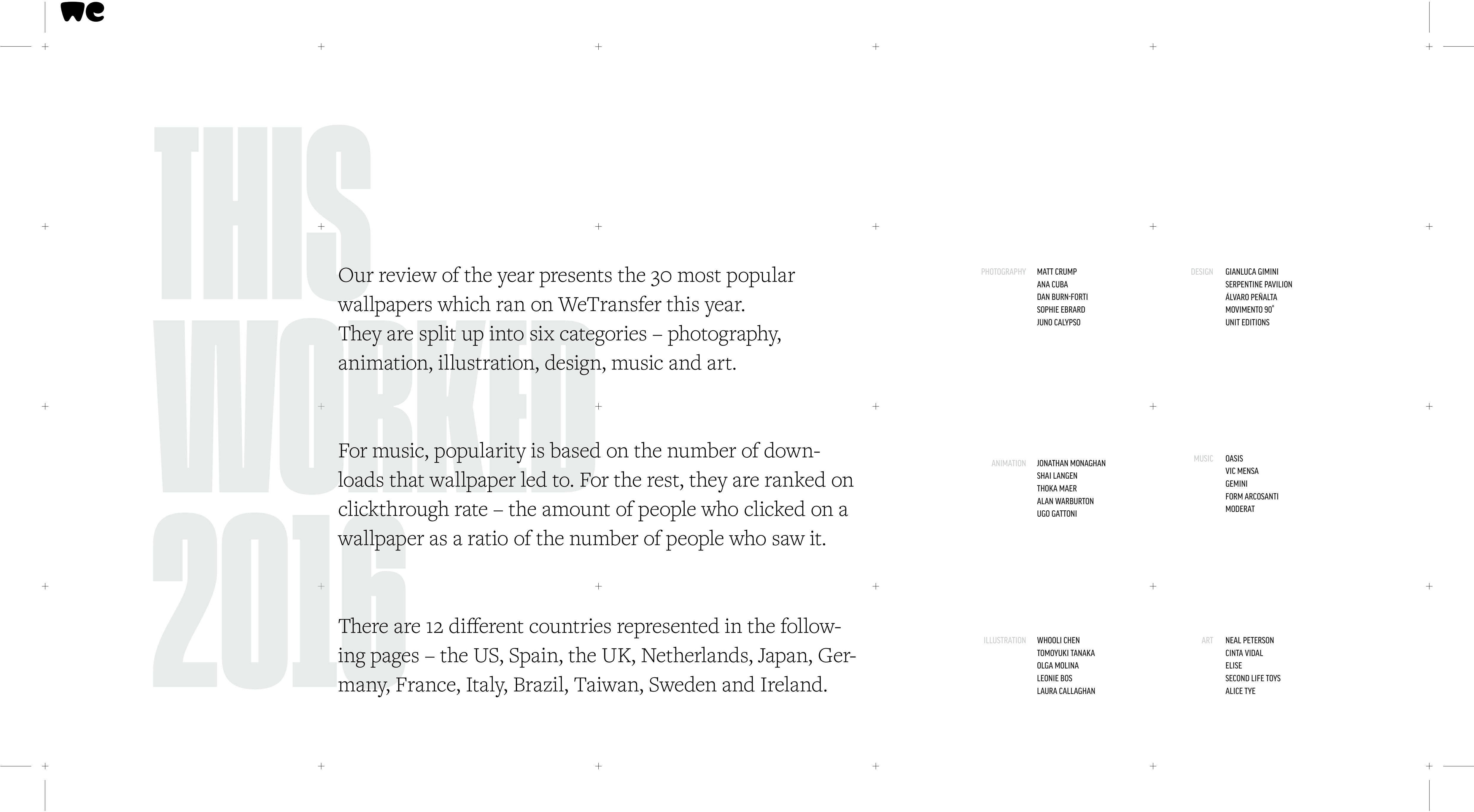


we

THIS
WORKED
2016



Our review of the year presents the 30 most popular wallpapers which ran on WeTransfer this year. They are split up into six categories – photography, animation, illustration, design, music and art.

For music, popularity is based on the number of downloads that wallpaper led to. For the rest, they are ranked on clickthrough rate – the amount of people who clicked on a wallpaper as a ratio of the number of people who saw it.

There are 12 different countries represented in the following pages – the US, Spain, the UK, Netherlands, Japan, Germany, France, Italy, Brazil, Taiwan, Sweden and Ireland.

PHOTOGRAPHY
MATT CRUMP
ANA CUBA
DAN BURN-FORTI
SOPHIE EBRARD
JUNO CALYPSO

DESIGN
GIANLUCA GIMINI
SERPENTINE PAVILION
ÁLVARO PEÑALTA
MOVIMENTO 90°
UNIT EDITIONS

ANIMATION
JONATHAN MONAGHAN
SHAI LANGEN
THOKA MAER
ALAN WARBURTON
UGO GATTONI

MUSIC
OASIS
VIC MENSA
GEMINI
FORM ARCOSANTI
MODERAT

ILLUSTRATION
WHOO LI CHEN
TOMOYUKI TANAKA
OLGA MOLINA
LEONIE BOS
LAURA CALLAGHAN

ART
NEAL PETERSON
CINTA VIDAL
ELISE
SECOND LIFE TOYS
ALICE TYE



Here's to another year of connecting creatives
around the world! In 2016...

THIS WORKED 2016

WETRANSFER WELCOMED
MORE THAN 285 MILLION
UNIQUE USERS, FROM 195
COUNTRIES. THESE USERS SENT
1 BILLION FILES EVERY MONTH.

WE SHOWCASED THE WORK OF
MORE THAN 400 INDIVIDUALS
AND ORGANISATIONS.

WE LAUNCHED OUR
NEW BLOG THIS WORKS, TO
TELL THE STORIES OF THE
CREATIVES FEATURED ON OUR
WALLPAPERS. SO FAR, THIS
WORKS HAS HAD 3.2 MILLION
UNIQUE USERS.

OUR NEW PODCAST SERIES
WETALKMUSIC, FEATURING
THE LIKES OF ANDERSON .PAAK
AND BONOBO, CLOCKED UP
4.8 MILLION LISTENING
MINUTES.

WE GAVE AWAY 3 BILLION
PAGE IMPRESSIONS TO
PROMOTE CREATIVE PROJECTS
OF EVERY STRIPE - FROM
ILLUSTRATION TO ANIMATION,
MUSIC TO ARCHITECTURE.

THIS WORKED 2016

When you take the time to look back on the last 12 months – as we are all beseeched to do at this time of year – there are certain moments that your mind conjures immediately.

We are lucky enough to have been spoiled for choice in 2016. It's Gilles Peterson DJ-ing at our packed-out Cannes party as the sun went down over the sea. It's Bilal and Miguel Atwood-Ferguson's 11-piece orchestra bringing the audience to its feet with a spine-tingling Prince cover at our How We Do: LA event. It's clustering round someone's computer to see the first cut of our FKA twigs documentary, or our brand new WeTransfer website being rolled out around the world.

These special memories stand out, but they are jostled by the various small day-to-day moments we get – the email from a young photographer suddenly commissioned off the back of one of our wallpapers, or the artist whose site temporarily crashes due to the amount of traffic we are sending their way.

Ever since 2009, WeTransfer has supported the creative community in which we are embedded. This means – and will continue to mean – giving away 30% of our entire global inventory to showcase creative projects we love by individuals and organisations we admire.

