

🕒 17 October 2018, 16:00 (CEST)

## Lykke Li Featured in Third Episode of WeTransfer's 'Work In Progress' Series



**Lykke Li opens up for the first time about the death of her mother, the birth of her child and the end of her relationship in the third episode of WeTransfer's documentary series.**

**October 17, 2018** - The latest episode of [WeTransfer's](#) new series about the creative process, *Work In Progress*, launches today. It focuses on iconic Swedish indie-pop artist Lykke Li and can be watched on WeTransfer's editorial platform WePresent [here](#).

In the short film (just over 6 minutes), set to Lykke Li's latest album *so sad so sexy*, the acclaimed singer-songwriter gives an intimate account of her own real-life struggles in recent years. Lykke Li talks about the loss of a parent, becoming a mother and having her heart broken - and how she emerged stronger and more empowered, both mentally and creatively.

Produced by Pi Studios and directed by Kaj Jefferies and Alice Lewis on 16mm film, the episode is dreamlike and melancholic at times but always underlined with a unique, raw feminine beauty.

The short film acts as a candid interview and offers viewers an intimate insight into Lykke Li's life, with personal video camera recordings of her as a child and growing up. In the footage, Lykke Li express her views on love and pain and the therapeutic nature of the creative process.

This is the third episode of *Work In Progress* - a documentary series which celebrates the spirit of creative collaboration which defines WeTransfer's products. Episode 1 featured the intimate relationship of creative soulmates [Björk and Jesse Kanda](#); Episode 2 profiled the raucous energy of pan-Asian hip-hop collective [88rising](#). Now Episode 3 dives into one artist's relationship with her past, present and future.

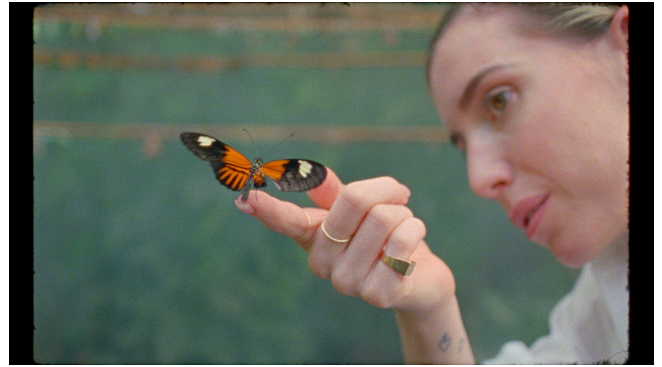
Jamal Dauda, Global Head of Music WeTransfer, commented:

*"It has been nothing short of awe-inspiring as a fan to watch Lykke Li create, evolve, and innovate over the course of her decade-long career. This third episode of Work In Progress is so special in its honesty, vulnerability, and look at how pain and adversity can be a powerful catalyst for beauty and strength in art. It is a message that feels timely and one we all could serve to listen to now more than ever. We're exceedingly grateful to Lykke for allowing us into her beautiful and engaging world."*

Lykke Li's *Work In Progress* episode will come out on Wednesday, 17 October 2018. Pi Studios is WE ARE Pi's Amsterdam-based premium entertainment company. They have partnered with WeTransfer to produce the whole *Work In Progress* series.

**Images for press use:**

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



### **Notes to Editors**

All *Work In Progress* episodes vary between 5-10 minutes in length and will explore stories that span the world.

For more information or WeTransfer interview requests please contact Søren Nielsen, [soren@wetransfer.com](mailto:soren@wetransfer.com)

**About directors Kaj Jefferies and Alice Lewis:**

**Kaj Jefferies:** Working somewhere between documentary, fashion, music and art, 25-year-old London based director and photographer Kaj Jefferies focuses on the emotional connection between image and viewer. Kaj's work is raw, authentic and tactile, and for the most part shot on film across both mediums. She has created striking visuals for the likes of Adidas, Kodak, Mercedes Benz, Rita Ora, Vodafone, Vogue, and many more.

