

# Roland Digital Piano Design Awards

Category: [Multiple Disciplines](#)

Deadline: December 21, 2015

Website: [graphiccompetitions.com](http://graphiccompetitions.com)



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

â€¢ Grand Prize: **¥500,000** (approx. 4,130 USD)

â€¢ Excellence Award: **¥200,000** (approx. 1,650 USD)

â€¢ 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.

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