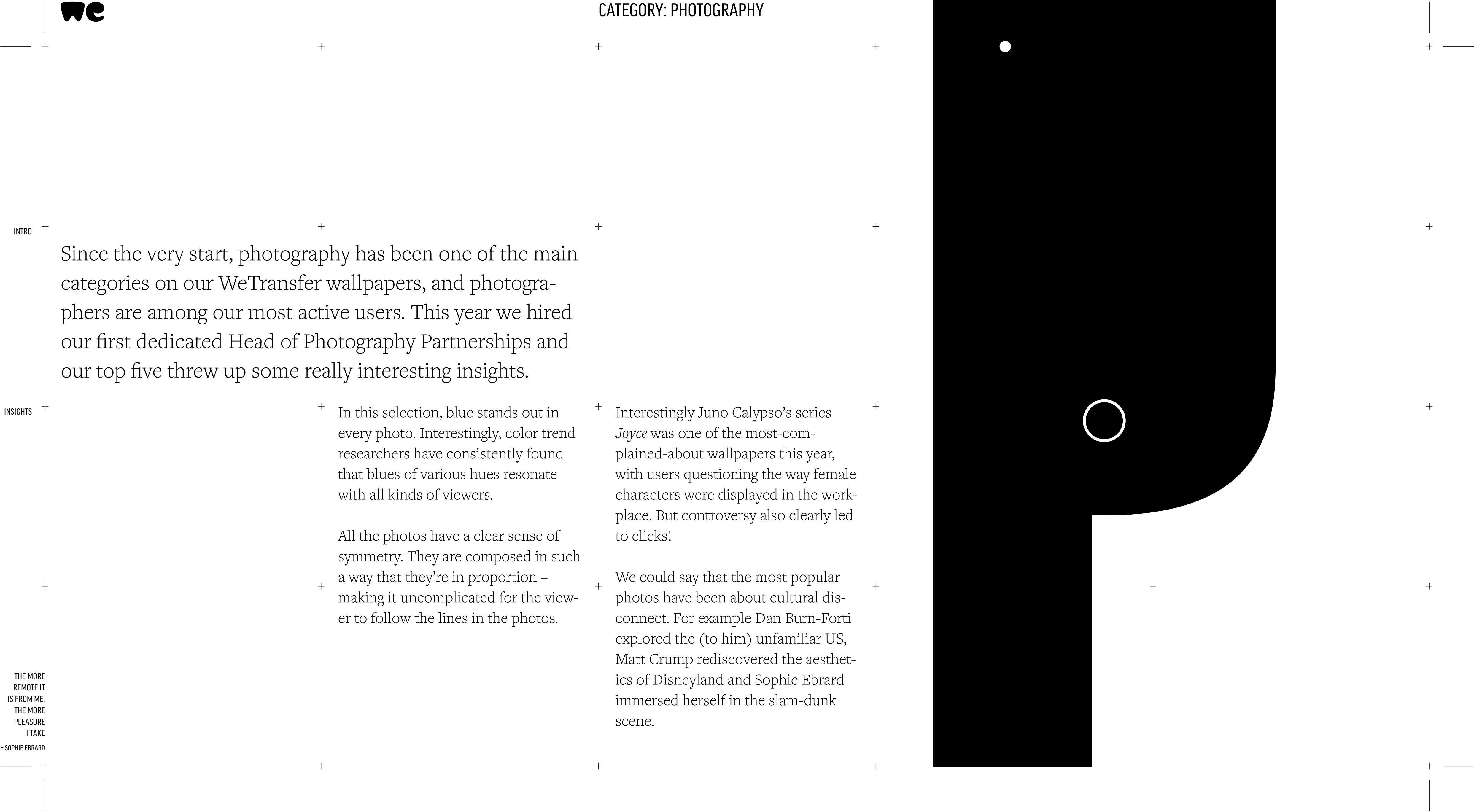
In 2016, this meant nearly three billion page impressions given over to the creative community. We supported more than 450 different practitioners, ranging from world-renowned art galleries to fresh-out-of-art-school illustrators (and that mix is important to us).

Our new blog This Works, launched in April, welcomed more than three million unique visitors this year. Our WeTalkMusic podcast series clocked up 4.8 million listening minutes across its four episodes. We offered 14 different podcasts in our Podcast Pack, which were downloaded 219,000 times.

This review is a distillation of the past 12 months on WeTransfer from an editorial perspective. It gives you a sense of the most successful wallpapers we ran across six categories – music, art, illustration, photography, design and animation.

So thanks for taking the time to download it – we really hope you enjoy it. And thanks also to all the amazing artists, musicians, designers, illustrators, photographers, dreamers and makers who let us feature their work this year. Our creative integrity is built on your brilliance.

ROB ALDERSON
EDITOR-IN-CHIEF



CATEGORY: PHOTOGRAPHY

Since the very start, photography has been one of the main categories on our WeTransfer wallpapers, and photographers are among our most active users. This year we hired our first dedicated Head of Photography Partnerships and our top five threw up some really interesting insights.

In this selection, blue stands out in every photo. Interestingly, color trend researchers have consistently found that blues of various hues resonate with all kinds of viewers.

All the photos have a clear sense of symmetry. They are composed in such a way that they're in proportion – making it uncomplicated for the viewer to follow the lines in the photos.

Interestingly Juno Calypso's series *Joyce* was one of the most-complained-about wallpapers this year, with users questioning the way female characters were displayed in the workplace. But controversy also clearly led to clicks!

We could say that the most popular photos have been about cultural disconnect. For example Dan Burn-Forti explored the (to him) unfamiliar US, Matt Crump rediscovered the aesthetics of Disneyland and Sophie Ebrard immersed herself in the slam-dunk scene.





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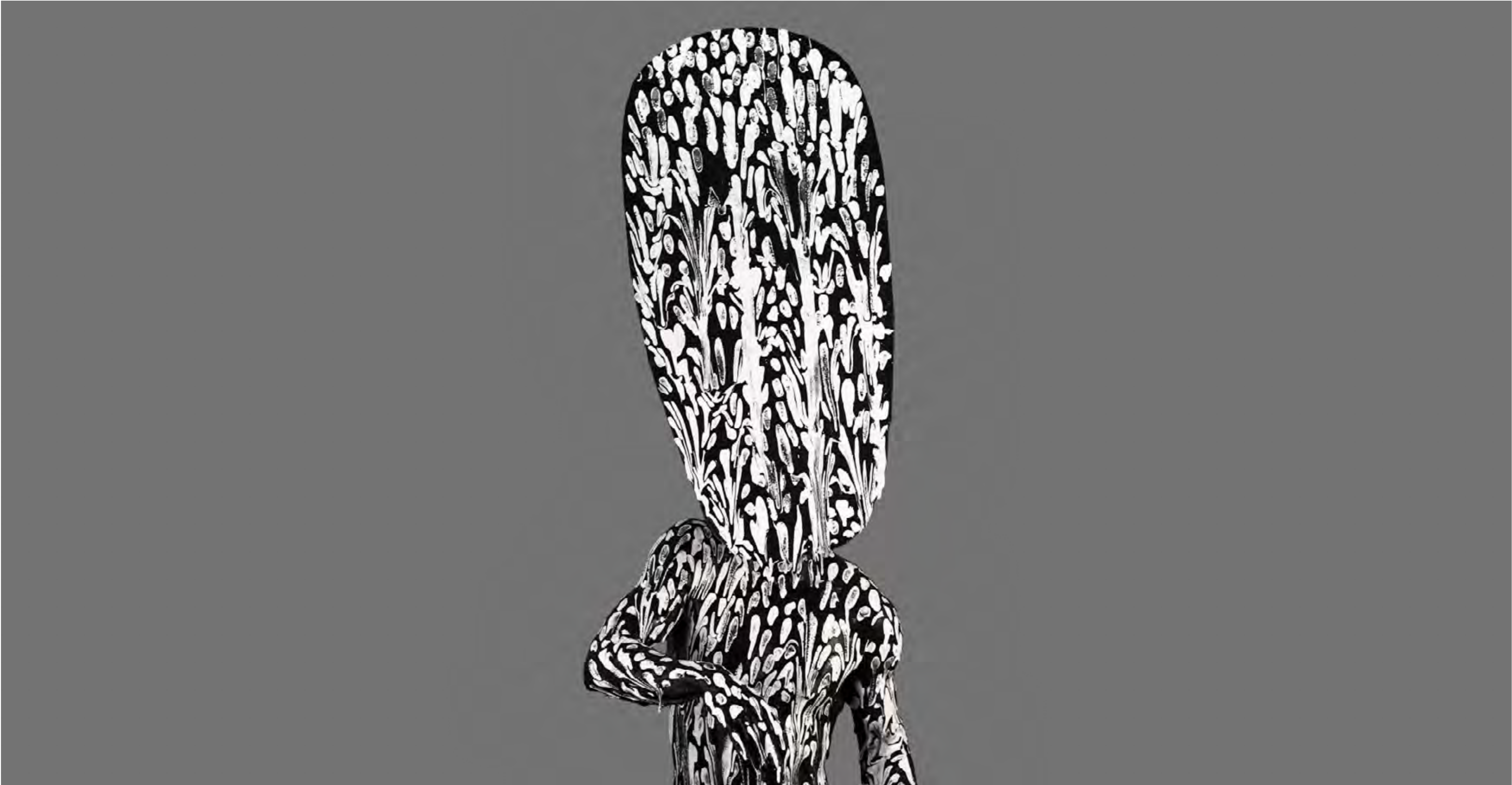


we		CATEGORY: ANIMATION	
INTRO			
In 2016 we’ve experimented more and more with the use of moving imagery on our backgrounds, featuring artists working in disciplines ranging from CGI animation and GIFs to music video and film (and even a full-length George Orwell-inspired ballet!)			
INSIGHTS			
YOU CAN USE WORDS LIKE ‘PAIN’ AND ‘FEAR,’ BUT THERE IS NO WAY OF KNOWING - WHAT WE EXPERIENCE ON A CORPOREAL LEVEL IS MUTUAL - SHAI LANGEN			

