



Press Release

FOR IMMEDIATE RELEASE

Roland Opens U.S. Flagship Store in New York City



New Roland Store New York City brings immersive music experiences, hands-on exploration, expert guidance, and the latest Roland, BOSS, and DW innovations to Manhattan's Meatpacking District

NEW YORK, NY, September 17, 2026 — [Roland Corporation](#), a global leader in electronic musical instruments and music technology, today announced the opening of [Roland Store New York City, the company's first](#) standalone retail location in the United States. Opening early October 2026 at 414 West 14th Street in Manhattan's Meatpacking District, the new destination brings Roland, BOSS, and Drum Workshop, Inc. (DW) together under one roof for an experience built around discovery, creativity, and the enduring power of making music.

For more than five decades, Roland has helped shape the sound of modern music, creating many of the electronic instruments that have defined genres, inspired artists, and powered countless hit recordings around the world. Roland Store New York City builds on that legacy, joining the company's flagship retail locations in London and Tokyo and bringing that global retail experience to one of the world's most influential music and creative communities.

More than a place to shop, Roland Store New York City is designed as a destination for musicians, producers, creators, and music enthusiasts to play, explore, learn, and connect. From iconic instruments that helped shape modern music to the latest innovations in music technology, visitors can experience Roland's expansive ecosystem firsthand, with opportunities to get hands-on with products and receive guidance from knowledgeable Roland specialists.

Housed within a historic New York City building, the showroom features dedicated spaces spanning piano, drums, guitar, synthesizers, dance/DJ, and Roland Cloud, with additional

product warehouse space bringing the total footprint to more than 9,000 square feet. Located near the 14th Street and 8th Avenue subway station, Roland Store New York City places the brand at the center of Manhattan's vibrant Meatpacking District, surrounded by a dynamic mix of technology, culture, and retail, with destinations like Chelsea Market nearby. Its central location also provides easy access to artists, creators, studios, and venues, while connecting Roland to the region's broader music, entertainment, and media communities.



A rendering of the Roland Store New York City, a new U.S. retail experience built around discovery, creativity, and the enduring power of making music.

The store's opening is part of Roland's [Then. Now. Next.](#) campaign, marking a decade of innovation and looking toward the company's next era of music creation. The campaign commemorates the 10th anniversary of *The Future. Redefined.*, the landmark 24-hour livestream Roland held in 2016 to debut 30 musical instruments from cities around the world. Masahiro Minowa, CEO and Representative Director of Roland Corporation, and Manuele Barbini, CEO of Roland Americas, are expected to participate in opening activities alongside artists and special guests.

"New York has long been a place where new sounds, ideas, and creative movements take shape, making it a natural home for Roland's U.S. flagship store," said Masahiro Minowa, CEO of Roland Corporation. "Roland has always been committed to pushing music forward, and this store gives us a new way to share that spirit with musicians and creators while bringing our global retail experience to one of the world's most important cultural centers."

"Roland Store New York City gives us the opportunity to bring our brands and our people closer to the musicians and creators who make New York such an important part of the global music

community,” said Manuele Barbini, CEO of Roland Americas. “We’re excited to give musicians, producers, and creators in New York a space where they can explore the latest Roland, BOSS, and DW innovations, connect with our team, and be part of a new creative hub for the city.”

At the heart of the experience is an extensive collection of the latest Roland, BOSS, and DW gear, including Roland’s premium piano lineup, V-Drums, BOSS effects pedals and amplifiers, SP samplers, TR drum machines, and more. Dedicated product areas give visitors the opportunity to experience instruments firsthand, from drums, guitar gear, synthesizers, and pianos, including the new [FP-40 Digital Piano](#) with Piano Sphere — Roland’s first piano with built-in Wi-Fi and a unified system designed to inspire joy and encouragement in returning players and hobbyists.

The piano experience is further elevated by Roland’s only dedicated grand piano showroom, showcasing Roland’s premium piano collection. For drummers, Roland Store New York City will feature the only dedicated DW showroom in the United States, offering a focused environment to discover DW’s instruments and innovations. The store’s BOSS Cavern offers an immersive environment dedicated to BOSS guitar sound, with hands-on opportunities to explore the brand’s compact effects and interactive pedal experiences.

For those taking their first steps into their music-making journey, Roland Store New York City offers approachable, hands-on experiences designed to get visitors creating in minutes. Guests can try their hand at making electronic music, experiment with drums and piano, and explore intuitive tools that make it easy to start playing and creating, regardless of experience level. Roland concierges will be on hand to guide visitors through each experience and help them find their starting point.

From iconic instruments of the past to the technologies shaping music’s future, Roland Store New York City brings the company’s evolution to life. Upon entering, visitors will encounter a dedicated space celebrating the Roland [TR-808 Rhythm Composer](#), one of the most influential drum machines in music history. Reflecting the unique relationship between Roland and New York’s music scene, the space will feature rotating hands-on exhibits highlighting legacy Roland products, beginning with the TR-808. Visitors can also book a complimentary 30-minute Vintage One-to-One experience to explore the instrument and its impact on music firsthand.

The space itself will become an evolving musical experience through Roland Soundscapes, an immersive, AI-powered music system that responds to movement, MIDI input, time of day, and even outdoor weather conditions. Continuously generating a shifting composition unique to each moment, Soundscapes transforms the space into a living, responsive musical ecosystem, meaning no two visits sound exactly the same.

The experience also extends beyond product exploration. Roland Store New York City will offer free 30-minute workshops and one-to-one sessions with Roland product experts, giving customers opportunities to deepen their knowledge, discover new techniques, and unlock more possibilities from their instruments and creative setups. Customers can also book dedicated one-to-one appointments to explore Roland, BOSS, and DW products with an expert, as well as complimentary after-sales training designed to help owners get the most from their instruments. Appointment and programming information will be available through Roland Store New York City beginning in October.

Roland Store New York City will kick off with an invitation-only grand opening celebration taking place on October 10, bringing together artists, industry leaders, media, business partners, and special guests to celebrate Roland's arrival in New York. The event will feature a special performance and ceremonial ribbon cutting, marking the latest milestone in Roland's "*The Future. Redefined. Then. Now. Next.*" campaign. The store will be open seven days a week from 11 A.M. to 7 P.M.

For more information about Roland Store New York City, visit https://www.roland.com/us/roland-stores/new_york_city/.

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

Press Contact

Max Borges Agency
+1(407) 496-5252
roland@maxborgesagency.com

Roland Contact

Rebecca Genel
Roland Corporation
+1 (323) 890-3718
rebecca.genel@roland.com