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## **Roland Expands Global Footprint with New Store Location in Australia at Mannys Music Melbourne**

*Growing Global Footprint with an Enhanced Retail Experience for Musicians*



**Hamamatsu, Japan, March 28, 2025** — [Roland Corporation](https://www.roland.com/), a global leader in electronic musical instruments and professional audio gear, has unveiled its latest store, [Roland Store Melbourne](#) inside Mannys Music, located in Windsor, a vibrant suburb of Melbourne, Australia. This latest addition will follow the in-store experience, offering an immersive and interactive environment where musicians can explore Roland and BOSS products firsthand. The new store will also feature exclusive high-end pianos, including models not available at other Mannys locations, providing musicians with unparalleled access to Roland's premium instruments

The Roland Store concept is a pioneering Store-in-Store model, designed to bring Roland's iconic instruments—including pianos, electronic drums, guitars, and effects pedals—directly to consumers in an interactive retail setting. This innovative approach allows musicians to experience Roland's cutting-edge technology firsthand while receiving expert guidance and demonstrations.

## Key Features of the Roland Store Melbourne:

- **Workshops & Masterclasses:** Led by Roland Australia's expert product managers, these interactive sessions provide musicians with in-depth training and hands-on experience to refine their skills and explore new creative possibilities.
- **Community Meet-Ups:** A dedicated space for Melbourne's thriving music community, the store hosts networking events, artist showcases, and collaboration opportunities to foster connections among musicians.
- **Roland Store Sessions:** Featuring live performances from renowned and emerging Australian artists, offering an exclusive stage to showcase talent and celebrate the local music scene.

"With Melbourne's rich musical heritage, we're excited to establish a space where artists can explore, learn, and connect," said David Whitehead, Marketing Manager, Roland Asia Pacific. "Our growing network of Roland Stores offers musicians an unparalleled experience, bringing them closer to our latest innovations."

Roland Store Melbourne will also serve as a community hub, with events and workshops led by Roland experts and guest artists. These experiences aim to inspire creativity, offer hands-on access to Roland and BOSS gear, and connect musicians across Melbourne's vibrant music scene. An upcoming event, "How to get THAT SOUND from your BOSS Katana", will take place on Sunday, March 30, from 2:00 PM to 4:00 PM. Led by BOSS Australia Product Manager Stephen Gibb, the event will explore tone-shaping techniques and demonstrate how to get the most out of BOSS Tone Studio and Katana amplifiers.

As Roland continues its global retail expansion, more Roland Store-in-Store locations are planned in key metropolitan areas, further strengthening Roland's presence and making its industry-leading technology more accessible to musicians worldwide.

The Roland Store Melbourne will be open Monday to Friday from 10 AM to 6 PM, and Saturday to Sunday from 10 AM to 5 PM.

Roland Store locations are also currently located in major cities including Tokyo, Japan; Mumbai and Delhi India; Berlin, Germany; Montreal, Canada; Beijing, China; Sydney, Australia; São Paulo, Brazil; and multiple cities across the [United States](#) and [United Kingdom](#).

The press kit, including hi-res images and more, is available [here](#).

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

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### **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](#) or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).*

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