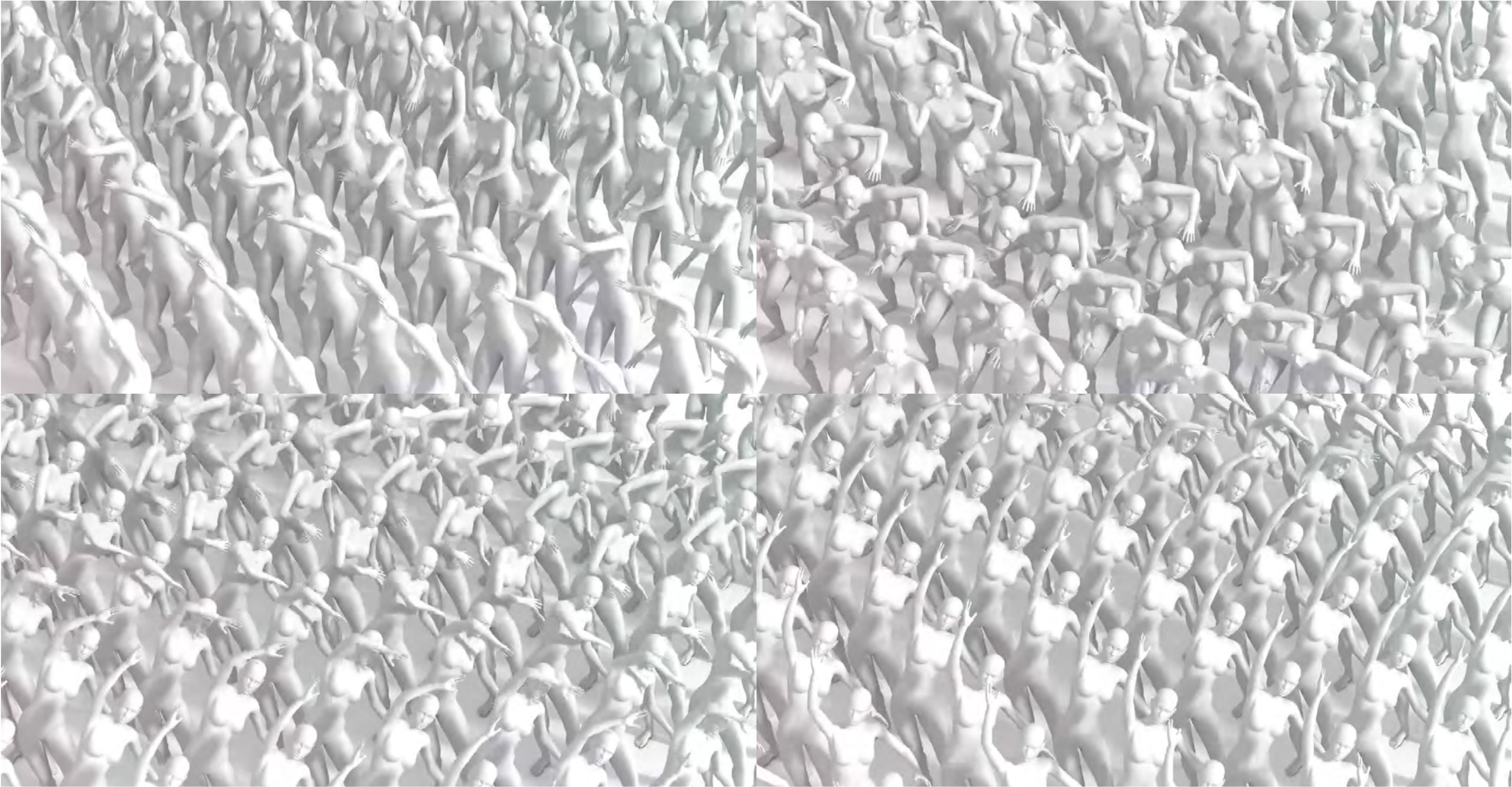


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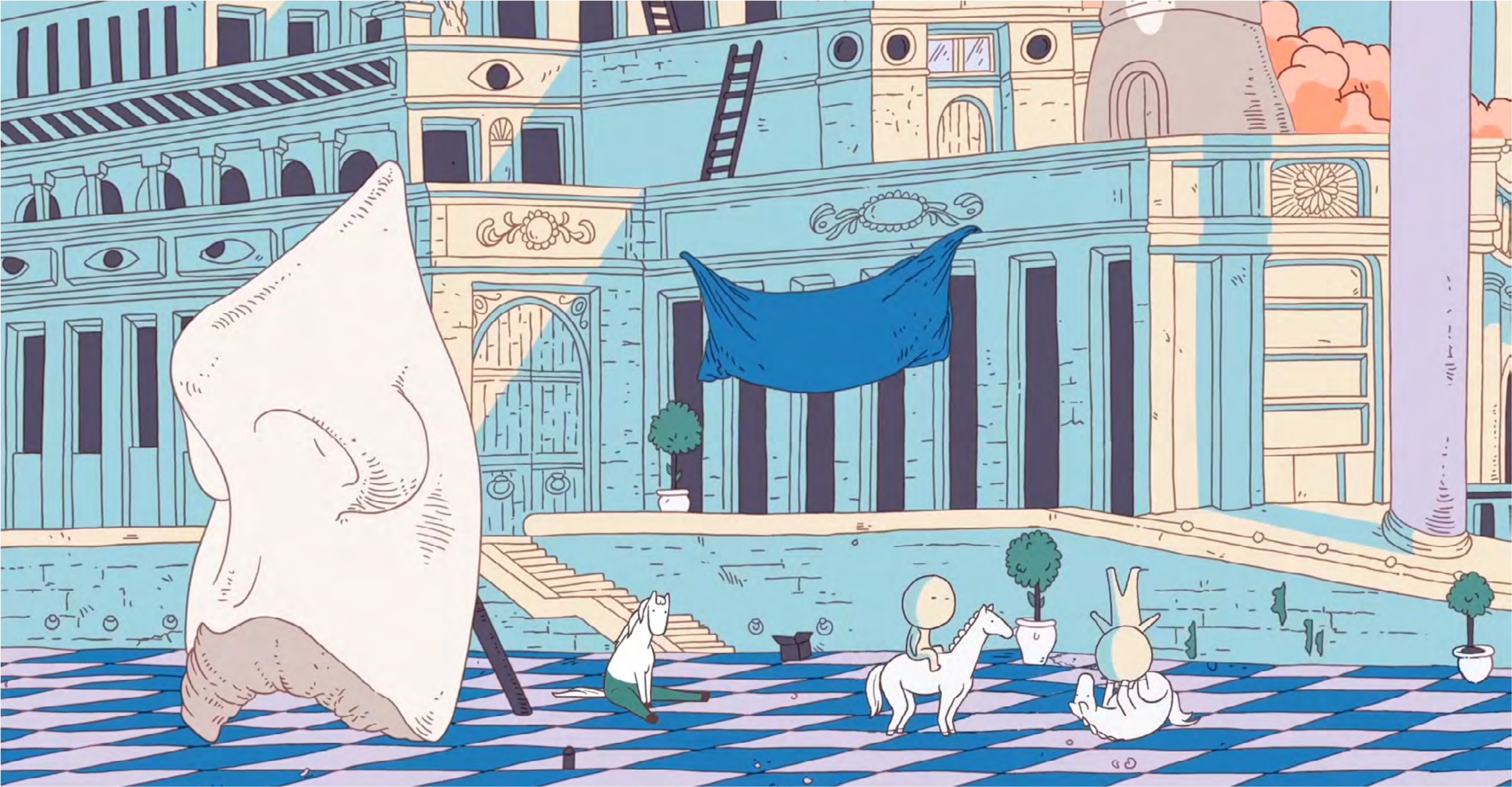




