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Riz Ahmed launches new short film *The Long Goodbye* in collaboration with WePresent



*Behind the scenes photo of Riz Ahmed in *The Long Goodbye*, photos by Vicky Grout*

Friday 6th March 2020, London

Today, British-Pakistani Rapper and Actor, Riz Ahmed launches a new short film, *The Long Goodbye*. The film, directed by Aneil Karia and made in collaboration with [WePresent](#), WeTransfer's editorial platform, accompanies the launch of his new album of the same name.

Riz shares his thoughts on the project, *"Many people right now feel like they're going through a break up with their country. Aneil Karia and I wanted to make a film that takes this feeling to its conclusion."*

The 11-minute film exposes the emotional reality for many people who feel they are not welcome in the country they call home.

Ahmed expands about the film's relation to his new album, *"The record is a breakup album - but with your country. So many of us feel like we're being dumped by the place we call home, a home that we built. It's heartbreaking, and enraging - like the end of a toxic, abusive relationship. This album takes you on the journey of this breakup; through the stages of denial, anger, acceptance, and finally the self-love necessary to counter the hate."*

Holly Fraser, Editor in Chief of WePresent shares, *"At WePresent we strive to commission creative work that is personal and representative, that leaves an imprint, and that can start important conversations. The Long Goodbye does exactly that. It is imperative watching, and while it speaks to those of us feeling unheard and disillusioned in Britain, it resonates with global audiences too. The film speaks to the human issues at the heart of politics and society and we are honoured to be working with Riz Ahmed on a project as powerful as this."*

The film premiered on WePresent, Friday 6th March, accompanied by an interview with Riz Ahmed and Director, Aneil Karia and behind-the-scenes pictures of the filming process.

Watch the short film on WePresent here:

<https://wepresent.wetransfer.com/story/riz-ahmed-the-long-goodbye>

Download the press selection & film credits here:

<https://we.tl/t-e4RnZMQYAL>

About WePresent

WePresent, the editorial platform of WeTransfer, showcases the best in art, photography, music and more, offering more than 2 million monthly readers a fresh take on the maddening mystery of creative ideas. Championing diversity in everything it does, WePresent scours the globe for unexpected stories about creativity, from emerging young talent to renowned artists like Bjork, John Legend, Renell Medrano, Solange and FKA twigs.

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.

