



Press Release

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Creator Culture Takes the NAMM Stage as Roland and DJ Jazzy Jeff Debut the PLAYLIST Retreat Experience at NAMM 2026



Creative Voices Join Together for Conversation, Collaboration, and Live Performances on the NAMM Show Floor

Anaheim, CA, January 20, 2026 — [Roland Corporation](#) (NAMM Room 202) and [DJ Jazzy Jeff](#) are bringing one of the music industry's most influential creative incubators to The NAMM Show for the first time. Known for fostering trust-driven collaboration among top-tier artists, songwriters, producers, DJs, and engineers, DJ Jazzy Jeff's [PLAYLIST Retreat](#) has quietly shaped careers and creative partnerships for years. At NAMM 2026, Roland and PLAYLIST translate that ethos into a live, creator-led panel and jam session designed to reframe how artists, brands, and technology engage on the show floor.

Founded in 2015 by globally respected DJ, producer, and entrepreneur DJ Jazzy Jeff, PLAYLIST Retreat is an invitation-only creative incubator where top artists, producers, DJs, engineers, and brands like Roland come together for immersive collaboration and artistic exchange. PLAYLIST Retreat x Roland @ NAMM brings this ethos to the world's largest music products stage, highlighting creator perspectives and showing how thoughtful artist-brand collaboration can support sustainable creative careers.

"PLAYLIST was created to bring artists together in a space rooted in trust, collaboration, and growth," said DJ Jazzy Jeff. "For more than 10 years, it's lived out of my home in Delaware and been built around real relationships. Bringing PLAYLIST to NAMM with Roland marks the first time we're opening that experience up in a public way to invite a global creative community into what we've been building all along."

"Since 2016, Roland has been proud to support PLAYLIST Retreat as a space for meaningful creative connection," said Christian Delfino, Senior Vice President and Division Head of Global Marketing. "The retreat is a truly unique experience and a special opportunity for everyone involved to build authentic, organic relationships. We're excited to partner with Jeff to bring to NAMM the inspiration of PLAYLIST's candid panel discussions and the energy from the legendary PLAYLIST live jam sessions in Jeff's studio."

The program at NAMM, moderated by Roland's Global Brand Partnerships Manager Mar Keith Meloncon, will open with DJ Jazzy Jeff in a creator-led panel discussion, "The Power of Partnership: Building Long-Term Brand Relationships," exploring the value of intentional collaboration and long-term creative partnerships. Producer Lynette Townes, hip-hop artist Dayne Jordan, and Danielle Morris will join the panel with DJ Jazzy Jeff and examine how artists can move beyond transactional collaborations to build relationships rooted in shared values, creative alignment, and long-term growth.

The collaboration will continue with a live PLAYLIST Retreat Jam Session, reinforcing the spirit of organic song-making and collaboration that defines the PLAYLIST experience. Performers include PLAYLIST Retreat alumni such as Black Buttafly, Yaahn Hunter, Gareth Donkin, Tamuz, Oliver Crosby, Phil Beaudreau, Amber Jeanne, Joe Davis, Dayne Jordan, Jairus Mozee, and Steve McKie. The jam will showcase live performances using Roland instruments and technology.

The PLAYLIST Retreat x Roland experience for NAMM attendees will take place on January 22 at the Roland booth, located on [Level 2, Room 202](#) of the Anaheim Convention Center. The creator-led panel discussion begins at 1:00 p.m., followed by the evening jam session at 5:00 p.m., giving attendees the chance to hear from leading creators, experience live performances, and see Roland technology in action throughout both sessions.

Fans and creators can follow along using #RolandAtNAMM, #PlaylistRetreat, #JazzyJeff, #RolandCreators, and #NAMM2026, and by following @rolandglobal, @djjazzyjeff, @thenammshow, and @playlistretreat.

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](#), [X \(@RolandGlobal\)](#), and [Instagram \(@RolandGlobal\)](#).

About PLAYLIST Retreat

Founded by award-winning DJ and producer DJ Jazzy Jeff, the PLAYLIST Retreat is an invitation-only event dedicated to nurturing an ecosystem of music creatives. Its mission is to equip artists with the knowledge, tools, and resources to create, protect, and fully benefit from their art. The PLAYLIST community spans the globe and includes DJs, producers, musicians, singers, and songwriters—many of whom are also entrepreneurs, educators, activists, and influencers shaping culture worldwide. Guided by an ethos of inspiration, motivation, and collaboration, the retreat provides a thoughtfully curated space for creatives to connect, push boundaries, and preserve the integrity of music culture in an ever-evolving industry.

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