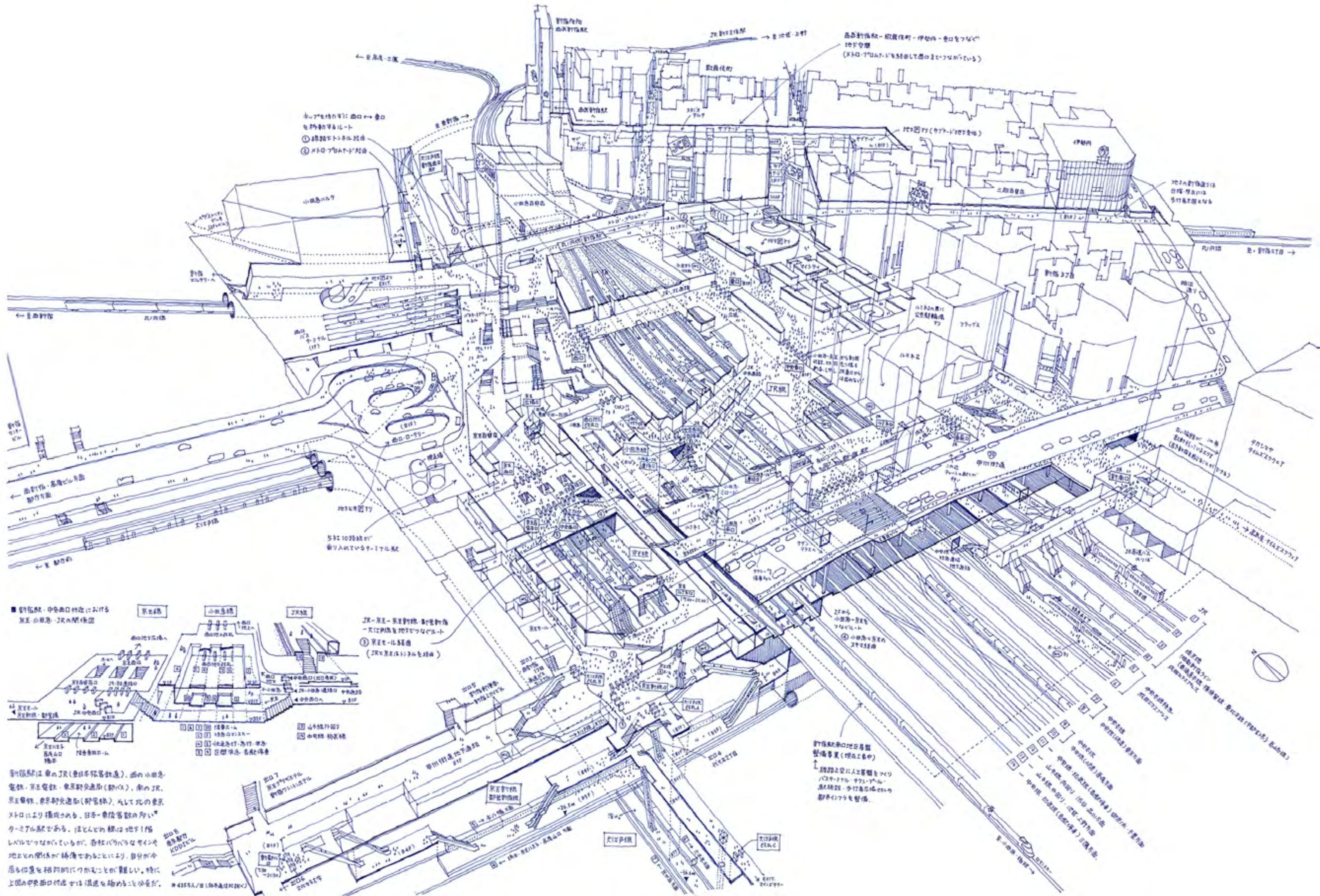


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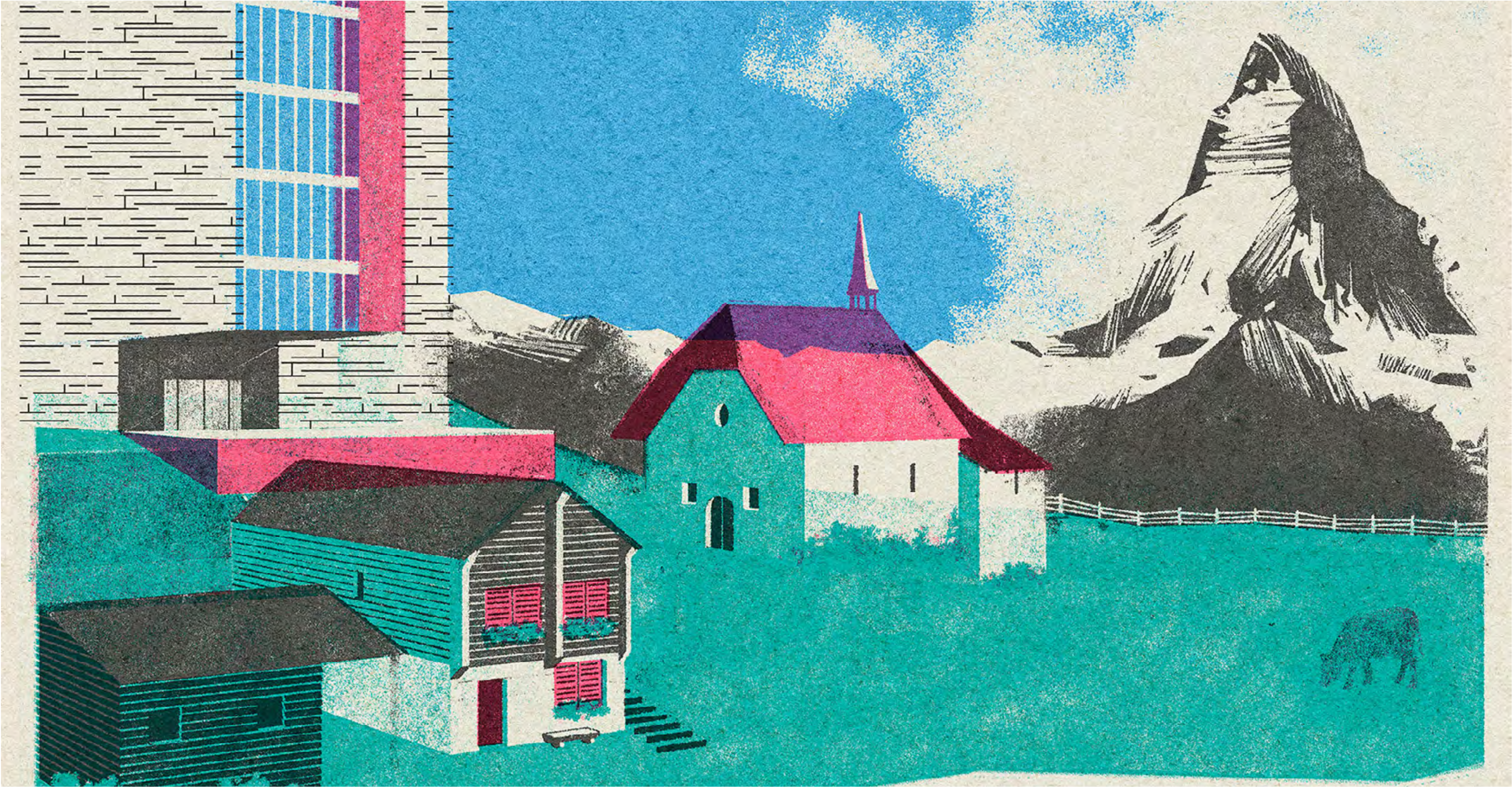


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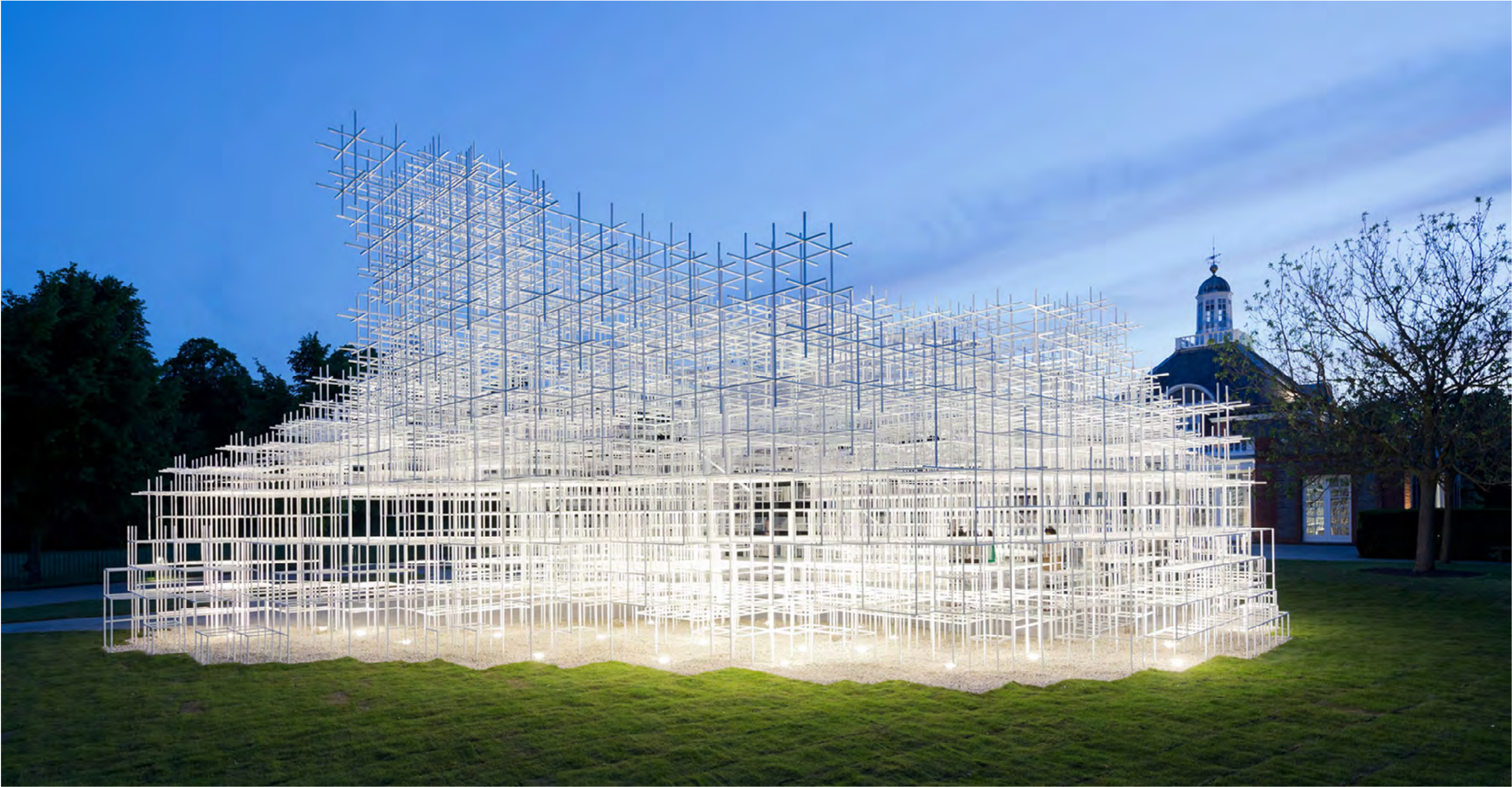


