



For Immediate Release

Press Release

A Cultural Celebration: Roland Joined Legendary Producer Juan Atkins to Commemorate the Detroit Music Scene During the City's Annual Movement Festival



As global techno fans swarmed the city, Detroit's creative community gathered for a day of celebrations, live music, and more alongside 'The Godfather of Techno'

Los Angeles, CA, May 28, 2025 — [Roland Corporation](#), a world leader in electronic musical instruments, joined Fusicology, TV Lounge, Charivari Detroit, and Berklee NYC during Detroit's annual Movement Music Festival weekend to celebrate Detroit-local and global visionary Juan Atkins, whose genre-defining career spans 40 years. Each year at Movement Festival, global attendees gather in the birthplace of techno to celebrate decades of iconic music and

groundbreaking performances. Atkins, who has previously performed at the festival, was honored at an industry mixer and fundraiser on Festival Memorial Monday for his influence in kickstarting the genre all those years ago.

Atkins founded Metroplex Records in 1985, revolutionizing both the Detroit and global techno scenes in the process. The label quickly became a cultural hub, amplifying visionary artists at a time when techno was just beginning. It was here that Atkins first produced iconic records like “No UFO’s,” “Night Drive (Through Babylon),” and “Technicolor” under the pseudonyms Model 500 and Infiniti. Celebrating the label’s milestone 40th anniversary, the industry event featured a commemorative plaque created by Roland, DJ set by Eddie Fowlkes, and an art activation by AbuQadim Haqq, who created the artwork seen on Metroplex Records’ “Model 500 - Classics.”



Roland has played a pivotal role in the progression of techno over the past 40 years, with iconic instruments like the TR-808 Rhythm Composer, TR-909 Rhythm Composer, and TB-303 Bass Line being used in early hits worldwide, including those produced at Metroplex Records. Through this connection, Atkins was the first artist in history to use the 808 and 909 together, paving the way for years of synchronized sound. Today, Roland continues to partner with like-minded organizations to promote techno music education and celebrate visionaries of years past.

“It was a true honor to present this award to Juan at Movement,” said Matthew Chicoine aka Recloose, Marketing Director of DJ and Electronic Music Production at Roland. “We’ve been lucky to create instruments that found their way into the hands of visionaries like Juan—artists who didn’t just make music, but helped invent entirely new styles and scenes. As a brand, Roland has benefited immensely from the global impact of techno, and being able to recognize Juan’s role in that, right here in the epicenter of Detroit, meant a lot.”

The event also featured a DJ set by Eddie Fowlkes, Godfather of Techno Soul, as well as an art activation by AbuQadim Haqq, Afrofuturist visionary whose work has helped define the visual language of Detroit Techno. AbuQadim Haqq also gifted Juan with a custom-designed art piece. Industry attendees from all circles of Detroit’s techno community enjoyed live music, food, and beverages, and networking opportunities.

“I had a wonderful time joining my community for a celebration of techno music and the strides we’ve made over the past 40 years,” said Atkins. “When I founded Metroplex Records, techno music was just beginning. Along with my mentor Rik Davis and later with my friends Kevin Saunderson, Derrick May, and myself—referred to sometimes as the ‘Belleville Three’—we were just experimenting with different beats and gear. Since then, it’s turned into a global movement none of us could have anticipated, and I’m so grateful to have been a part of something so special.”

All proceeds from the event were donated to Love Only, a Detroit-based nonprofit that provides home-cooked meals to the less fortunate.

For more information on Metroplex Records, visit metroplexrecords.com.

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](#)).

Press Contact:

Dana Monroe
Max Borges Agency
740-644-5870

roland@maxborgesagency.com

Roland Contact:

Rebecca Genel

Media Relations Manager

+1 (310) 962-9343

rebecca.genel@roland.com