



Press Release

## East London Tech Startup Challenges Prada, Hadid and Grigic for Top Design Nod

### New Musical Instrument Surpasses Nest, GoPro to Contend for Overall Design of the Year

**London — April 23, 2014** ROLI's Seaboard GRAND has just won the Design Museum's prestigious 2014 Design of the Year award in the category of best product. Dubbed "The Piano of the Future" by CNN, the Seaboard GRAND is a ground-breaking musical instrument that reimagines the piano keyboard as a soft, continuous, pressure-sensitive surface.

Operating out of ROLI's manufacturing studio in a disused East London railway arch, the upstart tech company's founder and CEO Roland Lamb is thrilled to be contending for the top prize -- best overall design -- against iconic figures such as Zaha Hadid, Miuccia Prada, and Konstantin Gricic. "It's a dream come true," says Lamb. "I developed the idea for the Seaboard in my first design course as a student at the Royal College of Art."

Lamb has followed an untraditional path to this success. He studied classical Chinese and Sanskrit philosophy at Harvard, lived in a Zen monastery in Japan, and worked as gigging jazz pianist. "When I came to the RCA I felt like a complete fish out of water. I didn't know the first thing about how to design a product but I was convinced that the Seaboard would be a great instrument. I knew it could change how people make music."

"In my own life, I've tried to combine things that other people think of as completely separate. It turns out that's a crucial skill in design. What makes the Seaboard beautiful isn't just its aesthetics. What makes it beautiful is that it integrates so many different elements, from software to new materials, into a single exciting whole that creates new possibilities of interaction."

Lamb, his co-designer Hong-Yeul Eom and their 40 colleagues at ROLI will be eagerly awaiting the June 30 announcement of the overall winner. The Design Museum has in the past honoured visionaries such as Apple's Sir Jonathan Ive, whose iPhone, iPod, and iPad have transformed the way people live today.

Starting Sunday, April 27, the public can select their favorite nominee in the museum's first "Social Vote" platform, at [www.designsoftheyear.com](http://www.designsoftheyear.com). The Seaboard GRAND is currently on exhibit at the Design Museum in London, along with other 2014 nominees.

To find out more about ROLI, visit [www.rol.com](http://www.rol.com).

[VIDEO: [The Seaboard GRAND - Design of the Year Nomination](#)]



**US MEDIA CONTACT:** [Evan O'Brien](#)

Tel: 1 (516) 987 9683

**REST OF WORLD MEDIA CONTACT:** [Corey Harrower](#)

Tel: +44 796 964 7134