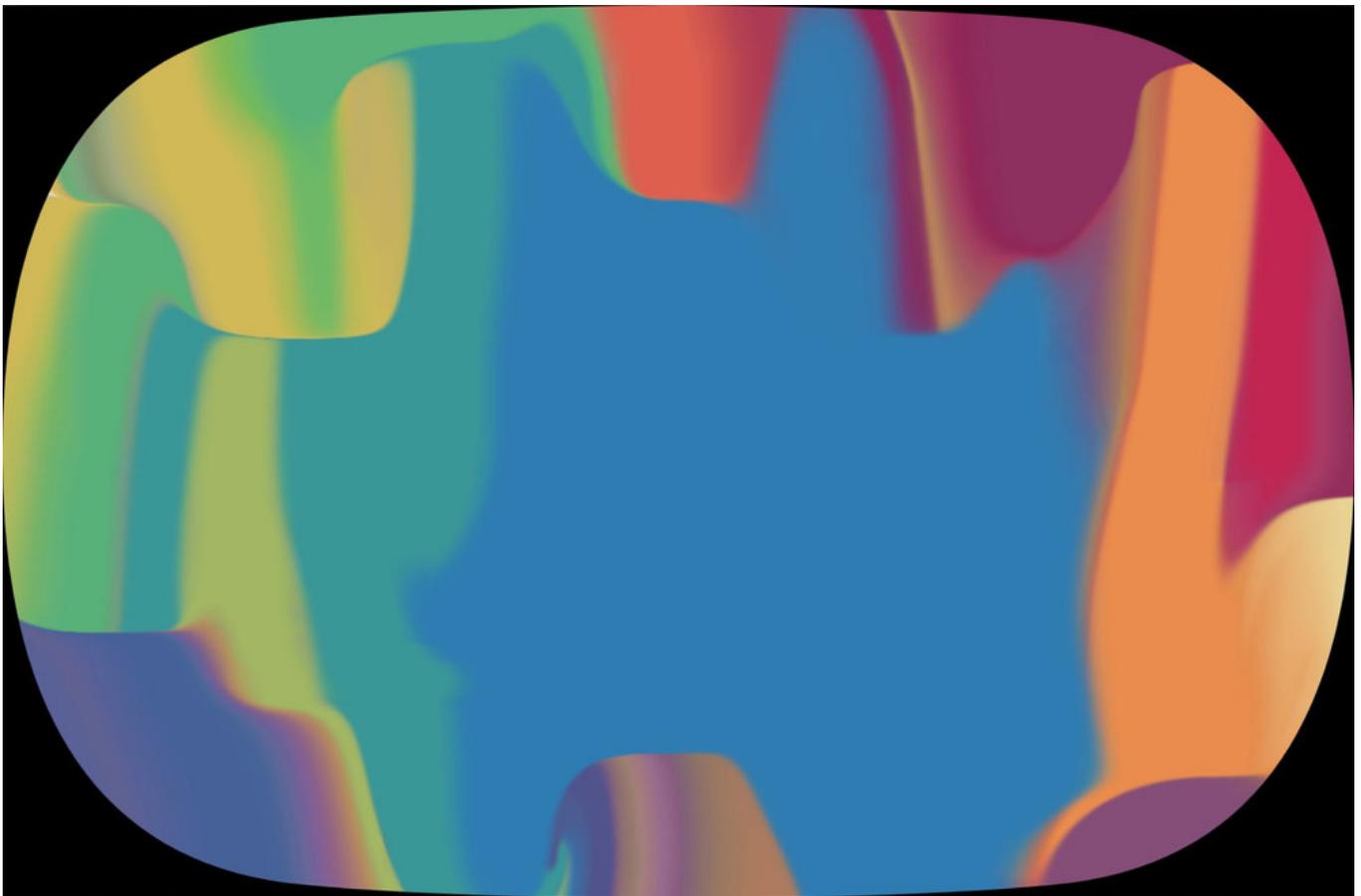




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## WeTransfer collaborates with Zach Lieberman to create Color Push, an immersive online experience

*Color Push offers WeTransfer users a creative escape whilst waiting for their files to transfer.*



WeTransfer collaborates with generative artist, Zach Lieberman to create an immersive online experience called [Color Push](#) for WeTransfer users. The experience will run for a month on [wetransfer.com](#). The 90-second experience allows users to immerse themselves in an online creative portal where they can create generative art through the movement of their cursor, or if the camera is enabled, their hands and head.

The collaboration stemmed from an initiative started by WeTransfer's inhouse Creative Studio to foster innovation and creativity in its workplace. It provided WeTransfer's design team with the opportunity to partner with an established artist who has helped to push the boundaries of WeTransfer's advertising platform. The result is an immersive experience for WeTransfer users to utilize the time it takes for their files to upload or download to create on a blank, digital canvas instead.

The experience has been coded to enable a wash of colour to emerge in different brush strokes, densities and speeds across a white screen. The art is downloadable and is encouraged to be shared across social media platforms using the hashtag #colorpush.

WeTransfer services the creative industry with its set of creative tools including editorial platform WePresent, mobile app Collect by WeTransfer, quick slide-making tool Paste®, immersive sketching tool Paper® and the original file transferring service. The iconic WeTransfer homepage has long been a top choice for advertisers who like to push the boundaries of digital marketing and tap into WeTransfer's creative user base, with over 50 million users per month, 70% of which identify as working in the creative industry.

### **About Zach Lieberman**

Zach Lieberman is an artist and educator based in New York City. He creates artwork with code, and focuses on building experimental drawing and animation tools. Zach makes interactive environments that invite participants to become performers, his main focus is how computation can be used as medium for poetry.

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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 New York City.

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