MULTIPLE DISCIPLINES

ROLAND DIGITAL PIANO DESIGN AWARDS

DEADLINE

21 DEC 2015

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
15 Dec 2015	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

For nearly 300 years, the piano has enriched our lives with its expressive sounds, becoming an integral part of our music culture. Roland has been at the forefront of piano innovation since the release of their first all-electronic piano in 1973.

And now, they are preparing to take another leap forward in digital piano design and technology — free from traditional forms and sounds. In collaboration with forward-thinking designers and artists, they are launching the Roland Digital Piano Design Awards to push the boundaries and to explore the future of digital pianos.

Based on the theme "Unleash", they are looking for a digital piano concept that moves beyond tradition and unleashes a new style and sensibility for the instrument.

Criteria:

• Novelty and originality • Aesthetic superiority • Alignment with theme • Elegance and presence as a concert grand piano • Idea that takes advantage of being a digital product

Multiple entries per person are accepted. Except for the winners, all intellectual property rights to all other submitted works shall remain the property of the respective entrants.

There is no entry fee.

ELIGIBILITY

Open to professional designers or students of design academies in any country. Entrants must be 18 years or older.

PRIZE

• Grand Prize: ￼500,000 (approx. 4,130 USD) • Excellence Award: ￼200,000 (approx. 1,650 USD) • Incentive Award: ￼100,000 (approx. 820 USD)

Winners and their works will be announced on the official website on January 21, 2016, and awards will be presented during the 2016 Winter NAMM Show (the world’s largest trade-only event for the music products industry) in Anaheim, California.