

## **Reason Studios Launches Arpeggio Lab – A Cure for Creative Block, Disguised as an Arpeggiator**

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Reason Studios has just unveiled their latest player—Arpeggio Lab. It's described as a new creative tool built not just to generate patterns, but to generate ideas. At its core, Arpeggio Lab splits your chord into two roles: 'Anchor' and 'Movement'. 'Anchor' locks in the rhythm while 'Movement' fills in the gaps with anything from clean melodic runs to dense, glitched-out melodies. They describe it as '50% playable arpeggiator, 50% idea-generator and 100% guaranteed to cure your creative block.'

Arpeggio Lab isn't about playing predictable patterns. It's about experimenting—pulling something unexpected out of chords you thought you already knew. To cite Reason Studios—it 'invites you to stop overthinking and start producing'.

"We didn't set out to make just another arpeggiator," says Niklas Agevik, CEO at Reason Studios. "We wanted to build a creative sidekick. Something that gets you out of your head and into the flow-state of making music"

Unlike traditional arpeggiators that follow fixed orders, Arpeggio Lab encourages exploration. Twist a few knobs and your whole idea changes. Hit 'Humanize' and the arpeggiator sets out to mimic the handstrokes and movement patterns of a real musician. Sort of like jamming with an imaginary bandmate. It's not just inspiring—it's unpredictable in the best way.

"Creative block happens when everything starts sounding the same," says Calle Malmgren, CMO at Reason Studios. "Arpeggio Lab breaks that loop — literally".

**On May 6, 2025, Arpeggio Lab will be included in Reason+ and available for purchase in the Reason Studios shop for \$69.**

### **About Reason Studios**

Reason Studios (previously Propellerhead Software) is a Swedish software company specializing in music production. Founded in 1994, the company is best known for its flagship digital audio workstation, Reason, and various innovative software tools. Reason Studios has played a significant role in the evolution of music technology, providing producers and musicians with innovative solutions for creating and producing music.

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