

# News Release



FOR IMMEDIATE RELEASE

Press Contact:

Global AME Relations Dept.

Roland Corporation

[Press-JP@roland.com](mailto:Press-JP@roland.com)

<https://www.roland.com/>

## **Roland CEO Gordon Raison and GRAMMY-Award Winner James Fauntleroy Present “Creative of the Year” Award at Esports Awards 2022**

*Roland partners with Esports Awards for a second consecutive year*



**Hamamatsu, Japan, December 14, 2022** — For the second year in a row, the world-leading electronic musical instruments and multimedia products brand [Roland](https://www.roland.com/) presented the “Esports Creative of the Year” award during the annual [Esports Awards show](#). The award honors a standout individual who has built the perception of one or more brands or individuals while working for an esports organization, a creative agency or as a freelancer. During this year’s ceremony, both Gordon Raison, CEO of Roland, and James Fauntleroy, the co-founder of [1500 Sound Academy](#) who has written and produced for several high-profile artists such as Kendrick Lamar, Bruno Mars, Rihanna, and more, were honored to join together on-stage last night in Las Vegas to present the award to the talented Christian Skimmeland.

Christian is the founder of [North Studio](#), a creative studio based in Norway that specializes in leading brand videos for the esports community. In 2022, North Studio created a number of cinematic trailers for various games, tournaments, and platforms, most recently including [IEM Katowice](#) and [Microsoft Game Pass](#). Roland congratulates Christian and the entire North Studio team for their win and accomplishments in 2022.

Each year, the “Esports Creative of the Year” winner is at the forefront of their respective field, consistently displaying work of the highest technical quality. Winners have significantly raised the bar, created trends, and inspired new ways of engaging the audience while substantially impacting the esports industry and broader esports products. Roland presents this award for the second time from a 50-year company background of empowering creators by providing them tools for music production and livestreaming, which are integral to game development and the esports community as a whole.

“Roland has been a tremendous partner for us these last two years, and their imprint in our community is strong,” said Michael Ashford, CEO of the Esports Awards. “Their industry-leading music and streaming technologies, alongside their team of experts who can support them, authentically push the limits of innovation and give creators the ability to push these limits as well. Roland gear is made by creators for creators, a welcome addition to our industry as we see the \$1.2B global esports economy continue to evolve through video streaming. We have already worked on many wonderful projects with Roland and look forward to many more years of fun to come.”

James Fauntleroy, a long-time Roland fan who has relied on Roland’s electronic musical gear to refine his craft as a creator for decades, has worked closely with the company since their [collaboration with 1500 Sound Academy](#) began in 2019. James, a lifelong gamer himself with a passion for 3D modeling and augmented reality design, remains a crucial partner as Roland develops new opportunities to engage with gamers and aspiring streamers, with BeatGarden “Create Like a Champion” events already planned early in 2023 and more coming in the future.

“I’ve loved having the chance these past few days to connect with gamers while having Roland alongside for the ride at all the events they’ve put together this week for Esports Awards,” said James Fauntleroy. “I couldn’t imagine a better way to wrap up the year than by hanging with this team and bringing even more attention to what we have cooking for the new year.”

“It is truly a joy and honor to be here in person this year to meet more creatives in gaming, face-to-face,” said Gordon Raison, CEO of Roland. “Roland has been involved in multiple facets of the gaming scene for quite some time now, but with Roland as the official audio partner for this year’s Esports Awards and some upcoming events, we’re very excited to bring our involvement to the next level. Roland’s focus on being the best allows us to work with some of the greatest organizations in esports. Please know that you can all truly count on us to create your look, your sound, and your style. Congrats to all this year’s winners and stay tuned to see what is coming very soon from us!”

For the full press kit, including hi-res images click [here](#).

For more information, visit [Roland.com](#).

-----

## **About Roland Corporation**

*For 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](#).*

## **About Esports Awards**

*Founded in 2015, the Esports Awards is the most prestigious night in the esports calendar and the only global award show that aims to recognize esports excellence. The Esports Awards is dedicated to showcasing world-*

*class performance and innovation from every corner of the industry throughout the year. It reaches its pinnacle at its end-of-year ceremony, considered the Oscars of esports. The ceremony celebrates everyone from the players, teams, media, hardware providers, games, events, and personalities that shape the esports industry. The 2021 Esports Awards saw a record-breaking 20 million viewers across the campaign, and 10 million votes counted. For 2022 the Esports Awards is moving to a new home at Resorts World Las Vegas.*

*Company names and product names appearing in this document are registered trademarks or trademarks of their respective owners.*