

Press Release

For Immediate Release

Roland Hosts *Bandcamp Sessions* Artist Showcase at The NAMM Show 2025: Celebrating Emerging Los Angeles Music Talent



(left-right) *illuminati hotties*, *senses*, Vân Scott; Photo credits (left to right): Shervin Lainez, Alex Lyon, Elaine Tantra

Artist Performances, Contests, and Panels to be Showcased as Part of Exclusive Content from “NAMM All Access from the Roland Studio”

Los Angeles, CA, January 22, 2025 — [Roland Corporation](#) and [Bandcamp](#) are excited to announce the *Bandcamp Sessions* Artist Showcase as part of its “NAMM All Access from the Roland Studio” experience at The NAMM Show 2025. This special three-day event, taking place in Anaheim from Thursday, January 23, to Saturday, January 25, 2025, will highlight a curated lineup of talented Los Angeles-based artists brought to you in collaboration with Bandcamp, Hopeless Records, and Snack Shack Tracks.

Each day, music enthusiasts attending The NAMM Show or following along online will have the opportunity to discover and celebrate unique performances from Bandcamp’s dynamic artist roster:

- Thursday, January 23: [illuminati hotties](#)—an acclaimed indie rock band known for their clever, genre-defying sound and electrifying live energy.
- Friday, January 24: [senses](#)—a genre-blending pop rock group whose immersive melodies and soulful lyricism captivate audiences worldwide.

- Saturday, January 25: [Vân Scott](#)—a talented singer-songwriter with an evocative voice and heartfelt storytelling through music.

The *Bandcamp Sessions* will take place in the Roland Studio, located on Level 2, Room 202, of the Anaheim Convention Center. These showcases are a highlight of “NAMM All Access from the Roland Studio,” Roland’s exclusive physical and virtual space during NAMM, which blends in-person experiences with curated digital content to engage a global audience of music fans.

“We’re thrilled to expand our partnership with Roland to produce a platform where Bandcamp artists can showcase their unique voices and talents on “the music industry’s largest stage”—NAMM. This collaboration is more than just an event; it’s creating connections that open new doors for Bandcamp talent providing them with opportunities to connect with 75,000 members of the music community. We believe in creating pathways for artists and their music to thrive and this showcase is a perfect reflection of that mission,” said Bryan Biniak, President of Songtradr.

“NAMM All Access from the Roland Studio” provides a behind-the-scenes look at The NAMM Show, featuring Roland’s renowned brands—Roland, BOSS, Drum Workshop (DW), PDP, and Latin Percussion (LP)—in one immersive showcase. Additional experiences from the Roland Studio include performances from Adrian Lyles, Jeff “Skunk” Baxter, Omar Hakim and Rachel Z of Sonic Boom Squad; the World’s Quietest Drum Battle featuring V-Drums Quiet Design drum kits; as well as the “The Art and Impact of Collaboration in Music Production” and “AI For Music: Voice of the Artist Fans” panels featuring artists like Black Buttafly, Julian Velard, Landen Purifoy, and more.

Roland Americas CEO Manuele Barbini added, “Roland is delighted to partner with Bandcamp to showcase these talented artists as part of “NAMM All Access from the Roland Studio.” Inspiring and supporting musicians is a fundamental part of Roland’s mission. The Bandcamp community of passionate artists and fans is unmatched, and Roland is truly honored to share this stage during NAMM to feature this incredible talent.”

Fans worldwide can connect with groundbreaking artists and enjoy unforgettable performances and panels by visiting the official Roland event web page https://www.roland.com/us/news_events/global_events/namm_2025/.

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 Roland Cloud, 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](https://www.roland.com) or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

About Bandcamp:

Bandcamp is the premiere online record store and music community where passionate fans discover, connect with and directly support the artists they love. With the majority of revenue going directly to artists, Bandcamp fosters a communal experience with music discovery, where artists and fans support each other in a vibrant ecosystem. Bandcamp artists and labels release and sell a broad range of music products, including digital and physical records, vinyl, apparel and merchandise.

Learn more at www.bandcamp.com and follow on [LinkedIn](#), [Instagram](#), [Facebook](#) and [Tiktok](#).

Roland Contact:

Rebecca Genel

Media Relations Manager

Roland Corporation

+1 (323) 890-3718

rebecca.genel@roland.com