

# WeTransfer announced as one of the Founding Partners of the 'University of the Underground'

Part of the company's long term commitment to supporting Arts & Education

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## SUMMARY

*WeTransfer is proud to announce that it is one of the Founding Partners of the ambitious and innovative education program, the University of the Underground. Led by designer and WeTransfer's Chief of Experiences Nelly Ben Hayoun, the University of the Underground, run in collaboration with Amsterdam's Sandberg Instituut, offers a unique postgraduate curriculum which encourages students to use multidisciplinary design thinking to change the world. The involvement in this unique master's program dovetails with WeTransfer's long term commitment to supporting arts and education.*

**T**oday, WeTransfer is unveiling the next chapter in its mission to support the creative industries. The file transfer service is proud to announce that it is one of the Founding Partners of the ambitious and innovative education program, the [University of the Underground](#).

Led by designer and WeTransfer's Chief of Experiences [Nelly Ben Hayoun](#), the University of the Underground, run in collaboration with Amsterdam's Sandberg Instituut, offers a unique postgraduate curriculum which encourages students to use multidisciplinary design thinking to change the world. The involvement in this unique master's program dovetails with WeTransfer's long term commitment to supporting arts and education.

"WeTransfer has been a pioneer in ethics and artistically responsible marketing among all digital companies. However, today they go one step further, into unprecedented territory, by pledging their long-term support for a new kind of education. At the University of the Underground, we don't only collaborate, we like to establish partners in crime. We believe in unconventional research practices, and we know that change can take time," says Nelly Ben Hayoun. "We don't just believe in this new generation, but we also want to support the next one and the one after – we are committed to hundreds more years of education. For the University of the Underground we have established a pluridisciplinary team of "daydreamers" that, like us, believe that they can manufacture the impossible and support social dreaming, power shifts in our societies through the use of digital culture, experiential practices and immersive storytelling. We are delighted to have WeTransfer on board as a key part of that team."

As the cost of education around the world continues to rise, each student will receive a full

scholarship to cover their tuition fees. The program will be led by a multidisciplinary team of experts, artists and scholars, with an advisory board including Metropolitan Museum curator Beatrice Galilee, award winning author and McSweeney's founder Dave Eggers, XL Recordings' Phil Lee and Fiona Raby, Professor of Design and Emerging Technologies at The New School. WeTransfer's President and CMO Damian Bradfield is Chairman of the Board. Students can apply for the first 15 positions until April 1, 2017.

### **WeTransfer's commitment to supporting Arts & Education**

Since it was founded in 2009, WeTransfer has supported the creative communities by giving away 30% of the background imagery – advertising space worth millions of dollars – to creative projects. Through WeTransfer Studios, the company has partnered with some of the world's leading creative voices, like FKA twigs, McSweeney's, World Press Photo and The Royal Academy of Arts. The content platform [This Works](#) tells the stories behind the creative work on the wallpapers, giving a voice to (often undiscovered) talent.

In 2014 WeTransfer started its first bursary programme with Central Saint Martins and earlier this year, the company announced it is [offering free premium WeTransfer Plus accounts to all arts students in the United States](#), in order to support the creative leaders of tomorrow.

Damian Bradfield, CMO WeTransfer and Chairman of the Board of the University of the Underground: "We are so proud to be involved in this unique program that's all about planting roots for a better future and changing the world through creativity. Today's creative students are tomorrow's artistic leaders, and now more than ever we need to stand up and take responsibility in fighting for arts and education. It is WeTransfer's mission to enable the sharing of creative ideas, and we have the platform, the networks and the determination to help Nelly and her team realize this thrillingly ambitious and much-needed vision."

Nelly Ben Hayoun will discuss the launch of the University of the Underground with Michael Bierut on the Simulcast Stage at Design Indaba, on Friday March 3.

*All image credit: University of the Underground, visual artist Marta Giralt,  
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Note to editors:

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<http://universityoftheunderground.org/>

<http://nellyben.com/>

## RELEVANT LINKS

 **University of the Underground**

<http://universityoftheunderground.org/>

 **This Works**

<http://www.wetransfer.com/thisworks>

 **Free premium WeTransfer accounts to all arts students in ...**

<http://wetransfer.pr.co/141742-wetransfer-offers-free-premium-accounts-to-every-arts-student-in-the-u-s>

 **Nelly Ben Hayoun**

<http://nellyben.com>

## QUOTES

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— Damian Bradfield, CMO WeTransfer, Chairman of the Board at University of the Underground.

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IMAGES



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ABOUT WETRANSFER

WeTransfer is the simplest way to send your files around the world. The service was founded in 2009 in Amsterdam by Bas Beerens and Nalden, who wanted to create an easy platform for people to send big files without any sign-up. Today, 40 million active users across 195 countries transfer one billion files every month. It is

WeTransfer's mission to enable the effortless transfer of ideas from one creative mind to many. We want to help our users get in, and stay in, their creative flow –that strange and beautiful state where everything comes together and great things happen.

WeTransfer has a dual revenue model, split between advertising and premium subscriptions. With WeTransfer Plus, customers benefit from bigger transfer sizes, storage and personalization options. WeTransfer also works with the world's biggest brands, including Google, Samsung, Netflix and Squarespace, to develop and deliver beautiful, full-screen advertisements on our background wallpapers.

Since day one, WeTransfer has proudly supported the creative communities by giving away 30% of the advertising space to showcase projects we love. With WeTransfer Studios, creative partnerships have been launched with some of the world's most interesting individuals and organizations, including FKA twigs, Rankin, Anderson .Paak, McSweeney's, World Press Photo, The Royal Academy of Arts and the Ace Hotel Group. On our content platform This Works, we tell the stories behind the creative work we curate and create. WeTransfer also supports tomorrow's creative leaders by offering free premium accounts to all arts students in the United States.

Following a \$25 million investment from Highland Capital in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters.

