

WeTransfer teams up with BadBadNotGood for new short film 'I Don't Know'



WATCH THE VIDEO | BADBADNOTGOOD - I Don't Know Ft. Samuel T.

Herring (Official Video)

Today, the short film entitled "I Don't Know" by [BADBADNOTGOOD](#) is premiered. The title of the film refers to their single of the same name. The film, directed by Los Angeles-based director Will Mayer of Stink Films and made in partnership with WeTransfer and [Among Other Things](#), represents the grieving process one experiences after a loss.

Inspired by both Samuel T. Herring's lyrics for the song and Mayer's loss of his own father, the video illustrates the battle one endures internally when losing a loved one, as the protagonist battles physical manifestations of those harrowing emotions.

Will Mayer, director of Stink Films: *"This film was more or less a ballet to the five stages of grief: Denial, Anger, Bargaining, Depression, and Acceptance. Our protagonist fights the battle that we have all fought, only to come out the other side. He ends neither free nor victorious....but alive. Because overcoming grief is never about victory - it's about perseverance."*

See below for tour routing of BADBADNOTGOOD's Summer European tour and more about the film.

Upcoming Tour Dates:

6/16 - Berkeley, CA @ Greek Theater

6/17 - Los Angeles, CA @ Hollywood Bowl

7/1 - Sete, France @ Worldwide Festival

7/4 - Vienne, France @ Jazz a Vienne

7/6 - Trencin, Slovakia @ Pohoda Festival

7/7 - Istanbul, Turkey @ Istanbul Jazz Fest

7/10 - Vilnius, Lithuania @ Botanical Gardens

7/12 - Dour, Belgium @ Dour Festival - La Petite Maison

7/13 - Rotterdam, Netherlands @ North Sea Jazz Festival

7/15 - Ferropolis, Germany @ Melt Festival

7/17 - Cascais, Portugal @ EDP Cool Jazz Festival

About "I Don't Know" courtesy of Will Mayer: *"Feeling your limbs fight against the current as you desperately scan the horizon for a spec of salvation, the act of treading water. Loosing a loved one is eerily reminiscent of this sensation. An overwhelming force overtakes you. And despite your best effort, you can barely keep your head above the surface. Because this force, once it's gotten its hold on you, never truly lets go. I spent the better half of a decade fighting this force, grief, off. The harder I fought the tighter its grasp became. As I said you never truly come out a victor in this battle, but eventually you meet this beast in the eyes and allow it to take you where it pleases. Only then, in that quiet moment of acceptance and humility are you free. As for grief, you'll find it comes in waves. When the ship is first wrecked, you're drowning, with wreckage all around you. Everything floating around you reminds you of the beauty and the magnificence of the ship that was, and is no more. And all you can do is float. You find some piece of the wreckage and you hang on. For a while, all you can do is float. Stay alive.."* (Unknown Author)

About Among Other Things: Among Other Things (AOT Projects) is a creative production company founded in 2016 by Director Will Mayer and Executive Producer Kosta Elchev to support brands in the creation of meaningful ideas around content and creator partnerships. For Among Other Things inquiries, please contact Kosta Elchev or Will Mayer hi@aotprojects.com. For more info visit www.aotprojects.com.

About BADBADNOTGOOD: Have a look at their website BADBADNOTGOOD. For inquiries please contact Nick Dierl at Orienteer-nick@orienteer.us or Duncan Will at duncan@orienteer.us.

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, over 40 million active users transfer one billion files every month all over the world. It is WeTransfer's mission to enable the effortless transfer of ideas between creative minds. 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 up to 30% of the advertising space to showcase projects we love. Creative partnerships have been launched with some of the world's most interesting individuals and organizations, including Björk, Trevor Noah, Ryan McGinley, Moby, FKA twigs, alt-J, McSweeney's, World Press Photo, The Royal Academy of Arts, WWF and the Ace Hotel Group. On our content platform WePresent, we tell unexpected stories about creative minds from around the world. 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.

