



Press Release

FOR IMMEDIATE RELEASE

Roland Corporation Announces New Global Headquarters in Hamamatsu, Japan



Exterior of proposed headquarters

This new hub will drive the future of music creation while prioritizing sustainable environment

Los Angeles, CA, November 7, 2023 – Today, [Roland Corporation](#) is thrilled to announce its latest expansion in the heart of Hamamatsu, Japan – the start of construction (in August 2024) for its cutting-edge headquarters, slated for completion within 2025. Nestled in Hamamatsu since 2005, Roland has since established a strong legacy in the realm of electronic musical instruments. This new headquarters will serve as the company's epicenter for pioneering research and development, honoring products of the past and present, while driving creation of music of the future.

Roland's upcoming headquarters will be an expansion of a building the company acquired in early 2023. The remodeling and renovation project will connect the building's two existing sections to create a larger square-shaped structure with an open area concept at its core. This new facility will span a total of three floors and approximately 219,000 square feet (20,330 square meters). The perimeter of the building, known as the "Roland Circuit," will encompass the four sides and feature well-lit, open communication areas, as well as offices designed to foster creativity and productivity. At the heart of this innovative design, the central atrium, which will be the "Roland Arena," is a spacious, open-concept area strategically designed to maximize

natural light and encourage sharing of ideas. This area will be enveloped by Roland offices, aimed at nurturing creativity and will offer a versatile performance space that will be enjoyed by both Roland employees and the community.



Overview of proposed headquarters

Additionally, Roland's new headquarters will place an emphasis on sustainability from construction to operation. The building's renovation project will reuse existing buildings and materials to minimize the amount of CO2 emissions typically generated during the construction and demolition processes by up to 60%⁽¹⁾, followed by up to 45% reduction in normal day-to-day operations⁽²⁾. These ongoing savings will be largely attributed to both the natural light shining through the atrium and minimizing air conditioning through natural ventilation.



Interior of proposed headquarters

“I am pleased to announce the groundbreaking construction of our newest headquarters in Hamamatsu, where Roland’s been able to build a strong foundation for many years,” said Roland Corporation CEO Gordon Raison. “Over the past few years, we have been working to renew our offices around the world, and there’s no better place to embrace that than our headquarters in Hamamatsu. We’re confident this new structure will help to deepen employee communication, creating an environment in which all employees can fully embrace creativity to help shape the music of the future.”

Upon the completion of construction, Roland has plans to centralize its research and development divisions, currently scattered across various offices in Hamamatsu, within the new headquarters to promote “One Roland”. This consolidation is poised to significantly enhance operational excellence and efficiency while fostering a stronger, cohesive workplace culture.

Outline of New Building:

Location Address: 1-6-4 Shinmiyakoda, Kita-ku, Hamamatsu City, Shizuoka Prefecture, Japan

Building area: Approximately 77,522 square feet / 7,202 square meters

*Total floor area: Approximately 218,830 square feet / 20,330 square meters

Building outline: Steel construction, 3 floors above ground

Total investment: Approximately 7 billion yen (including all costs related to this project, such as land/building acquisition, expansion, and relocation)

Scheduled start of construction: August 2024

Scheduled completion date: Within 2025

Design: MOUNT FUJI ARCHITECTS STUDIO

Project Management: Lendlease Japan, Inc.

*1: Calculated on an area-proportional basis when comparing the case of constructing a new building with the existing floor area plus expansion (218,830 square feet / 20,330 square meters) and the case of constructing only an expansion (81,707 square feet / 7,591 square meters), excluding CO2 emissions associated with demolition.

*2: BEI=0.55 (45% reduction) based on energy conservation calculation study.

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, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based 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 us on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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