LANDR Audio Launches PANTONE Color of the Year 2020: The Classic Blue 19-4052 Sample Pack
in Collaboration with PANTONE and Audio UX

MONTREAL, LOS ANGELES and BERLIN (December 5, 2019)—LANDR, the creative platform for musicians, is launching the world's first ever Color of the Year Sample Pack in collaboration with PANTONE and New York-based audio branding agency, Audio UX. The company announced this week that it would be unveiling a unique collection of sounds inspired by PANTONE's Classic Blue hue.

"Sounds, colors, images are often the starting point for a creative project. They can spark an idea, inspire change, and guide us toward making something truly meaningful." says Rory Seydel, LANDR Creative Director. "This partnership not only marks a celebration of COY 2020 Classic Blue, but also the multisensory applications of color and sound and the importance of inclusivity in all creative fields. We're very excited to collaborate with partners who share that passion."

PANTONE Color of the Year 2020
Each year, Pantone Color Institute names a color of the year—a single swatch to accompany the global movements and trends that define us. This year, the PANTONE Color Institute has decided to expand the color conversation by creating a multisensory experience in support of PANTONE Color of the Year 2020 that filters through all our senses, tapping into sight, sound, smell, taste and texture. This new approach marks an important milestone for PANTONE, and LANDR is proud to have been chosen as its official audio partner for 2020.

The PANTONE Color of the Year 2020 is PANTONE 19-4052 Classic Blue, a timeless and enduring blue hue elegant in its simplicity. Suggestive of the sky at dusk, the reassuring qualities of Classic Blue offers the promise of protection; highlighting our desire for a dependable and stable foundation from which to build as we cross the threshold into a new era. Imprinted in our psyches as a restful color, Classic Blue brings a sense of peace and tranquility to the human spirit, instilling calm and confidence and offering refuge. Stimulating us to look beyond the obvious, PANTONE 19-4052 Classic Blue encourages us to expand our thinking; challenging us to think more deeply, increase our perspective and open the flow of communication.

What does Classic Blue sound like?

"The Color of the Year sound pack is at once a familiar embrace and an endless possibility." says Sean Thornton, Creative Director, from Audio UX agency. "Classic instruments are creatively processed to inspire lush, tranquil soundscapes that set the stage for unique combinations and expansive potential, We're very excited to see what musicians will make of the pack."

The PANTONE Color of the Year 2020: The Classic Blue 19-4052 Sample Pack, which includes 145 sounds will be available on samples.landr.com for free as of Thursday, December 5, 2019. LANDR is launching a vibrant audio and visual campaign to support this year's exciting Color of the Year announcement.

Discover the sounds of the pack:
https://samples.landr.com/packs/pantone-classic-blue-sample-pack

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About LANDR

LANDR empowers musicians to create and get heard. As a pioneer in big data and machine learning for the music industry, LANDR provides millions of independent artists and labels with a single space to create, learn about, collaborate on, master and release music online. Since launching in 2014, LANDR has consistently built tools that level the playing field for musicians, combining into a self-serve platform that is affordable and invaluable at every stage of the music creation lifecycle. To learn more about LANDR, please visit: www.landr.com.

About The PANTONE Color Institute™

The PANTONE Color Institute is the business unit within PANTONE that highlights top seasonal runway colors, forecasts global color trends, and advises companies on color for product and brand visual identity. Through seasonal trend forecasts, color psychology, and color consulting, the PANTONE Color Institute partners with global brands to leverage the power, psychology, and emotion of color in their design strategy.

About AUX

Audio UX is a next-generation audio branding agency based in New York City. Our team of composers and producers merges principles of sonic branding and UX design to create living audio design systems. Through brand storytelling, user-centric strategy, and atomic audio design, we realize brands through sound.

For further questions, please contact Rory Seydel at rseydel@landr.com
To download our logo and other LANDR assets, visit: https://www.landr.com/en/press/