

# WeTransfer and Madame Gandhi launch specially-commissioned film for International Women's Day

08 MARCH 2017, LOS ANGELES, USA

## SUMMARY

*In light of this year's International Women's Day, WeTransfer Studios is proud to team up with LA-based artist, singer, and activist Madame Gandhi. Together with the renowned music photographer Deirdre O'Collaghan, she created a short, optimistic video celebrating and elevating the female voices in our community. This video will be featured on WeTransfer's full-screen wallpapers for one week and seen by over 40 million monthly active users worldwide.*

The theme for this year's International Women's Day is #BeBoldForChange, a call to help build a more gender inclusive world. In that light, WeTransfer Studios is proud to team up with Madame Gandhi, an artist that personifies the bold, fearless female voice. Together with renowned music photographer Deirdre O'Collaghan, Gandhi created a short video with a strong, optimistic message about celebrating and elevating the female voices in our community. For one week, the LA-shot video will be featured on WeTransfer's full-screen 'wallpapers', seen by over 40 million monthly active users worldwide.

About the collaboration, Madame Gandhi says, "As an artist and activist the coolest part about this collaboration, is that WeTransfer is using online space and real estate that is not typically used for social justice. It's such a pleasure to see a tech company recognize the value of that real estate, especially on desktop with such a big space, and to see how they take a utility service and turn it into not only a beautiful visual space but also a call to action that makes the world a better place. And as an artist, it means so much to share my message about personal liberation and elevating and celebrating what women bring to the table on WeTransfer as opposed to a more common space, because I think people who typically wouldn't hear this message, are now going to get reached. That makes the work even more meaningful."

Please find the video as well as an exclusive interview with Madame Gandhi [here](#).

Madame Gandhi's wallpaper on WeTransfer can be seen [here](#).

## Limited edition EP Voices with free download

In time for International Women's Day, Madame Gandhi will be releasing limited edition copies of her debut EP Voices on vinyl (available now at [madamegandhi.com/shop](http://madamegandhi.com/shop)), with a private link inside to download the album digitally via WeTransfer. This download includes a bonus 6th track with her

commentary describing each song, which is unavailable anywhere else.

### About Madame Gandhi

Kiran Gandhi (1989) is an artist, singer, and activist based in Los Angeles. Having gained recognition as the former drummer for M.I.A., Madame Gandhi now writes music that elevates and celebrates the female voice. Her first EP 'Voices' was released in late 2016. Gandhi is a former Analyst at Interscope Records and holds an MBA from Harvard University. Read more about Madame Gandhi on her [website](#).

### About Deirdre O'Callaghan

Deirdre O'Callaghan is a renowned photographer based in Los Angeles. As part of the original team at Dazed & Confused magazine, Deirdre's passion for music instinctively steered her career to shoot for all major record companies and artists such as The National, Grinderman, Questlove, Laura Marling, U2, Damon Albarn and De La Soul. Her recent photographic and interview book project 'The Drum Thing' featured 100 of the most unique and established drummers in the world today, including Madame Gandhi. Her next book is about the colourful residents of the infamous New York cultural landmark the Chelsea Hotel.

### About WeTransfer Studios

Since day one, [WeTransfer](#) has supported the creative communities by giving away 30% of the background imagery to showcase projects they love. WeTransfer Studios develops that commitment to bringing creatives together on original, collaborative projects across art, design, music and more. It goes beyond curating the best existing work on the platform and moves into creating new work to share with the world.

*All image credit: Deirdre O'Callaghan (Los Angeles), for Madame Gandhi*



#### RELEVANT LINKS

##### WeTransfer's 'This Works' article

<https://wetransfer.com/thisworks/2017/03/08/wetransfer-studios-x-madame-gandhi-international-womens-day/>

##### Madame Gandhi's video

<https://www.youtube.com/watch?v=qOOIKvim4L0&feature=youtu.be>

## **we** Madame Gandhi's wallpaper on WeTransfer

<https://wetransfer.com/wallpaper/538479832>

### QUOTES

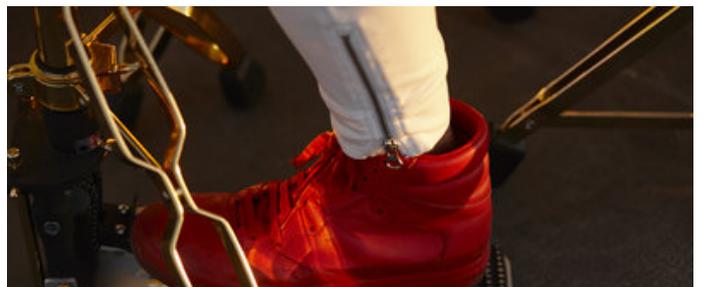
*"You don't have to be female to believe the future is female. I really do think we need to give women the space to lead. By taking a step back and passing the mic over to the women in our lives, who knows what sort of extraordinary art, ideas, and creative thinking might come out to make the world a better place?"*

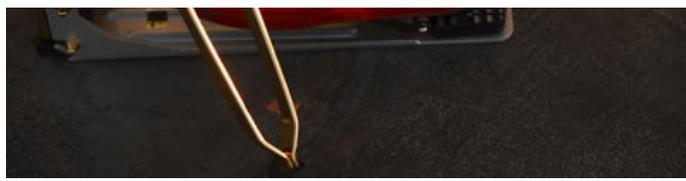
— Madame Gandhi

*"As an artist and activist the coolest part about this collaboration, is that WeTransfer is using online space and real estate that is not typically used for social justice. It's such a pleasure to see a tech company recognize the value of that real estate, especially on desktop with such a big space, and to see how they take a utility service and turn it into not only a beautiful visual space but also a call to action that makes the world a better place. And as an artist, it means so much to share my message about personal liberation and elevating and celebrating what women bring to the table on WeTransfer as opposed to a more common space, because I think people who typically wouldn't hear this message, are now going to get reached. That makes the work even more meaningful."*

— Madame Gandhi

### IMAGES





## SPOKESPEOPLE



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## ABOUT WETRANSFER

WeTransfer is the simplest way to send your files around the world. The service was founded in 2009 in Amsterdam by Bas Beerens and Nalden, who wanted to create an easy platform for people to send big files without any sign-up. Today, 40 million active users across 195 countries transfer one billion files every month. It is WeTransfer's mission to enable the effortless transfer of ideas from one creative mind to many. We want to help our users get in, and stay in, their creative flow – that strange and beautiful state where everything comes together and great things happen.

WeTransfer has a dual revenue model, split between advertising and premium subscriptions. With WeTransfer Plus, customers benefit from bigger transfer sizes, storage and personalization options. WeTransfer also works with the world's biggest brands, including Google, Samsung, Netflix and Squarespace, to develop and deliver beautiful, full-screen advertisements on our background wallpapers.

Since day one, WeTransfer has proudly supported the creative communities by giving away 30% of the advertising space to showcase projects we love. With WeTransfer Studios, creative partnerships have been launched with some of the world's most interesting individuals and organizations, including FKA twigs, Rankin, Anderson .Paak, McSweeney's, World Press Photo, The Royal Academy of Arts and the Ace Hotel Group. On our content platform This Works, we tell the stories behind the creative work we curate and create. WeTransfer also supports tomorrow's creative leaders by offering free premium accounts to all arts students in the United States.

Following a \$25 million investment from Highland Capital in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters.

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