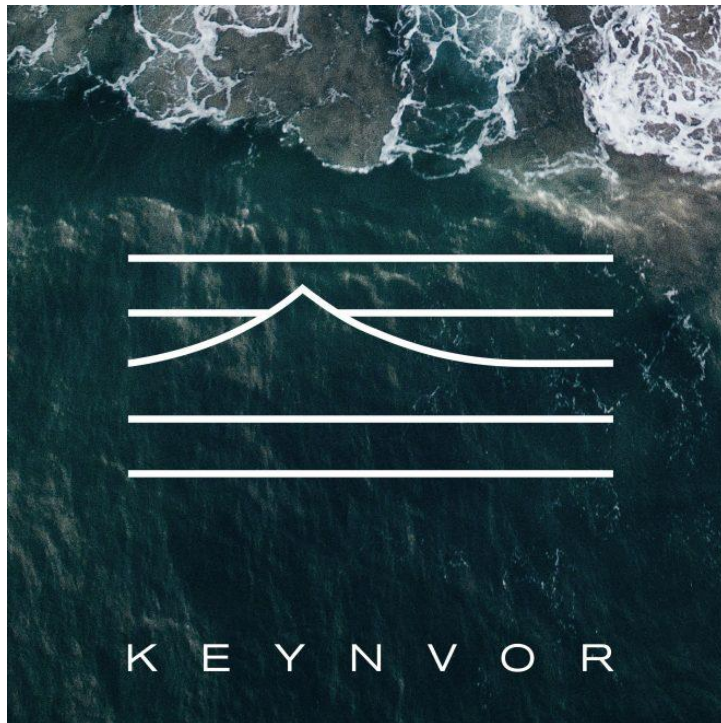




## **The Atlantic Ocean makes waves in the music industry**

<https://www.sas.org.uk/news/atlantic-ocean-makes-waves-music-industry/>

18 April 2018



**Introducing the music industry's latest signing: KEYNVOR.**

An inspiring new musical project has just been unveiled via Universal Music's Mercury KX label, which has begun working with new artist, Keynvor.

But Keynvor is not like any other artist today. Taking its name from the Cornish word for 'ocean', Keynvor **IS** the great Atlantic Ocean.

The stunning first single from Keynvor is 'Preservation' – a collaboration with composer Sebastian Plano which harnesses the remarkable, rhythmic sounds of the ocean.

The track, which is out now on all digital platforms, develops out of stunning, ethereal sounds of Cornish waves crashing on the rocks, with Plano masterfully creating percussive sounds from field recordings collected throughout March 2018.

Composer Sebastian Plano said: "I took the sound of waves hitting the rocks to create the beat and all the rhythmic elements of the piece are sounds of the ocean. The sea has so much power and I wanted to convey this in my music."

Sebastian Plano and Mercury KX will donate 100% of the monies they receive from streaming and permanent downloads of the track to Surfers Against Sewage, which will help to raise funds for, and awareness of, coastal issues such as plastic pollution. With every listen, the ocean is able to fund its own protection.

Hugo Tagholm, Chief Executive, Surfers Against Sewage said: "Surfers Against Sewage is stoked to be amplifying the call of the ocean through the Keynvor project. Our oceans are in peril, facing unprecedented challenges including the growing threat of plastic pollution. Together we can respond to this oceanic siren. Join the community movement for Plastic Free Coastlines today. The future is clean. The future is blue."

Surfers Against Sewage has teamed up with Sharp's Brewery, and its Atlantic Pale Ale, and Universal Music's Mercury KX label on the project. The track 'Preservation' will help us to continue our vital work in protecting the UK's coastline.

James Nicholls, Senior Brand Manager at Sharp's Brewery said: "At Sharp's we are committed to saving our unique and spectacular coastal regions. Based in Cornwall, we are surfers and ocean lovers, it's heart breaking to watch the water and the beaches that we love being slowly destroyed. The Keynvor project is built around, inspired by and intrinsically linked to the coast – what better way to save our beaches than recruit the ocean itself."