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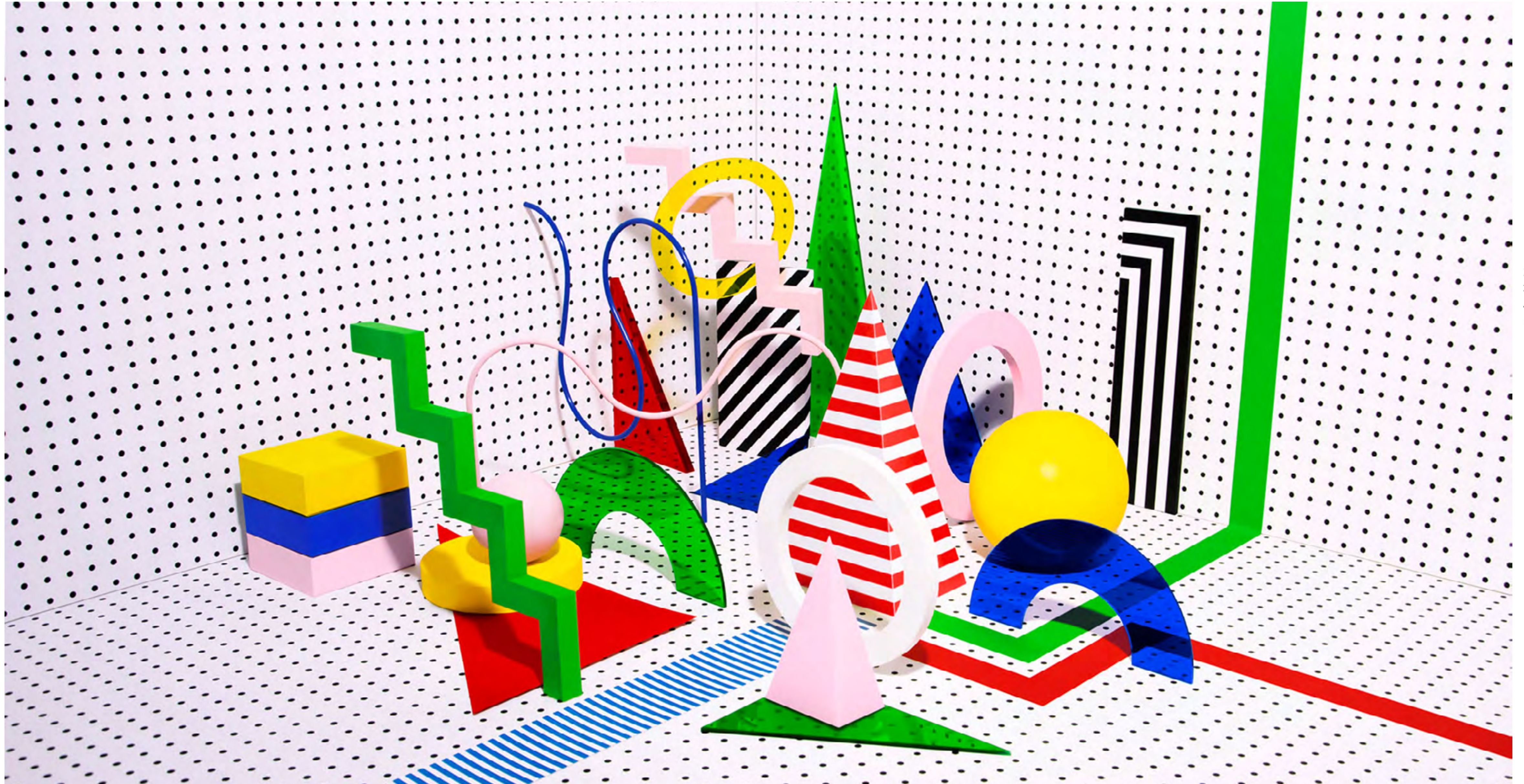
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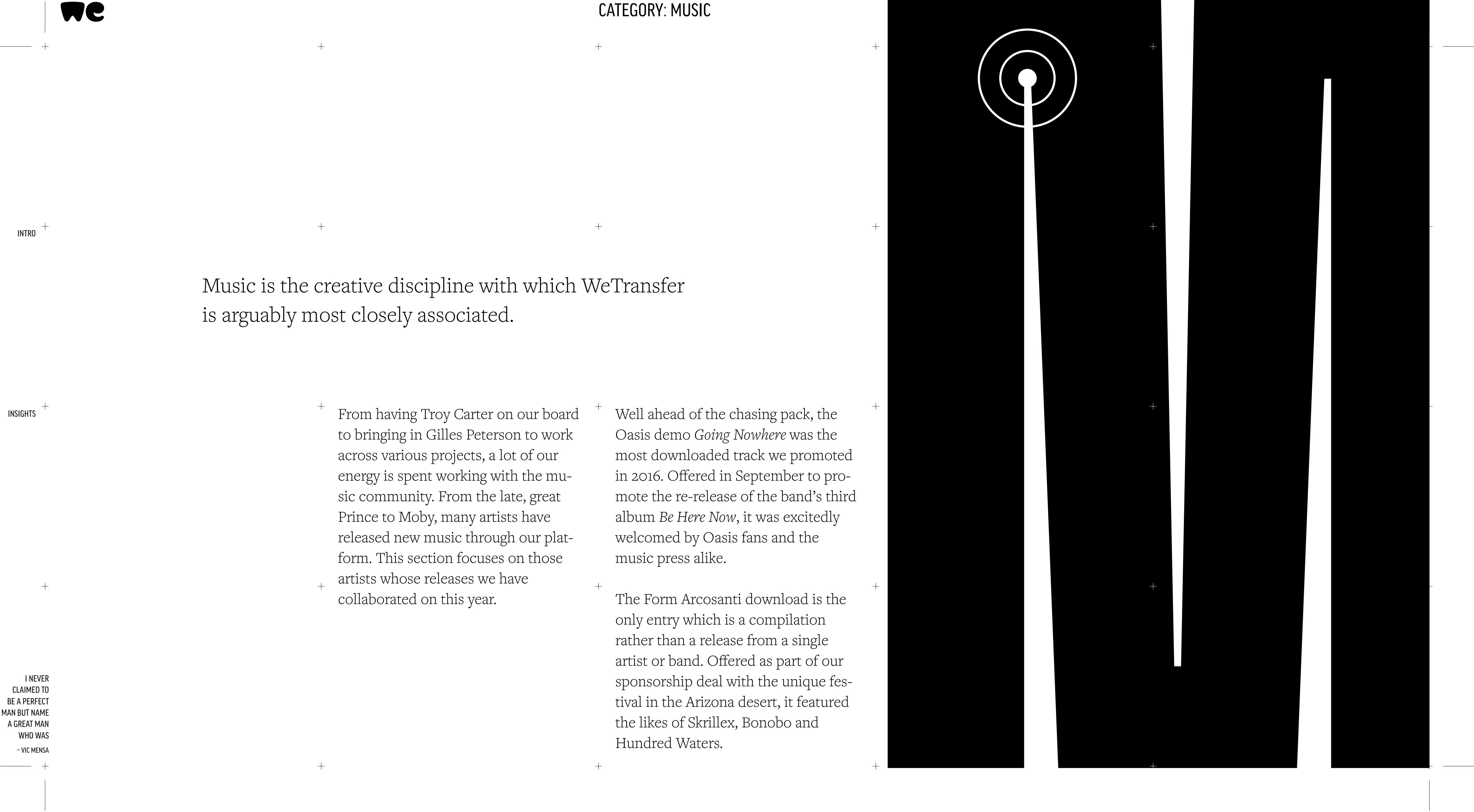
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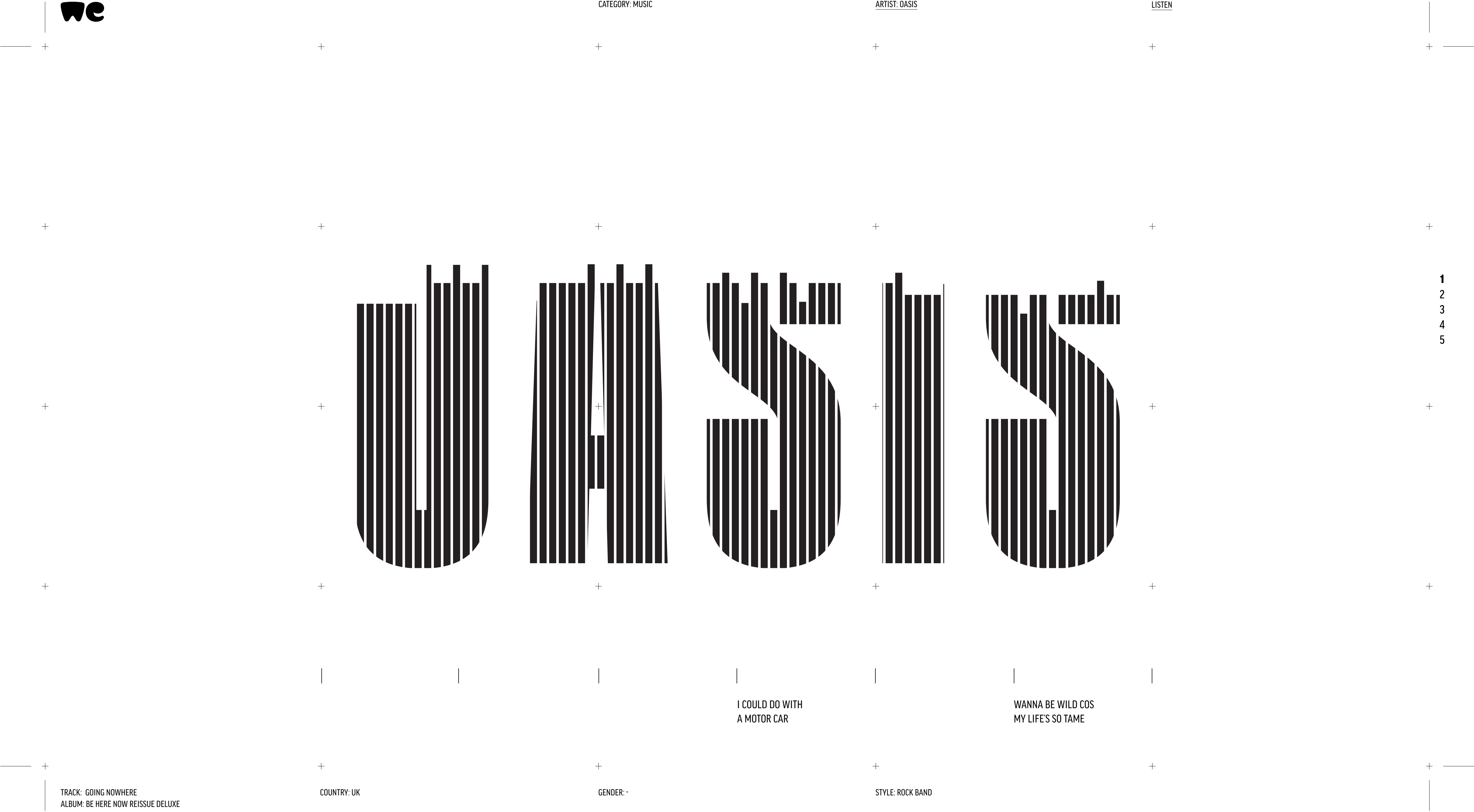
CATEGORY: MUSIC

