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WeTransfer and King Krule conclude three-part collaboration with new video

New music video for 'Logos' from the King Krule album 'The OOZ'



Today King Krule released a new music video for 'Logos'. It can be watched [here](#).

It's a hand-drawn animation and labour of love by Archy's brother Jack, a South East London-based musician, visual artist and long-time collaborator.

'Logos' is the final piece of a three-part collaboration with [WeTransfer](#), which saw King Krule exploring the creative process with each video's director, hosted on [WePresent](#). With previous videos from [cc. Wade](#) and [Charlotte Patmore](#), Jack Marshall's video is the pair's latest collaboration since the release of their collaborative multimedia project 'A New Place 2 Down' in 2015.

Though using different mediums for their creativity, these two brothers and artists understand each other on a deeper level. Having collaborated on music and art from a young age, their discussion explores this shared narrative link and how both brothers helped shape each other's artistic tastes while growing up together.

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 editorial platform WePresent (with over 2M monthly readers), mobile app 'Collect by WeTransfer' (with over 4M monthly users), quick slide-making tool Paste™ (with over 100,000 teams), immersive sketching tool Paper® (with over 25M downloads), and the original web platform with 42M 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.



