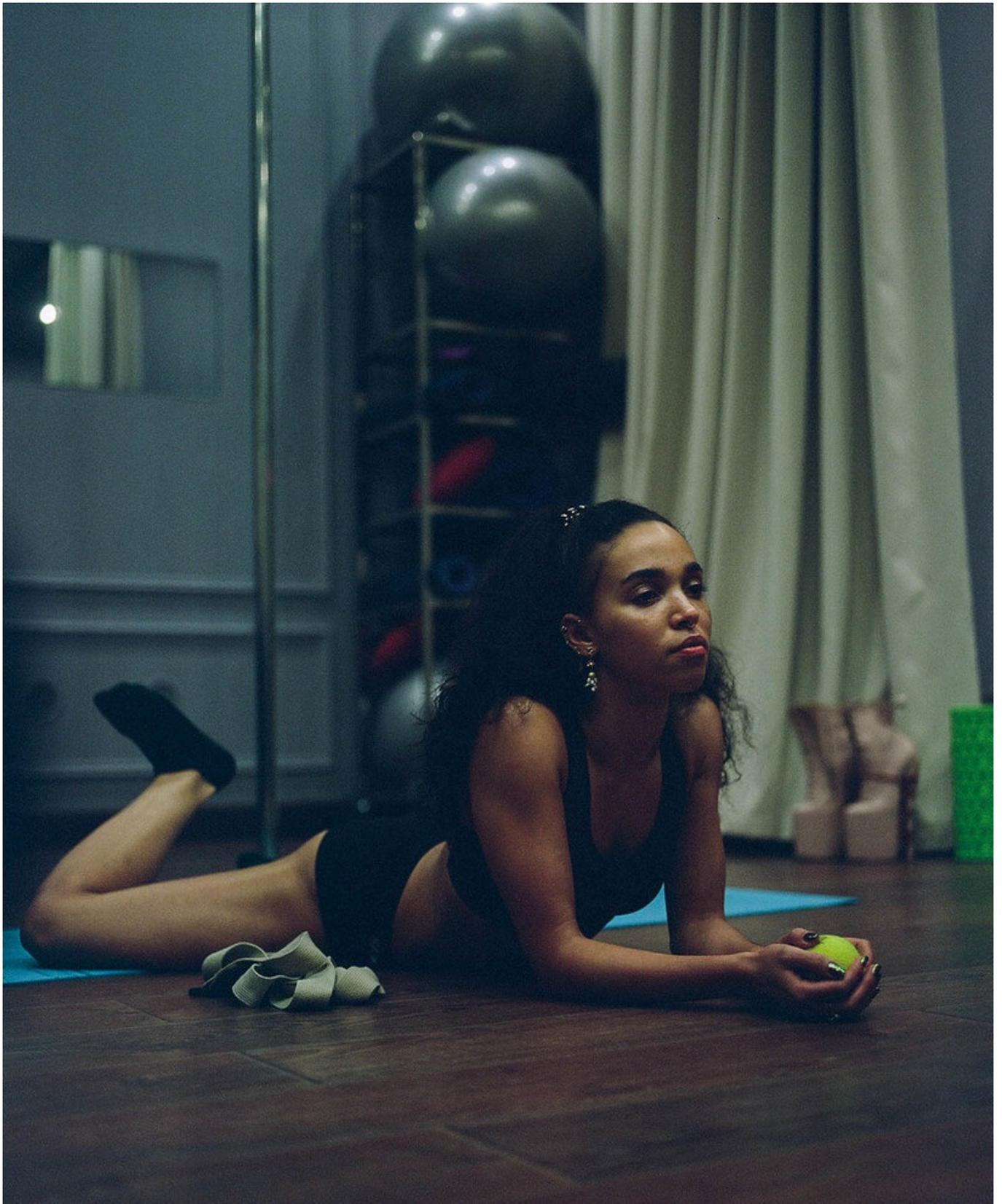




🕒 04 June 2019, 14:00 (CEST)

## FKA twigs presents 'Practice'

An intimate and candid look at the training and preparation that culminated in the artist's latest single and video, 'Cellophane,' available exclusively on WeTransfer's editorial platform, WePresent.



LOS ANGELES—JUNE 4, 2019—FKA twigs today announces the debut of *Practice*, a short film that celebrates the physical training and creative process that culminated in her latest video, ‘Cellophane.’ *Practice* launches today exclusively on WeTransfer’s editorial platform, [WePresent](#), and delves deep into the making of FKA twigs’ most vulnerable song and ambitious music video to-date.

‘Cellophane’ is FKA twigs’ first new solo music in over three years. The emotional, connective song comes to life through a powerful Andrew Thomas Huang-directed [video](#), featuring an intricate pole performance that strikes a dramatic contrast to the vulnerability of the lyrics.

With *Practice*, directed by AnAkA, FKA twigs give a rare, intimate look at the artist’s training process. Referencing FKA twigs’ conceptualization of the video over a year previously, candid footage reveals the long and highly demanding process of training, both physically and psychologically, to perfect the art of pole-performance; and, ultimately, bring her creative vision to life.

“There was a lot of hard work that went into making the video happen — on a creative level, on a business level, on a physical level. It's all very well me going and doing a three-minute routine, that's easy. But the difficult thing is knowing that you have the stamina and the strength to do be able to do that three-minute routine for eight hours, and that's something different.” – FKA twigs

*Practice* is the second collaboration between FKA twigs and WeTransfer, following the [Baltimore Dance Project](#), a documentary chronicling the artist as she celebrates artistic expression alongside over 400 dancers from Baltimore’s dance community and beyond.

“WeTransfer is a team of creative thinkers who truly cherish the messy nature of the creative process and appreciate what it means to be an artist,” Damian Bradfield, CMO of WeTransfer, said. “We build tools that facilitate the urge to create. Our platform, WePresent, allows for a deeper exploration of the creative process and its many layers. *Practice* is an opportunity to again show this intense exploration of creativity and the commitment it takes to do and become something special.”

Director - AnAkA

Sound - Lime Studios

Grade - Cameo

Producer - Object & Animal

For more information please visit: [wepresent.wetransfer.com/story/fka-twigs-in-training](http://wepresent.wetransfer.com/story/fka-twigs-in-training)

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## ABOUT WETRANSFER

WeTransfer makes tools to move ideas. 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 2M monthly readers), mobile app 'Collect by WeTransfer' (with 4M monthly users), quick slide-making tool Paste™ (with 200,000 teams signed up), immersive sketching tool Paper® (with more than 25M downloads), and the original web platform with 45M 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 having a responsible data policy 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.