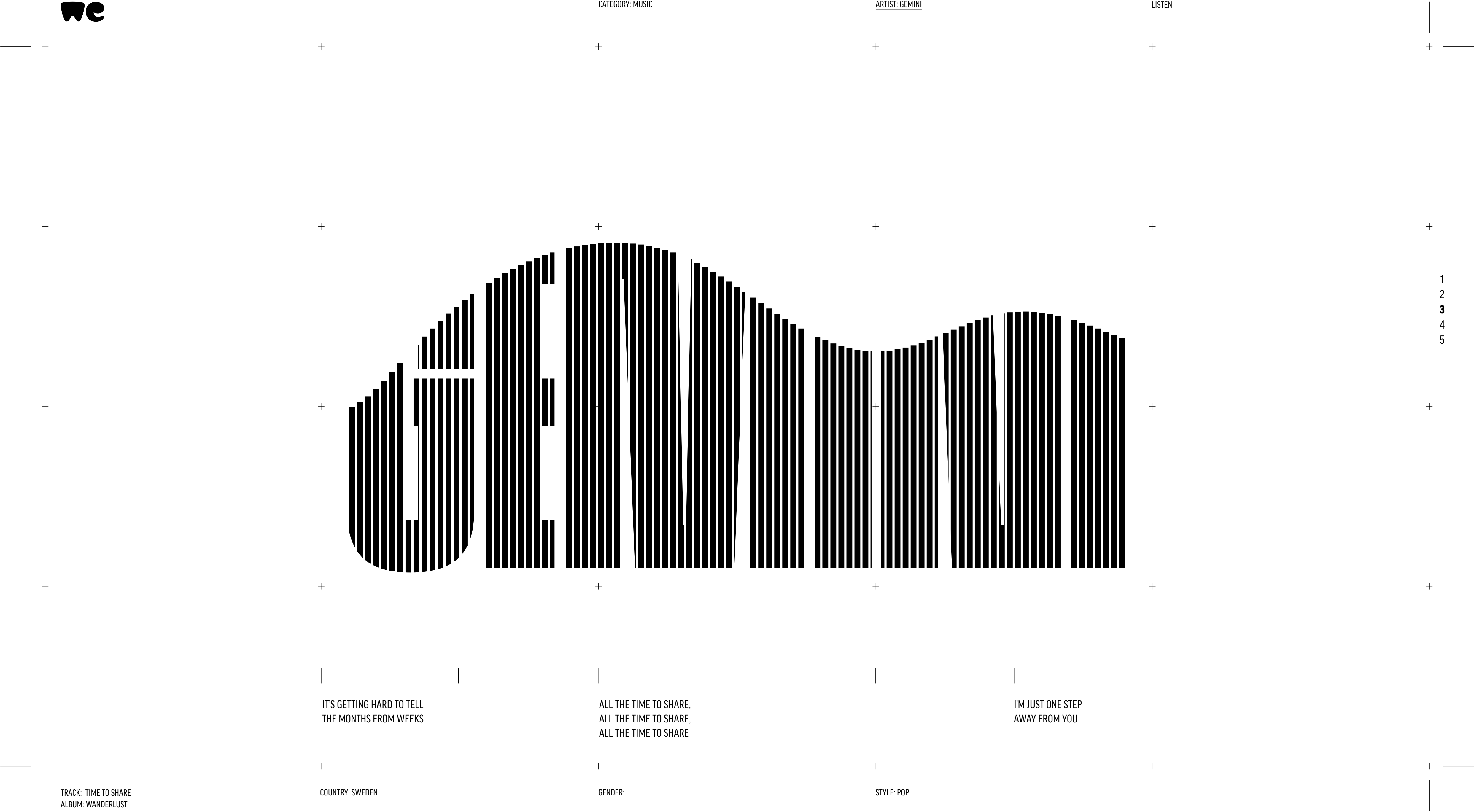
Music is the creative discipline with which WeTransfer is arguably most closely associated.

