

Finnair integrates music by Finnish composer Lauri Porra into passenger experience



Fourth-generation Finnish musician and composer Lauri Porra, the great grandson of Finnish composer Jean Sibelius

As part of [Finnair](#)'s renewed brand strategy, the airline is showcasing "Finnishness," which is also increasingly visible in its passenger experience, including the Finnair soundscape.

Fourth-generation Finnish musician and composer Lauri Porra – the great grandson of Finnish composer Jean Sibelius – has composed a new music album called *Matkantekijä: Music for Travellers*, which depicts the Finnish mindscape and the atmosphere of travel. This music can now be heard on Finnair's aircraft, lounges, as well as in marketing and customer service touchpoints.

"Finnair has given wings to Finnish people, companies and culture for 102 years, and Finnishness has always been an essential part of us. It is a meaningful role that evokes emotions both within Finnair as well as among our customers," said Simon Large, Chief Customer Officer, Finnair. "We believe that Finnishness also serves as a differentiating factor for us."

Finnair's renewed brand will be visible to passengers in stages, both in digital channels and onboard.

"Finnish "happiness" raises interest around the world. We want to make Finns proud and the world curious about our culture. Finnair flights are a small glimpse into Finnishness – and safety, reliability

and our unique Finnish warmth are the cornerstones of both Finland and Finnair," said Large.

Hear the Finnish happiness

The Matkantekijä ensemble, composed by Porra, consists of the main work and several shorter pieces, and includes, among other things, new boarding music for Finnair flights. The new music will become part of the entire passenger journey, from marketing to customer service.

The music composed by Porra for Finnair has been inspired by the emotions evoked by traveling, the composer's own travel experiences, and of course, Finnishness.

"I have been composing music for myself for a long time, especially for travel, and it has been inspired by Finnish nature and Finnishness," Porra said.

Finnishness comes out in the simplicity of the music. In addition, traditional Finnish instruments such as "jouhikko," bowed lyre, and "kantele," Finnish zither, have been used in the composition.

"I wanted to leave as much room as possible for the listener's own interpretations. I think that music is like a blank slate on which everyone can build their own adventure that is about to begin," Porra said.

Known as a versatile musician, Porra collaborates extensively with representatives of different styles and fields. He also plays in the Finnish metal band Stratovarius. Composing music for Finnair was his lifelong dream.

"This music is dedicated to all travelers – whether you are going on holiday or on an important business trip, I hope the music accompanies you on your journey and creates a peaceful space to tune in to your upcoming adventure," Porra said.

The new music will be rolled out on all Finnair aircraft in stages and will be heard on the first aircraft from February 27. The music will also be released on Spotify and other streaming platforms,