

NEW MUSIC RELEASE

Release Title: 25 Minutes of Focus @ Sunny Point

Artist: Great Day at Work

Format: Single

Genre: Chillout / Lo-fi / Soundscape

Mood / Aesthetic: Focus, Study, Relax

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Great Day at Work Reimagines the Workday with Their Debut Release, “25 Minutes of Focus @ Sunny Point”.

How else can we use music to improve our lives? That is the question that Great Day at Work explores with their debut release, “25 Minutes of Focus @ Sunny Point” (“Focus @ Sunny”, for short). Specifically, Great Day at Work sets their sights on improving the workday experience with music. “‘Focus @ Sunny’ was designed with the idea that we can use music for more than just aesthetics and entertainment,” says DJ Nate Da Great, founder of Great Day at Work and producer of “Focus @ Sunny.”

“Focus @ Sunny” was designed to be: (1) a calming musical backdrop that facilitates work, study or rest; (2) a timer that can be used for time-blocking, a popular productivity hack; and (3) a “roadmap” that guides listeners through their experience, using musical landmarks to indicate how far they have come and how far they have to go. The unimposing rhythm and simple melody are intended to sit unassumingly in the background, not competing for the listener’s attention, instead, humbly supporting the listener’s focus on the work in front of them.

“Focus @ Sunny” is long; very long. It just edges out Pink Floyd’s 26-minute-long “Shine on You Crazy Diamond.” “Its length is part of its function,” explains Nate. The approximately 25-minute-long sonic experience was designed to be used in conjunction with the popular time-blocking method, the Pomodoro® Technique, which advocates for 25 minute blocks of focused work. “Just start the song at the beginning of a work session, focus on the goal at hand, and when the song ends, take your break.”

“Focus @ Sunny” also incorporates the sounds of a busy café. You’ll hear people talking, dishes clanking and even the occasional dog barking. But these elements were not originally part of the composition. “It just happened organically,” Nate recalls. He explains how the idea came about, “I host a focus group. We meet mornings and work together with music. One day, someone

mentioned that they like the sound of coffee shop ambience. So, I played an early mix of 'Focus @ Sunny' and, just for fun, mixed some coffee-shop ambience behind it... It's an experiment, but it also acknowledges new-found needs that people might have in the pandemic. I thought that some people, now working alone from home, might find some comfort in the familiar sounds of other people eating their breakfast and drinking their coffee."

"This is the unrealized and underutilized power of music," Nate adds. "Imagine a world where music therapy is regularly prescribed by doctors, national leaders use music as a strategy for world peace, and corporate leaders recognize music's effectiveness for organizational health."

Great Day at Work encourages everyone to imagine music's full potential and start composing.

"25 MINUTES OF FOCUS @ SUNNY POINT" IS AVAILABLE FOR STREAMING AND PURCHASE



<https://greatdayatwork.bandcamp.com>



<https://soundcloud.com/greatdayatwork/25-minutes-of-focus-at-sunny-point>

To learn more about Great Day at Work, visit: <https://greatdayatwork.com>.