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## WeTransfer film 'Mr Wash' awarded D&AD Pencil and Webby Award



**Short documentary film about the artist Fulton Leroy Washington scoops two industry awards.**

The WeTransfer documentary 'Mr Wash' has been honored with the award for Best Branded Documentary at the 23rd Annual Webby Awards and with a Graphite Pencil at the 2019 D&AD Awards in the Branded Content, Non-Fiction Film category.

'Mr Wash' tells the inspiring story of Fulton Leroy Washington, aka Mr. Wash, and his return home to his family in Compton, CA after 20 years in prison. In 1997, Mr. Wash was given a mandatory life sentence, and in 2016 was granted clemency by President Barack Obama and freed. While in prison, Mr. Wash taught himself how to paint, and crafted thousands of hyper-realistic artworks, many of which were painted of and for his fellow inmates. The film makes the case for creativity as an optimistic force.

The short premiered on WeTransfer's editorial platform WePresent in May 2018 and was followed by a screening at CAAM (California African American Museum) in Los Angeles - home to both Mr. Wash and WeTransfer.

It can be found here: <http://we.tl/mr-wash>

#### About The Webby Awards:

Recognized as the "Internet's highest honor" by The New York Times, The Webby Awards is a leading international organization honoring excellence on the Internet.

#### About D&AD

Considered one of the most prestigious and difficult-to-win awards in design and advertising, D&AD celebrates the finest creativity each year across a diverse range of disciplines.

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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 40,000 active teams), immersive sketching tool Paper® (with more than 25M downloads), and the original web platform with 50M 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.

