

# WeTransfer celebrates Pride with amazing work from LGBTQ+ communities around the world

In the series *Through the Prism of Pride*, WeTransfer explores the power that creative expression has to encourage change, understanding and acceptance in LGBTQ+ communities around the world.



*Photo: Still from Rafiki by Wanuri Kahiu*

Today, WeTransfer celebrates Pride by presenting the series **Through the Prism of Pride**. The company will showcase five creative projects on [WePresent](#), WeTransfer's editorial platform. Each continent is represented by a project, to show that although pride is about the same fight, the challenges communities face can be different in various locations.

*“It’s been brilliant to see the various ways these artists tackle the different challenges within their community creatively – from a sci-fi podcast to staged wedding photography to an ABC for the queer spectrum. WeTransfer believes that creative thinking changes the world for the better, and these projects are incredible examples of that. By sharing the stories of these creatives, we hope to help spread the important message of pride further,”* said WePresent’s editor Suzanne Tromp.

The creative projects presented in this series are Alphabet Soup (UK), *Rafiki* by Wanuri Kahiu (Kenya), *How She Loves* by Charmaine Poh (China/Singapore), The Penumbra Podcast (US) and *Queer Icons* by Gabriel Garcia Roman (Mexico).

**Alphabet Soup (UK)** [Alphabet Soup](#) is a UK-based online platform attempting to put the way people feel about themselves into words. The site hosts a growing index of potential identities in the hope that readers can better understand their own experiences.

**Rafiki (Kenya)** Wanuri Kahiu’s film [Rafiki](#) tells the love story of two girls in Kenya. Banned in her own country, but presented at Cannes Film Festival this year, Wanuri’s film represents the need for further discussion on same-sex relationships, which remain illegal in Kenya.

**Charmaine Poh (China-Singapore):** In her ongoing project [How She Loves](#), Chinese-Singaporean photographer Charmaine Poh depicts staged weddings with queer couples in Singapore. With the state’s laws regarding same-sex marriage still blurred, her photos explore perspectives on love, identity and companionship.

**The Penumbra Podcast (US):** [The Penumbra Podcast](#) is a sci-fi series telling the stories that need to be told. Crafting characters that aren’t seen or represented elsewhere, the US-based team presents an otherworldly journey that touches on worldly problems.

**Gabriel Garcia Roman (Mexico):** Finding inspiration in portraiture styles of Renaissance, Flemish and Christian Orthodox paintings, with [Queer Icons](#) Gabriel Garcia Roman aims to elevate multi-dimensional, powerful and proud contemporary figures.

All five projects can be found on WePresent - WeTransfer’s editorial platform - on June 28th at [we.tl/prism-pride](https://we.tl/prism-pride).

**Note to editors**

For more information on the project, WeTransfer's creative collaborations, other inquiries, or to arrange an interview with Suzanne Tromp, please email Søren Nielsen at [soren@wetransfer.com](mailto:soren@wetransfer.com).

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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, 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.

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