

# WeTransfer celebrates female creativity in Iran

Newly commissioned video and photography provides insight into the work and lives of female artists in Iran.



*Still image from 'Sounds of Tehran'*

JULY 26, 2018: This week, WeTransfer launched projects spotlighting three innovative Iranian female creatives, offering distinct and nuanced perspectives on a country whose artistic legacy, political history, and gender dynamics are a hot button issue in global debate. These projects include:

- [Sounds of Tehran](#): A 9-minute experimental documentary portraying the sounds and stories of Nesa Azadikhah, one of Tehran's most in-demand female electronic musicians. A Tehran-based DJ, music producer, composer, sound artist, and musician, Azadikhah also owns the label Deep House Tehran. The documentary is commissioned by WeTransfer and created by production company My Accomplice.
- [Youth of Iran](#): A photography series about the youth in Iran by photographer Kiana Hayeri, commissioned by WeTransfer. Raised in Tehran, Hayeri is today loosely based in between Afghanistan and Iran, covering the region.

- [Shirin Abedinirad](#): An interview and profile of the Iranian visual artist and writer Shirin Abedinirad, highlighting the core themes of her work and touching on the challenges of being a female artist.

Lucy Pike, Content Lead at WeTransfer, commented:

*“It has always been a part of our mission to find creative stories outside the same old cities that always get coverage. It's vital for us to work with local creatives and go beyond the cliches and stereotypes. Giving these Iranian women the chance to tell their stories felt like the best way to tease out some of the intricacies of the creative scene in Iran, which we have found deeply compelling.”*

All of the projects can be found on [WePresent](#), WeTransfer's editorial platform.

#### Press images

All images must be captioned and credited, only to be used in the context of this press release.



### Note to editor

For more information or interview requests please contact Søren Nielsen,  
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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.