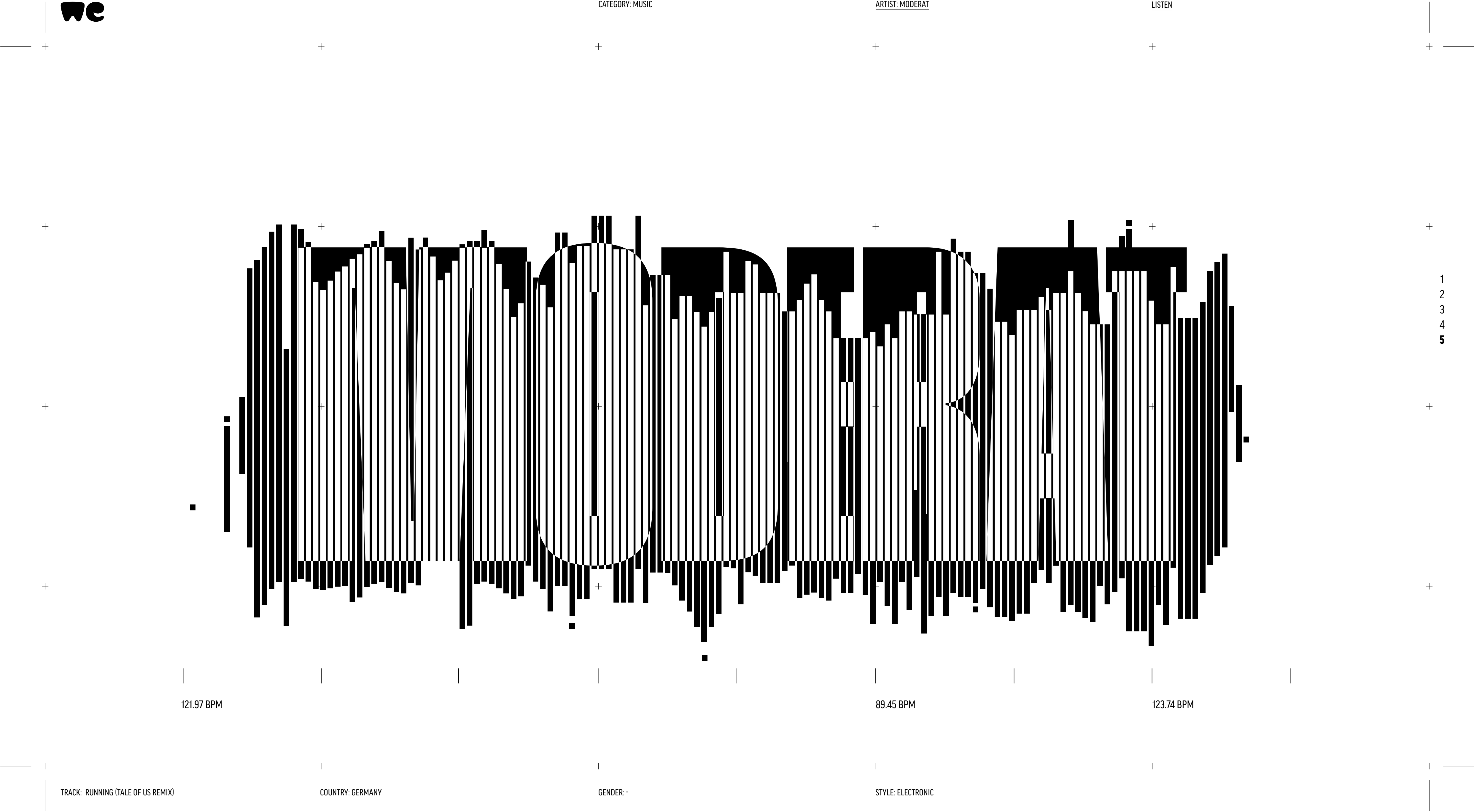
- From having Troy Carter on our board to bringing in Gilles Peterson to work across various projects, a lot of our energy is spent working with the music community. From the late, great Prince to Moby, many artists have released new music through our platform. This section focuses on those artists whose releases we have collaborated on this year.

Well ahead of the chasing pack, the Oasis demo *Going Nowhere* was the most downloaded track we promoted in 2016. Offered in September to promote the re-release of the band’s third album *Be Here Now*, it was excitedly welcomed by Oasis fans and the music press alike.

The Form Arcosanti download is the only entry which is a compilation rather than a release from a single artist or band. Offered as part of our sponsorship deal with the unique festival in the Arizona desert, it featured the likes of Skrillex, Bonobo and Hundred Waters.







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CATEGORY: MUSIC

ARTIST: MODERAT

LISTEN

we

TRACK: RUNNING (TALE OF US REMIX)

