paxahau

Los Angeles, CA, May 21, 2024 — Today, [Roland](#) announced the [Detroit School of Arts](#) (DSA) Electronic Music Education Program, an innovative learning model developed in conjunction with Detroit's creative powerhouses [Submerge](#) and [Underground Music Academy](#), will be renewed for a second year courtesy of [Paxahau](#), in partnership with the [Detroit Techno Foundation](#). This electronic music education program, which serves high school-level students in the greater Detroit area, has thrived in its first year as a pilot thanks to dedicated support from DSA, Detroit's music community, and guidance from Roland on the program's strategic proposal, curriculum, equipment, and organization.

Roland's connection with the Detroit music scene runs deep, supplying tools that have spawned new musical frontiers in the hands of the city's visionary creative community, with the brand's iconic synthesizer and drum machines playing a pivotal role in shaping the vast and historic musical landscape. While filming and producing the critically acclaimed mini-documentary "[Somewhere in Detroit](#)," which showcases 30+ years of the city's creative impact, Roland launched the Detroit School of Arts Electronic Music Education Pilot Program in September of 2023.

Recognizing a gap in contemporary electronic music education engagement within schools, the curricular model for the program offers a diverse array of skill-building courses, encompassing DJing, beatmaking, music production, sound design, and industry studies. These courses provide students with the foundational knowledge to pursue further music studies or embark on their own careers. Place-based lessons also provide students with a profound understanding of the legacy and cultural impact of local producers and DJs on the global music landscape.

Paxahau, the renowned Detroit-based production company, is funding the program's continuation, welcoming a new intake of students for the '24-'25 school year. Specializing in event management, booking, and promotion since the early days of Detroit's underground party scene, Paxahau is known as the driving force behind Detroit's iconic [Movement](#) Music Festival, one of the longest-running dance music events in the world.

"As a music teacher, having support and resources to tap into my student's creativity and musical tastes has been a beautiful experience. I'm so proud of this cohort and all they were able to accomplish in this first year of the pilot program, I know it's only up from here!" said Maritza Figueroa-Garibay, Director of Orchestras and Electronic Music for Detroit School of Arts.

"Learning how to make my own music electronically was amazing and so exciting, especially for how easy it was. I'm glad that DSA finally has a program that lets students express themselves musically, but with electronics!" said Mariessa Nelson, a current student at Detroit School of Arts.

"This program is the first of its kind for a school and instrument manufacturer. We've developed a progressive educational model that brings together schools and creative communities with Roland instruments to create transformative classroom experiences. Working closely with Maritza Figueroa-Garibay and members of Submerge and Underground Music Academy, we created an initiative that not only advances student learning but also provides critical insights into scalable educational models, the evolving needs of music creators, and informs Roland's product R&D strategies," said Matthew Chicoine, Roland's global strategic product marketing manager.

For more information about starting an electronic music education program at your school, please reach out to: ElectronicEdu@Roland.com.

To learn more, visit Roland.com.

About Detroit School of Arts

Detroit School of Arts is a nationally renowned Arts and Academic high school that offers a strong college preparatory Academic and Arts Curriculum, with pre-professional study in Vocal Music, Instrumental Music, Music Technology, Dance, Theater, Speech, Radio/Television production, Visual Arts and Visual Communications.

About Paxahau

Paxahau specializes in producing music festivals and events incorporating the most innovative sound designs and always placing the highest priority on music. The company first established itself as an underground party promoter and online resource to showcase electronic music culture in Detroit.

Paxahau has been the producer of Detroit's Movement Festival since 2006, and is recognized across the world by artists, community members, and industry executives as a pioneering promoter rooted firmly in the birthplace of Techno.

About Movement

Each year on Memorial Day weekend, thousands of people from across the globe gather in the birthplace of Techno to celebrate the heritage of Detroit and its musical influence over countless generations - new and old. Movement Music Festival is one of the longest-running dance music events in the world, committed to showcasing authentic electronic music and providing an experience unlike any other. The festival takes place in Hart Plaza – Detroit's legendary riverfront destination.

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 or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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