



MOMENTS IN TIME AWARDED BEST COMMUNITY ENGAGEMENT IN AI, IMMERSIVE & GAMES CATEGORY AT 29TH ANNUAL WEBBY AWARDS

AndMurals AB proudly announces that the project *Moments In Time* has been awarded the prize for Best Community Engagement in the AI, Immersive & Games category at the 29th Annual Webby Awards. The Webby Awards, described by The New York Times as “the internet’s highest honor,” are presented by the International Academy of Digital Arts and Sciences (IADAS) and celebrate excellence on the internet.

“*Moments in Time* is not just shaping the internet—it’s redefining it,” says Nick Borenstein, General Manager of The Webby Awards. “This award celebrates the fearless creativity and precise execution that make their work an unmistakable force online.”

Moments in Time will be celebrated at the 29th Annual Webby Awards ceremony in New York City on May 12. The event will be hosted by comedian Ilana Glazer (*Broad City*, *Babes*, *Good Night*, *Good Luck*) and promises a star-studded evening celebrating the best of the internet.

Follow @thewebbyawards on Instagram, X (Twitter), TikTok, and YouTube to catch highlights from the show and the iconic five-word speeches from this year’s winners on May 12.



About Moments In Time

AndMurals AB, created by Shahaf Mor, commissioned by JKPG Fast

Moments in Time is a 45 m² interactive LED art installation located at Science Park Towers in Jönköping, Sweden. This real-time visual experience unfolds in five immersive chapters, guiding viewers through a constantly evolving journey of nature, seasons, data, technology, time, and people.

By merging the physical and digital, the installation invites the public to see their surroundings with fresh eyes—creating unique moments that connect people to place. Using live data streams, *Moments In Time* reimagines how we engage with urban environments and encourages both residents and visitors to reflect on their role within them.

The work aims to cultivate deeper awareness of energy use, weather patterns, and our shared connection to the natural world. By placing the viewer at the center of the experience, the installation transforms them from passive observer to active participant—interacting, reflecting, and even shaping the artwork through their presence.

Anne-lie Almqvist, CEO of AndMurals AB, says:

“Since 1996, The Webby Awards has recognized Internet excellence on an international scale. Earning the title ‘Best of the Internet’ from the International Academy of Digital Arts & Sciences is no small feat—it’s an honor reserved for world-class brands, game designers, media and tech companies, and creators.

We’ve proven the excellence of what we do for our clients, making them stand out with unique identities and places both locally and internationally.

Winning the Best Community Engagement award is particularly meaningful, as it affirms our commitment to inclusivity and to creating something that lives and breathes. Crafting the creative and the beautiful from data and movement—both in real time and as an evolving visual story—is incredibly exciting.”

Shahaf Mor, Head of Design at AndMurals AB and artist behind the project, says:

“My work explores how art and technology can come together, how they can complement each other to create spaces that blur the line between the real and the imagined. It’s about drawing people into a conversation with the world around them, making them pause and think, feel a bit more deeply about how we all connect with nature, tech, and each other. I want my art to be a kind of sanctuary, a meditative space that invites the viewer to see things from a new angle.

With everything that’s going on with generative AI right now, there’s a lot of apprehension in the art community about machine-generated content undermining human creativity, authenticity, and originality. But I actually see technology as a friend to creativity, not a barrier.”

Magnus Olsson, CEO of Jönköping kommuns Fastighetsutveckling AB, says:

“Our interactive artwork at Science Park Towers is a unique feature that puts Jönköping on the map—both nationally and internationally. A digital artwork that moves with reality brings life, curiosity, and pride to a vibrant building full of people.”

About AndMurals

Winners of the Anthem Award, AndMurals is a 360° creative studio for visual storytelling. Their artworks are more than decoration—they tell stories, build community, and convey sustainable values.

AndMurals understands the power of visual storytelling. Beyond art and technology, the company creates legacy. Their murals and interactive works are statements that reinforce brand ethos, foster community engagement, and promote sustainable practices. In a world where every detail matters, AndMurals lets walls speak, engage, and inspire.

About Shahaf Mor

Shahaf Mor, an Anthem Award winner, is a renowned media artist and creative director. She is known for her immersive works and data sculptures shown globally. With a background in painting, animation, 3D paper sculpture, collage, and more, her artistry is eclectic and boundary-pushing.

She has collaborated with tech companies, music producers, and global brands. Former Creative Director at Waves Audio (GRAMMY® & Emmy®-winning), she is the founder of Henri&Root and Shahaf Mor DNT Studio, and a partner at AndMurals.

About The Webby Awards

Described by The New York Times as “the internet’s highest honor,” the Webby Awards are the leading international awards recognizing excellence on the internet in categories including: Websites and Mobile Sites, Video, Advertising, Media & PR, Apps & Software, Social, Podcasts, Games, and AI, Metaverse & Virtual.

Founded in 1996, this year’s Webby Awards received nearly 13,000 entries from all 50 U.S. states and over 70 countries worldwide.

The awards are presented by the International Academy of Digital Arts and Sciences (IADAS).

Sponsors and partners include: Adobe, WP Engine, LinkedIn, Verizon, Meltwater, KPMG, NAACP, Vox Media, The Wall Street Journal, Deadline, AdAge, TechCrunch, The Hollywood Reporter, Film Independent, The Hustle, Series Mania, VidCon, The Podcast Show, Passionfruit, Embedded, Morning Brew, Creator Economy NYC, Creator Spotlight, AIGA, and The Publish Press.

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