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A Message From Earth wins Webby Award



WeTransfer announced today that its online exhibition "[A Message From Earth](#)" has been named the [Best Branded Editorial Experience by Advertising, Media & PR](#) in the 22nd Annual Webby Awards.

Recognized as the "Internet's highest honor" by The New York Times, The Webby Awards is a leading international organization honoring excellence on the Internet. This year saw 13,000 entries from over 70 countries with 3 million votes cast by 700,000 people.

"WeTransfer has set the standard for innovation and creativity on the Internet," said Claire Graves, Executive Director of The Webby Awards. "This award is a testament to the skill, ingenuity and vision of its

creators.”

A Message From Earth was released in celebration of the 40th anniversary of NASA’s Golden Record project. Paying tribute to the two phonograph records included aboard the 1977 Voyager spacecraft, the project curated a range of sounds and images to represent the diversity of life and culture on Earth.



Illustration by Sophy Hollington for A Message From Earth

To create the interactive exhibition, WeTransfer gathered specially-commissioned music, film, art and literature from over 40 contributors – including Aspen Matis, S U R V I V E, Lawrence Krauss, Fatima Al

Qadiri, Deepak Chopra, Gilles Peterson, Wanda Díaz Merced and Chiara Goia. The intention was to relay a message of goodwill and encourage further exploration while raising awareness and funding for Astronomers without Borders, the Carl Sagan Institute at Cornell University and the SETI Institute. WeTransfer is providing \$10,000 grants to each.

Two other WeTransfer projects also received recognition. The Bunt Machine by Mac Premo was nominated in the Short Form (Branded) category and Harmony of Difference with Kamasi Washington was given an honorary mention as the Best Branded Editorial Experience.

About The Webby Awards:

Established in 1996, The Webby Awards honors excellence on the Internet, including Websites, Film & Video, Advertising, Media & PR, Mobile Sites & Apps, Social, Podcasts & Digital Audio and Games.

This year, The Webby Awards received more than 13,000 entries from all 50 states and 70 countries worldwide. The Webby Awards is presented by the International Academy of Digital Arts and Sciences (IADAS), who nominates and selects the The Webby Award Winners. IADAS is comprised of digital industry experts, including Lyft CEO Logan Green, Girls Who Code Founder Reshma Saujani, Gimlet Media CEO Alex Blumberg, Instagram's Eva Chen, CNN host Van Jones, Internet inventor Vint Cerf and Playmatics CEO Margaret Wallace.