

WeTransfer announces Magnum Photos partnership

Presenting two digital zines with exclusive interviews and photographs

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SUMMARY

Magnum Photos president Martin Parr has curated a selection of the print swaps from which photographer David Hurn has built a collection. Parr's selection will be on display at Photo London on May 15th. WeTransfer offers a zine containing images from the exhibition, as well as interviews with Parr and Hurr, authorities in the field of documentary photography.

Celebrating Magnum Photos' 70th anniversary, WeTransfer is proud to present a digital zine made especially for the occasion. The zine features an exclusive interview with photographers Martin Parr and David Hurn alongside a collection of pictures from renowned Magnum photographers like Elliott Erwitt, Henri Cartier-Bresson and more.

Since day one, WeTransfer has been a vocal supporter of the creative community, showcasing projects it loves and bringing creatives together on original, collaborative projects across art, design, music, and photography.

WeTransfer head of photography partnerships Lucy Pike says about the collaboration: "In the photography world, few organisations are as important as Magnum Photos. Its photographers have documented most of the world's major events since the 1930s – covering industry, society and people, places of interest, politics and news events, disasters and conflict. This year, Magnum is celebrating its 70th anniversary with a series of events, exhibitions and books – and we're excited to be celebrating with them."

In light of its anniversary, renowned Magnum photographer Martin Parr has curated an exhibition showcasing the extensive collection of print swaps from fellow Magnum member David Hurn. Between May 18th and 21st, Parr's selection will be on display at Photo London. WeTransfer will offer a downloadable zine containing images from the exhibition, as well as an exclusive interview with Parr and Hurr.

On May 26th, WeTransfer will release a second zine that revolves around the Magnum Manifesto exhibition that looks back over 70 years of Magnum. The exhibition is curated by the head of MOMA San Francisco. This second zine contains interviews with photographers Constantine Manos, Richard Kalvar, and Olivia Arthur.



RELEVANT LINKS

Downloadable Magnum x WeTransfer Zine

https://magnum-photos.wetransfer.com/downloads/841b8710f6361b34ae8bd0fc221a1ea120170512130114/6481b2?utm_source=wetransfer&utm_medium=PR&utm_campaign=magnum%20zine

QUOTES

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— Lucy Pike - WeTransfer Head of Photography Partnerships

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.