Kaj directed the visual language of the film, taking the lead role on camera set ups, graphical identity, edit and soundscaping, as well as working closely with the narrative director Alice to bring the story to life in the most artistic, real and cinematic way possible. [kajjefferies.com](http://kajjefferies.com)

**Alice Lewis** is an award-winning documentary director and producer with a background in journalism and pop culture. She has produced work for The Guardian, VICE, Refinery29 and Boiler Room and brands such as Loewe, Nikon and WeTransfer.

Alice developed the episode narrative and a personal relationship with Lykke in order to unlock the most heartfelt details of her story as well as working closely with Lykke throughout the filmmaking process. [alicelewis.co](http://alicelewis.co)

### **About WE ARE Pi**

WE ARE Pi is an ideas company founded on international Pi day, March 14th 2011. The company is on a mission to enthusiastically support ideas that move the world forward. Pi is defined as a number that never ends and never settles into a permanently repeating pattern. Therefore, Never Settle is an attitude WE ARE Pi applies to its team, relationships, and the ideas it puts out into the world through its work. <http://wearepi.com/>

### **About Pi Studios**

Pi Studios is WE ARE Pi's Amsterdam-based premium entertainment company that connects the dots between broadcasters, digital publishers and brands to create and leverage original IP and content franchises. <https://pistudios.co/>

### **About Lykke Li**

On June 8th, LYKKE LI released her highly anticipated fourth studio album and first for RCA Records entitled *so sad so sexy*. *so sad so sexy* was produced by Lykke Li and Malay (Lorde, Frank Ocean) with collaborators Jeff Bhasker (Kanye West, Bruno Mars, Rihanna), Rostam (Solange Knowles, HAIM), Illangelo (The Weeknd), Jonny Coffey (Beyonce, Naughty Boy, Sam Smith), DJ Dahi (BANKS, Ty Dolla Sign), T-Minus (Kendrick Lamar, Drake), Skrillex and Emile Haynie (Eminem, Lana Del Rey, Dua Lipa). Songs were written mainly by Lykke with her main co-writer Ilsey Juber (Beyonce, Drake, Kanye, Majid Jordan). FADER praised her return as “one of the most anticipated pop releases this year” and Rolling Stone called “hard rain” a “mesmerizing ballad” while Pitchfork stated the song had “inventive sonic choices around every corner.” Early reviews for the album claim *so sad so sexy* is “a superb reinvention of Lykke Li” (Consequence of Sound).

Since the release of her debut EP *Little Bit* in 2008, Swedish chanteuse Lykke Li has become an iconic staple of the indie-pop world with a decade-spanning career, acclaimed albums under her belt, Lykke has accrued endless accolades. From “Best Album of the Year” nods from the likes of The New York Times and Rolling Stone to performing on the renowned stages of music festivals like Glastonbury, Coachella and Lollapalooza. In 2016-2017, she was busy nurturing, *liv*, her love child with Andrew Wyatt, Björn Yttling, Pontus Winnberg & Jeff Bhasker - a project that allowed the collective to mutually have a creative outlet. Outside of music, Lykke Li is a partner in YOLA Mezcal - a brand created in collaboration with her friends Gina Correll Aglietti (chef and stylist) and Yola Jimenez (an activist and Mexican entrepreneur), who the mezcal is named after.

---

#### ABOUT WETRANSFER

WeTransfer makes beautifully obvious tools that bring ideas to life. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including WePresent (an editorial platform with 2 million monthly readers), WeTransfer for Mobile (with 5 million monthly users) and the original web platform (with 42 million monthly users and over a billion files sent each month).

From the beginning, WeTransfer has prioritized bringing “offline” values - trust, transparency, and ethics - online. This means the leanest data policy possible and tools that don’t distract people from their creative flow. WeTransfer has pioneered a new means of online advertising, resulting in the platform’s full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple,

Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince Estate. In 2016, WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a \$25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste™ and expanded its US presence to Seattle and New York City.

---

 pr.co

