

# LONR.

Land of Nothing Real Bio

Isolation instigates creation and, ultimately, connection. Emerging from under a quiet shroud of mystery, Lonr. decodes emotion out of unconventional instrumentation, nocturnal R&B production, and lyrical confessions. He arrives as a singular and cinematic talent whose vital and vibrant vision piques fascination as it blurs the lines between soul, soundtracks, and simmering alternative Hip-Hop.

“I’ve always felt like a loner in society,” he explains. “I connect through music, but I go about it in an unconventional style. It’s not typical. I like to go the other way.”

He paved his own path as a kid. Born in Los Angeles, he relocated across the country to Cape Cod, MA at just eight years old. The move shook up his world. Finding it difficult to make friends, he retreated inwards and developed an internal space of his own.

“I grew up in a community where there wasn’t a lot of diversity,” he admits. “It was tough. Even with my family, I just felt like the odd one out. It took a while for me to get out of my shell. I didn’t resonate with many people around me, so that’s where I got the idea for Lonr. early on.”

Upon installing music software at the beginning of high school, he entrenched himself in beat-making. Inspired by the likes of Pharrell, OutKast, A\$AP Rocky, Kendrick Lamar, and Tyler, The Creator as well as the scores for *Star Wars*, *Interstellar*, and *The Pursuit of Happyness*, he developed his production chops through countless hours by himself in front of the computer. In 2017, he caught the attention of budding R&B star H.E.R. and became a trusted collaborator. Crafting “As I Am,” “Feel A Way,” “Hopes Up,” “Free,” “Take You There,” “Going,” and “More,” he earned two GRAMMY® Award nominations for his contributions to the platinum singer’s discography by 2019. At the same time, he quietly assembled what would become Lonr.’s debut project, *L.O.N.R. (Land of Nothing Real)* and landed a deal with Epic Records.

“I always zone out and go into my own little world,” he explains. “That’s the Land of Nothing Real. If you don’t like where you are, you can escape into another realm. This project is really about love, longing, and desire. Those topics are always on people’s minds. We want each one. I’m examining it with melodic and dreamy songs.”

A stand-out moment, “Make The Most,” pairs glitchy, skittering beats with harp-like plucked guitar. Over this backdrop, his voices rises from intimate verses towards an irresistible refrain.

“I just had my first Coachella experience,” he recalls. “Being out there in the desert with all of those people put my life into perspective. I was so blessed to be there. That’s what inspired the message. I’m talking about a relationship with a girl, but the deeper meaning is to make the most of what you have.”

Meanwhile, project highlight “A.M.” snaps from an airy groove into deft and dynamic cadences.

“It was only the second time I had been back in Cali since I lived there as a child, so I wanted to do it big,” he smiles. “I wanted to party. My music can be serious, but there’s also a fun side—like there are many sides to my personality. You hear it on ‘A.M.’”

From the ethereal buzz of “Time” to the soft strains of piano on the finale “Jump,” Lonr. captures palpable and relatable emotion. He might just make you feel a little less alone when you visit the *Land of Nothing Real*.

“I want listeners to feel like this is something new,” he leaves off. “Most of all, I hope they resonate me and feel like they’re being heard and not so alone in this world.”