COUNTRY: GERMANY

GENDER: -

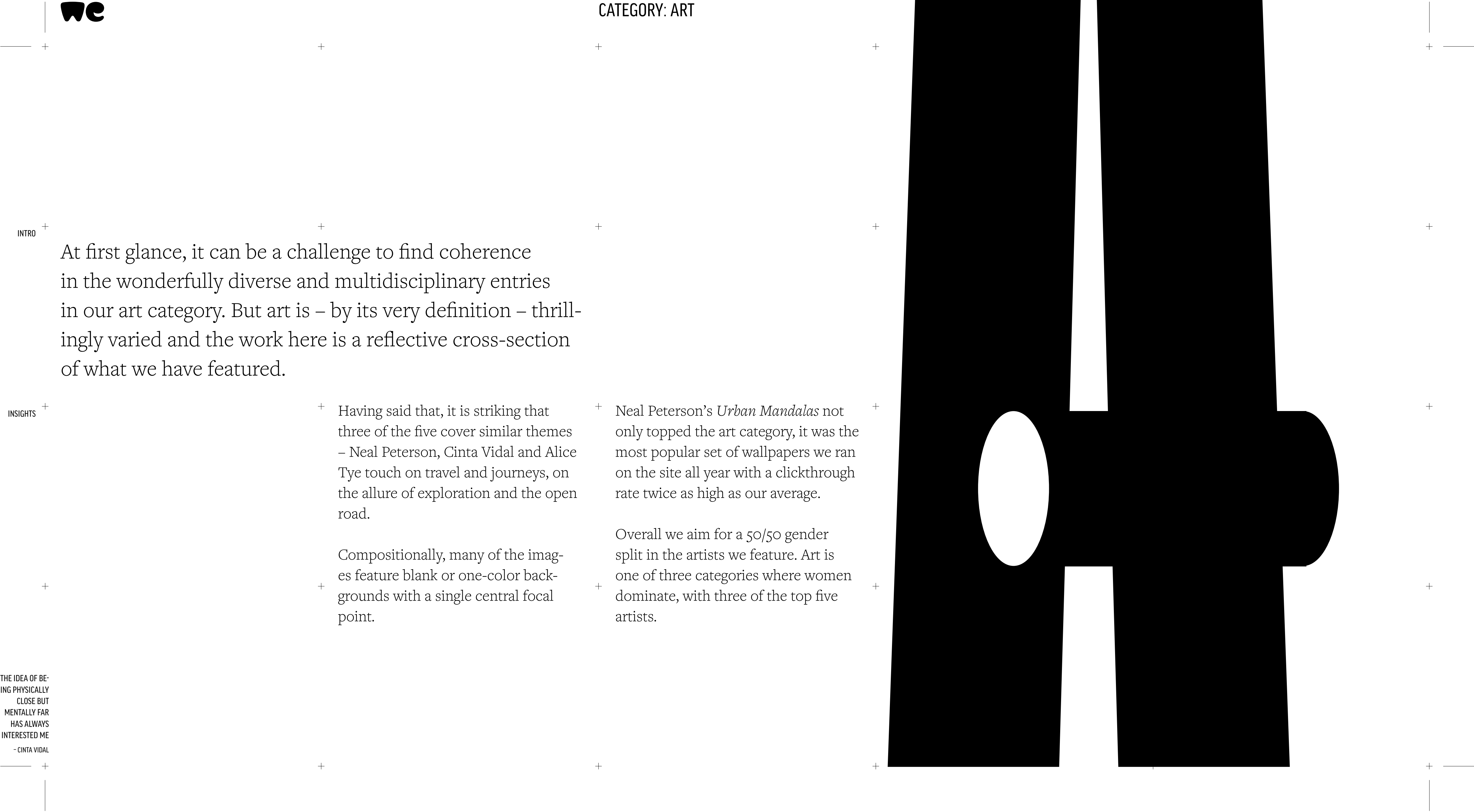
STYLE: ELECTRONIC

LISTEN

121.97 BPM

89.45 BPM

123.74 BPM



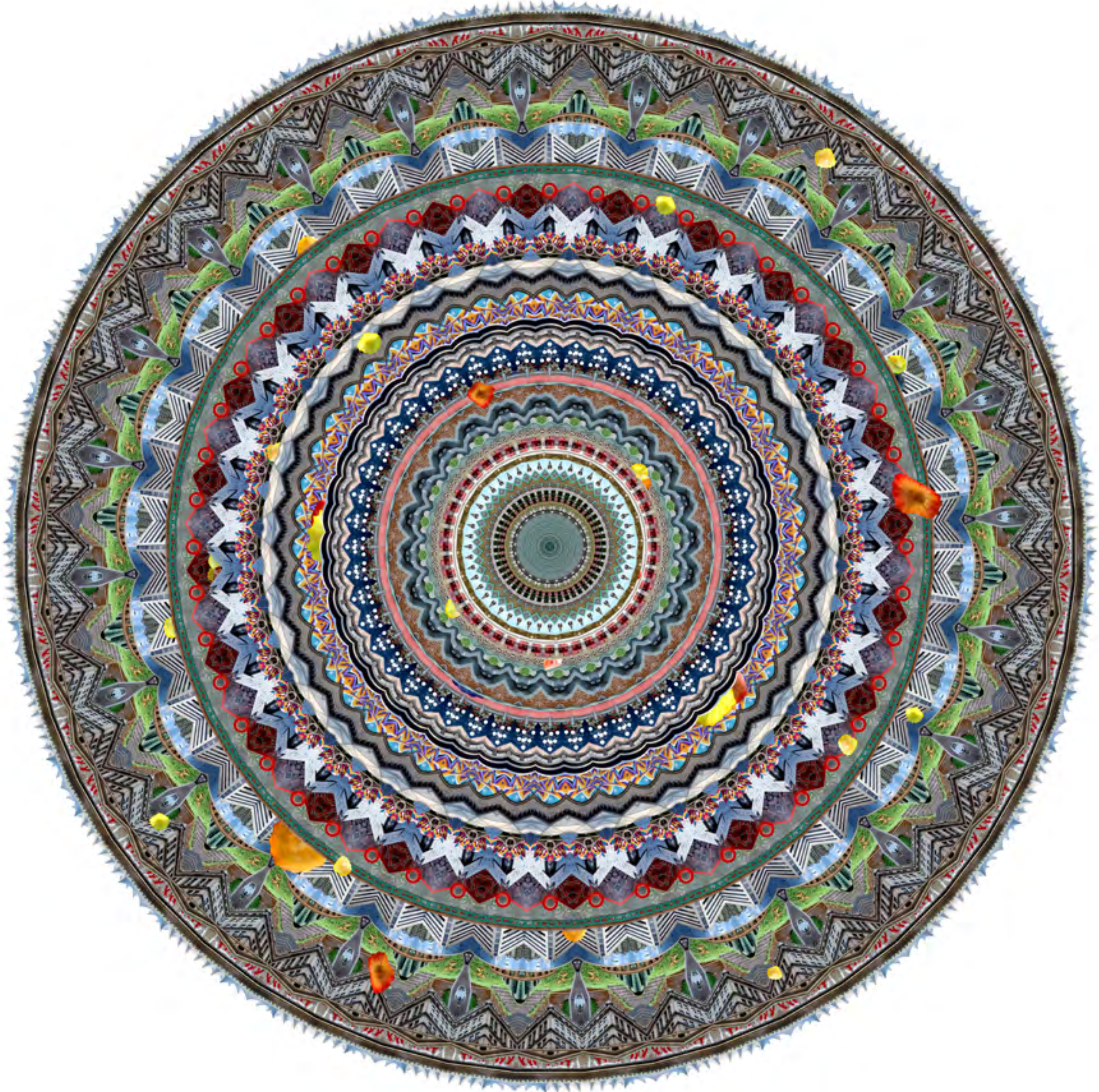
At first glance, it can be a challenge to find coherence in the wonderfully diverse and multidisciplinary entries in our art category. But art is – by its very definition – thrillingly varied and the work here is a reflective cross-section of what we have featured.

Having said that, it is striking that three of the five cover similar themes – Neal Peterson, Cinta Vidal and Alice Tye touch on travel and journeys, on the allure of exploration and the open road.

Compositionally, many of the images feature blank or one-color backgrounds with a single central focal point.

Neal Peterson’s *Urban Mandalas* not only topped the art category, it was the most popular set of wallpapers we ran on the site all year with a clickthrough rate twice as high as our average.

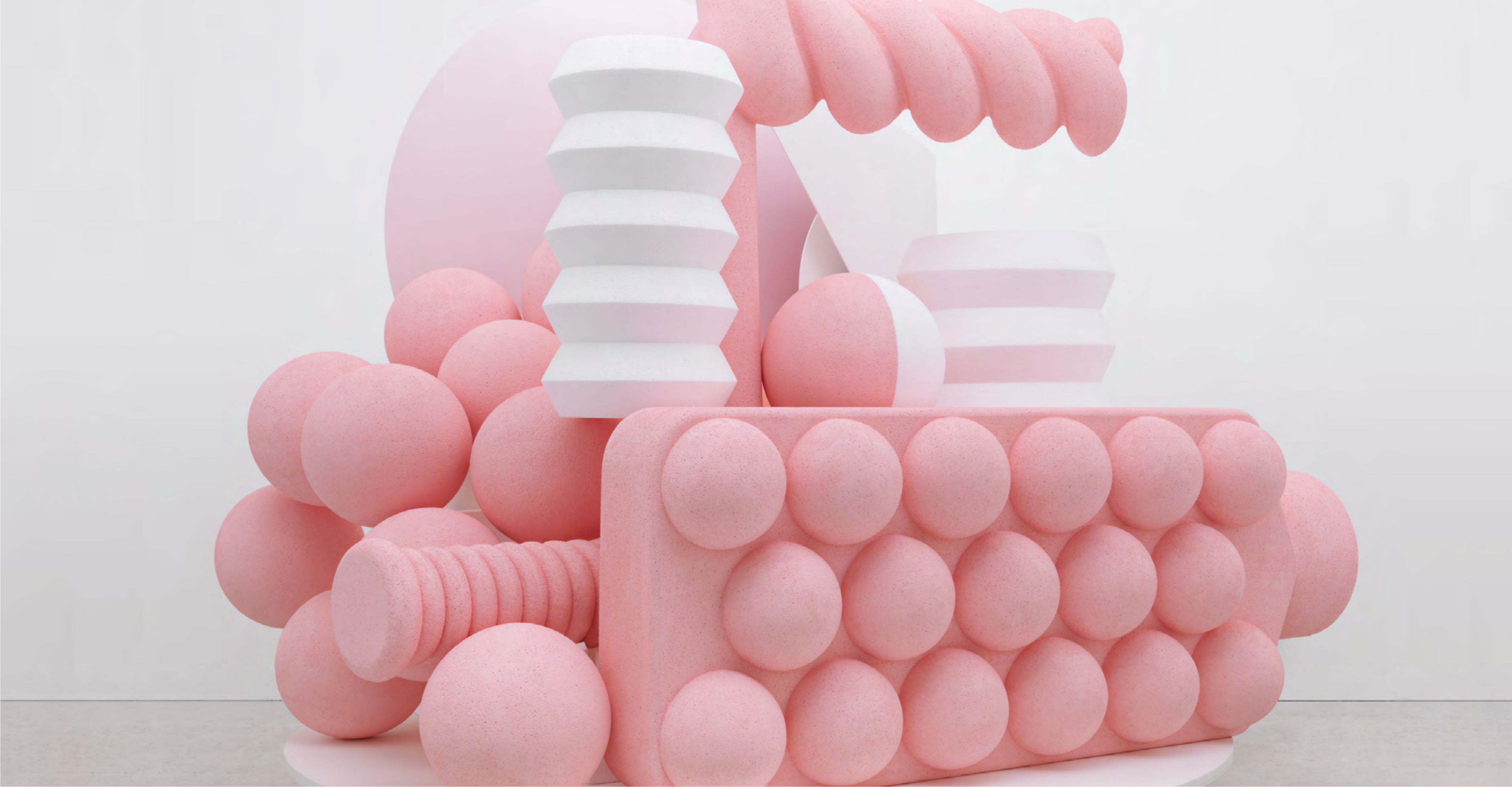
Overall we aim for a 50/50 gender split in the artists we feature. Art is one of three categories where women dominate, with three of the top five artists.



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THIS WORKS WORLDWIDE 2016

READ MORE

Over on our [This Works](#) blog, you'll find more in-depth pieces looking back on the creative world in 2016. These include:

[Our design team's selection of the best album artwork of 2016](#)

[Why it's been a great year for independent magazines](#)

[How photographers are finding different ways to tell one of the most difficult stories of our time](#)

[The rise, fall and redemption of Microsoft Paint](#)

SUBMIT

If you would love to see your work on the WeTransfer wallpapers (and maybe even in this review next year) then you can send projects to our curation team – editorial@wetransfer.com.

We guarantee that everything we receive is looked at and considered for the site.

COLOPHON

EDITOR-IN-CHIEF
DEPUTY EDITOR
CREATIVE PRODUCER
HEAD OF PHOTOGRAPHY PARTNERSHIPS
HEAD OF MUSIC PARTNERSHIPS

CREATIVE DIRECTOR
DESIGNER
PROJECT MANAGER
WALLPAPER DESIGNS

ROB ALDERSON
SUZANNE TROMP
IRENE ACHTERBERGH
LUCY PIKE
LUKAS NIEUWENHUIJSEN

LASZLITO KOVACS
WERONIKA SIWIEC
JENNE MEERMAN
MATHIEU KOK, TIM VAN OMMEREN,
STEVIE O'NEILL