

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

FOR IMMEDIATE RELEASE

Press Contact:

Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND MID-CENTURY-STYLED PIANO NOW AVAILABLE FROM MoMA DESIGN STORE

*Roland Kiyola Home Piano Collaboration with Japanese Furniture Designer Karimoku
Available in U.S. Exclusively from MoMA Design Store Through June 2018*

Los Angeles, CA, January 31, 2018 — The Roland Kiyola, the company's first mid-century-styled home piano in the U.S., is now available from the Museum of Modern Art's MoMA Design Store as part of the Spring Summer 2018 catalog collection. Hand-crafted in Japan from all-natural wood, and available in the U.S. exclusively from MoMA Design Store through June 30, 2018, the [Kiyola](#) is unlike any other piano on the market. Created in a collaboration with Roland and Japanese furniture designer Karimoku, Japan's largest wood furniture-maker since 1940, the Kiyola is a slim, ergonomically contoured piano that complements living spaces like a piece of artisan furniture, with individual grain patterns unique to each piano, making each piano a work of art.

With its model name translating as "elegance and beauty," the Kiyola is visually unique, drawing stylistically from mid-century modern furniture design aesthetics. Karimoku is also a noted exponent of environmentally friendly, low-formaldehyde timber, maintaining a socially responsible piano footprint with chic design.

Emmanuel Plat, director of merchandising at MoMA Retail, said, "We are thrilled to debut Roland's Mid-Century Piano in the United States at MoMA Design Store. Having worked with Karimoku in Japan, when we initially saw the product, we were in awe of its beauty and craftsmanship juxtaposed with the innovative technology, making this a unique addition to our offerings."

Roland Corporation Vice President of Global Business Development Brian Alli said, "Roland is honored that MoMA Design Store selected our piano for their catalog and that MoMA Design Store will be debuting this instrument in the U.S. This piano is like nothing else ever offered by any instrument maker, and MoMA Design Store's interest and support for the Kiyola is an inspiration to our entire Roland organization worldwide. We are very proud to be a part of this endeavor."

Legendary Roland digital sound technology meets artisan craftsmanship and tradition with the Kiyola piano, offering an all-natural handcrafted wood cabinet that complements living spaces with minimalist elegance and Roland's innovative electronic music technology. The Kiyola delivers top-level performance with flagship features including SuperNATURAL Piano sound modelling, dynamic sensing technology via the new PHA-50 keyboard, wireless *Bluetooth*® connectivity and a dynamic array of speakers to fill homes with sound. Available exclusively from MoMA Design Store in a Pure Oak finish, the Kiyola comes with a foot pedal and an ergonomically designed piano bench.

The Roland Kiyola is available for a U.S. price of \$4299.99. To learn more, visit Roland.com.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit Roland.com or see your local Roland dealer.

About MoMA Design Store

MoMA Design Store offers curator-approved products that bring quality, creativity, and design innovation to everyday living. Every purchase supports groundbreaking exhibitions at The Museum of Modern Art (MoMA), a wide range of education programs, and the preservation of the Museum's collection. In 1932, MoMA was the first art museum to establish a curatorial department dedicated to Architecture & Design, and by mid-century, it was playing a leading role in defining and promoting the values of "Good Design," which MoMA Design Store continues to champion. Shop online at store.moma.org, or at locations in SoHo, on 53rd Street, and within The Museum.

For high-resolution images of these products, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).