



## **ROLI announces partnership with renowned Guildhall School of Music & Drama and opens the first Seaboard Lab**

**October 28, 2015**

London, United Kingdom – ROLI, the London technology company that has invented award-winning musical instruments for the next generation of music creators, today announces a partnership with the Guildhall School of Music & Drama, a world-renowned conservatoire that teaches some of the most cutting-edge, contemporary ways to make music.

Guildhall School will open the first Seaboard Lab in its Electronic Music Department. The Lab will feature eight Seaboard RISE instruments in a dedicated studio. The school will also establish a Seaboard Ensemble composed of students in its Electronic Music programme, and they will perform the first ensemble performance of Seaboard at London's Barbican Centre.

The Seaboard Lab and Ensemble will give Guildhall School's students access to the award-winning Seaboard RISE, a multidimensional MIDI controller that lets music-makers control and shape sound through five dimensions of touch. Playing on the Seaboard RISE's elastic, sensor-embedded, continuous surface, musicians modulate sound in real time through intuitive finger movements including pressure, sideways motions along a keywave, and vertical motions up and down a keywave. Its touch-sensitive interface moves the Seaboard RISE several steps beyond the traditional keyboard, which offers only one dimension of touch - Strike - for controlling sound.

ROLI values the support of one of the world's leading conservatoires as it continues to develop more expressive instruments that empower musical creativity. Guildhall School is unique among conservatoires in offering Electronic Music as a one-to-one Principal Study discipline. The launch of the Seaboard Lab confirms the Guildhall School's place as a global leader of creative practice, promoting innovation, experimentation and research.

Mike Roberts, Head of Electronic Music at Guildhall School, said: "We are delighted to announce this exciting new partnership that demonstrates Guildhall School's commitment to be at the cutting edge of Electronic Music performance and production. The Seaboard RISE is one of the most exciting and important developments in expressive music technology for many years."

Roland Lamb, ROLI's CEO and inventor of the Seaboard, said: "At ROLI, we are committed to enabling people of all ages and backgrounds to access their potential as expressive music creators. We are very excited to be partnering with such a prestigious institution to bring the Seaboard to students who are studying music at the very highest level."



*Three of the Guildhall School's Electronic Music students experiment with the Seaboard RISE at the opening of the Seaboard Lab on October 28.*

## **About ROLI**

ROLI is a music technology company based in East London. ROLI makes hardware and software products designed to redefine the interaction between people and technology. In early 2014 the company launched the Seaboard family of instruments. The revolutionary and critically acclaimed Seaboard RISE and Seaboard GRAND lets music-makers control and shape sound through up to five dimensions of touch, combining the expressiveness of acoustic instruments with the versatility and sonic range of electronic music. In its Series A fundraising ROLI raised \$16.5 million from investors including Universal Music, Balderton Capital, Index Ventures, and FirstMark Capital. Learn more at [www.roli.com](http://www.roli.com).

## **About Guildhall School of Music & Drama**

The Guildhall School is a vibrant, international community of young musicians, actors and theatre technicians in the heart of the City of London. Rated No.1 specialist institution in the UK by the Guardian University Guide 2014, the School is a global leader of creative and professional practice with over 900 students in higher education drawn from nearly 60 countries. It is the UK's leading provider of specialist music training for under-18-year-olds with nearly 2,500 students in Junior Guildhall and the Centre for Young Musicians. Milton Court, its new building that opened in 2013, offers state-of-the-art facilities and is part of the unique partnership between Guildhall School and the Barbican performing arts centre. Learn more at [www.gsmd.ac.uk](http://www.gsmd.ac.uk).

## **MEDIA CONTACTS**

Will MacNamara (for ROLI)  
+44 (0) 7803 362 198  
[will.macnamara@roli.com](mailto:will.macnamara@roli.com)

Emily Palmer (for Guildhall School)  
+44 (0) 7989 355 446  
[emily@rdmr.co.uk](mailto:emily@rdmr.co.uk)