

10. APPENDIX

Appendix 1 – E22 Audio Identity

Esch2022 has a sound identity (jingle, sonal or sound logo) to facilitate the memorization of the Esch2022 brand. Starting with the piano piece «Heartland» composed by David Ianni for Esch2022, as the European Capital of Culture, this sound identity was created by using a few notes with a strong recognition value, respectively, a recurring theme of the composition:

Identité sonore Esch2022

Thème de Heartland

David Ianni

