



Press Release
FOR IMMEDIATE RELEASE

Roland Releases Short Film on Detroit's Greatest Musical Collective Since Motown— Submerge and Underground Resistance



“Somewhere in Detroit” takes viewers into the heart and soul of Detroit techno, narrated by the visionaries who pioneered its past and are molding its future

Los Angeles, CA, February 29, 2024 — [Roland Corporation](#) announces the world premiere of ***Somewhere in Detroit***, a new short film about Detroit’s greatest musical collective since Motown, the cooperative and record label dubbed [Submerge](#) and [UR \(Underground Resistance\)](#). The mini-documentary reveals intimate conversations, providing unique insights into the tight-knit co-op at the center of Detroit techno—the creators, pioneers, and futurists who embody the spirit of the genre.

Today marked the worldwide debut of *Somewhere in Detroit* on the [@RolandGlobal](#) YouTube channel (watch [here](#)). Roland Articles has also published an in-depth story, [Underground Resistance, Submerge, and the Detroit Way](#), featuring voices from the documentary expanding on its themes with exclusive anecdotes. Roland and Submerge

celebrated the release with private previews of the film at the Detroit Public Library on February 28 and the GRAMMY Museum in Los Angeles during GRAMMY Week on February 2.

In this compelling short film, Roland, Submerge, and Underground Resistance deliver personable insights into the inception of the Detroit techno collective. Along the way, the documentary examines the waves of Detroit's creative community, pulling up a chair to sit with individual members as they speak candidly and reflect on their unique roles. *Somewhere in Detroit* provides meaningful points of view, illuminating the visionary artists driving the movement and spotlighting techno's African American roots—an often-overlooked narrative.

Founded in 1989, Underground Resistance provides a crucial platform to amplify the voices of historically marginalized artists and help them explore new creative frontiers. Submerge, born in UR's wake, globalized techno, helping to propel the sound into the influential genre it is today by distributing records to fans all over the world. Founding members featured in the short film include:

- “Mad” Mike Banks: Musician, Record Producer, UR and Submerge Co-Founder
- Cornelius Harris: UR Label Manager, Cultural Advocate
- Bridgette Banks: Head of Submerge Shipping and Distribution
- Waajeed: Music Producer, Educator, UMA Founder
- Crystal Mioner: DJ, Submerge Artist Management
- Kamau Baaqi: Music Producer
- Maritza Figueroa-Garibay: Musician, Educator
- Saylem Celeste: Music Producer, Quilter
- De'Sean Jones: Musician, Educator

Over the years, Submerge has evolved into a dynamic collective, housing Exhibit 3000—the world's first and only techno museum—alongside recording studios and a record store, all dedicated to supporting local artists.

Roland has played a critical role in techno's progression throughout this journey. Iconic Roland instruments like the TR-909 Rhythm Composer, TB-303 Bass Line, and TR-808 Rhythm Composer appear on many early Underground Resistance recordings and remain widely used today. In addition, Roland is currently working with emerging musicians in a pilot program at the Detroit School of Arts to teach electronic music using modern instruments like its Roland AIRA Compact Series.

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 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 device. For more information, visit Roland.com or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

About Underground Resistance

Underground Resistance, founded by Mike Banks and Jeff Mills, is a Detroit collective and label, dedicated to fighting pre-programmed thoughts and visions, music, and beyond.

About Submerge

Submerge is a building and a concept encompassing a distribution company, the Exhibit 3000 museum, the Somewhere in Detroit record store, and all things Detroit techno.

Press Contact:

Dana Monroe
Max Borges Agency
740-644-5870
roland@maxborgesagency.com

Company Contact:

Rebecca Genel
Global PR/Media Relations Manager
Roland Corporation
+1 (323) 890-3718
rebecca.genel@roland.com